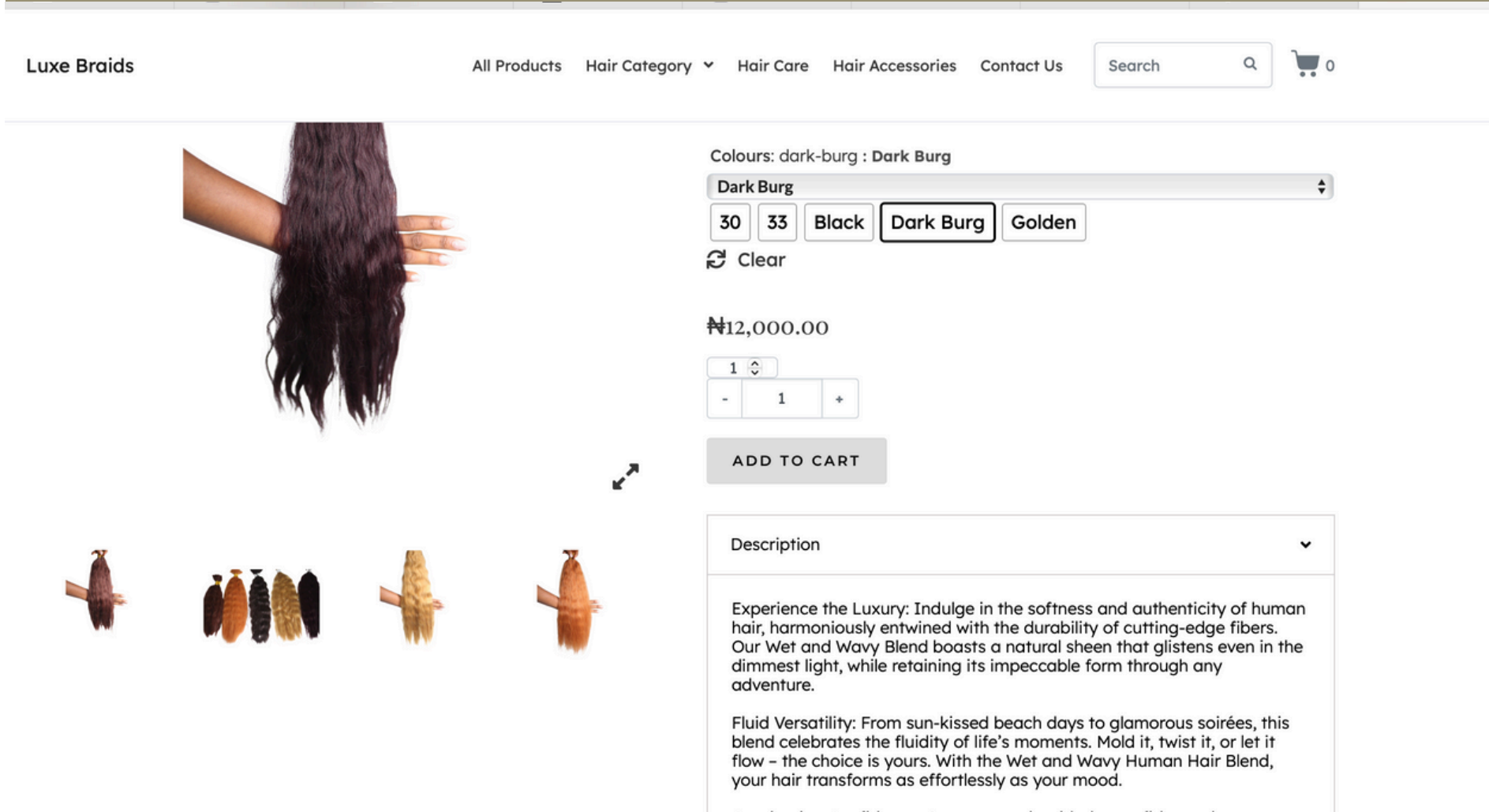


LUXE
BRAIDS
Detailed Breakdown of the
WordPress WooCommerce Project
and Ad Management for Luxe
Braids NG

30 September 2023
www.luxebraids.com



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Project Planning & Requirements Gathering

Initial Assessment: Analyzed the existing website and digital presence to identify opportunities for improvement.

Stakeholder Meetings: Discussed with stakeholders to define the project scope, including website revamp and digital marketing goals.

Theme Selection & Customization

Theme Evaluation: Selected a modern and flexible WordPress theme compatible with WooCommerce.

Customization: Customized the theme to reflect the brand's identity, including color schemes, typography, and layout adjustments.

WordPress & WooCommerce Setup

Installation & Configuration: Set up WordPress and WooCommerce, configuring core e-commerce functionalities.

Site Structure: Established a logical site structure with clear navigation, categories, and product pages.

Product Descriptions

Developed keyword-rich product descriptions to improve SEO and inform customers.

Blog & Educational Content: Created blog posts and educational content related to hair care and styling.

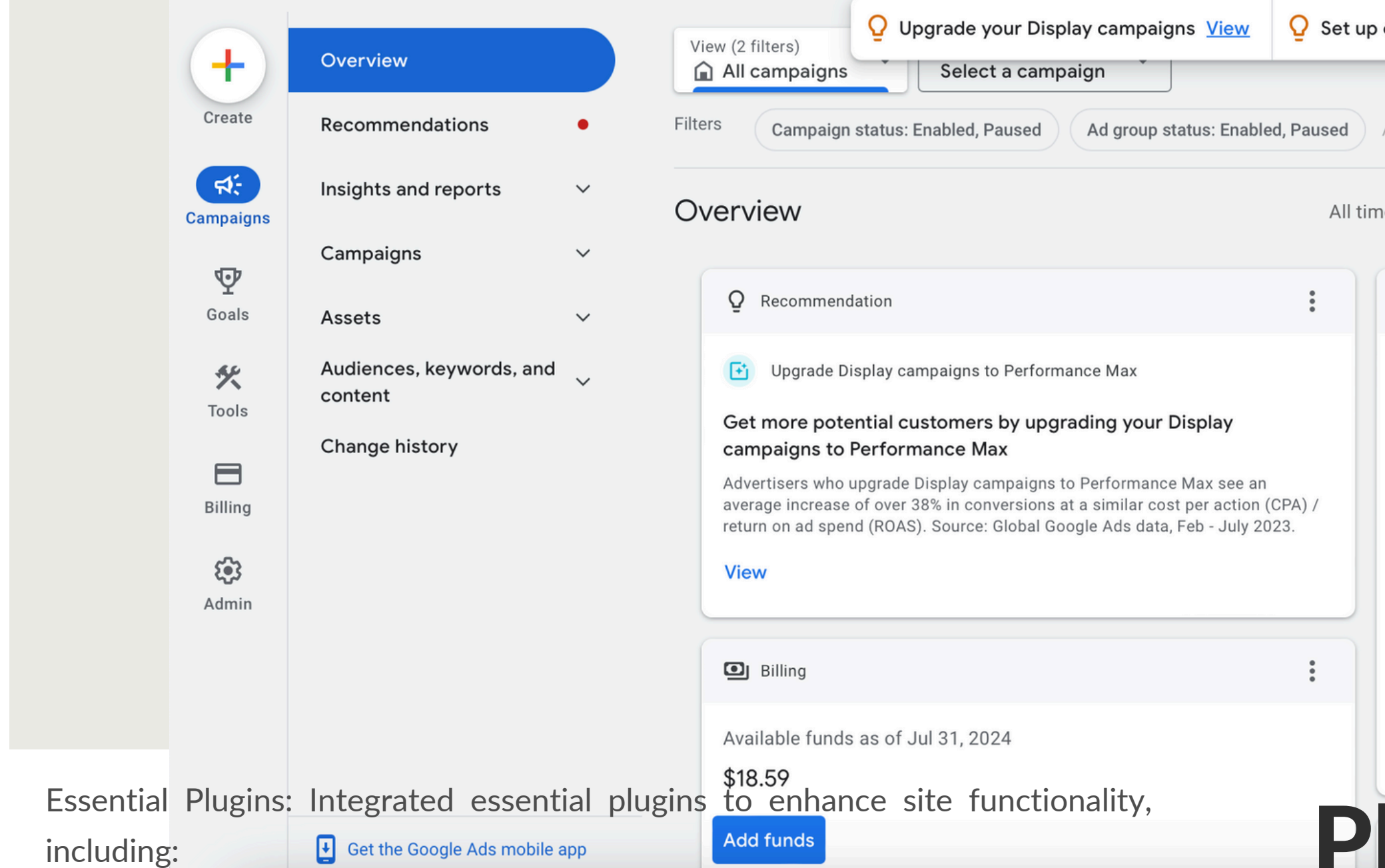
Designing Key Pages

Homepage: Designed a visually engaging homepage featuring a product showcase, promotional banners, and clear calls-to-action.

Product Pages: Created detailed and SEO-friendly product pages, including descriptions, images, pricing, and stock information.

Category Pages: Organized products into intuitive categories, making it easy for customers to browse and find items.

Cart & Checkout: Designed and streamlined the cart and checkout process for a smooth user experience, minimizing steps and potential drop-offs.



Essential Plugins: Integrated essential plugins to enhance site functionality, including:

SEO Plugin: Yoast SEO for optimizing content.

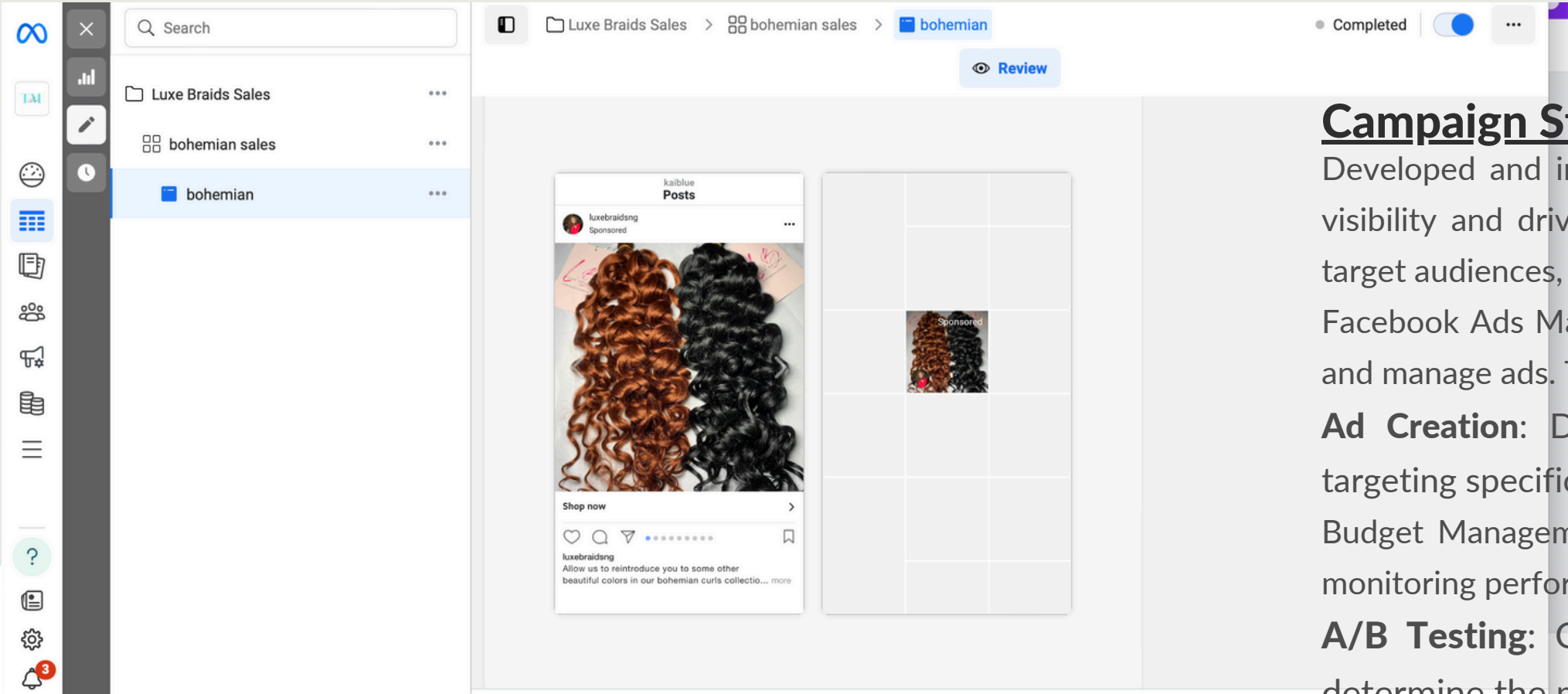
Security Plugin: Wordfence for security measures.

Performance Plugin: W3 Total Cache for site speed optimization.

Payment Gateway Plugins: Configured plugins for various payment methods, including PayPal and Stripe.

Shipping Plugins: Set up plugins for calculating shipping rates and managing logistics.

Plugin Integration & Configuration



Campaign Strategy

Developed and implemented a digital advertising strategy to increase brand visibility and drive sales. This included setting campaign objectives, defining target audiences, and selecting appropriate platforms.

Facebook Ads Management: Utilized Facebook Meta Business tools to create and manage ads. This involved:

Ad Creation: Designed visually appealing ads with compelling copy, targeting specific demographics and interests.

Budget Management: Allocated and optimized ad budgets to maximize ROI, monitoring performance and adjusting bids as needed.

A/B Testing: Conducted A/B testing of ad creatives and copy to determine the most effective combinations.

Analytics & Reporting: Analyzed campaign performance metrics, such as click-through rates (CTR), conversion rates, and return on ad spend (ROAS), to inform future strategies.

Google Ads: Managed Google Ads campaigns, including search and display ads, to reach a wider audience and capture high-intent traffic.

Retargeting Campaigns: Implemented retargeting strategies to reach users who had previously visited the website, encouraging them to complete purchases.

Content Management

Responsive Design: Ensured the website was fully responsive and mobile-friendly, providing a consistent experience across all devices.

User-Friendly Navigation: Developed a clear and intuitive navigation structure, including a well-organized menu and breadcrumb trails.