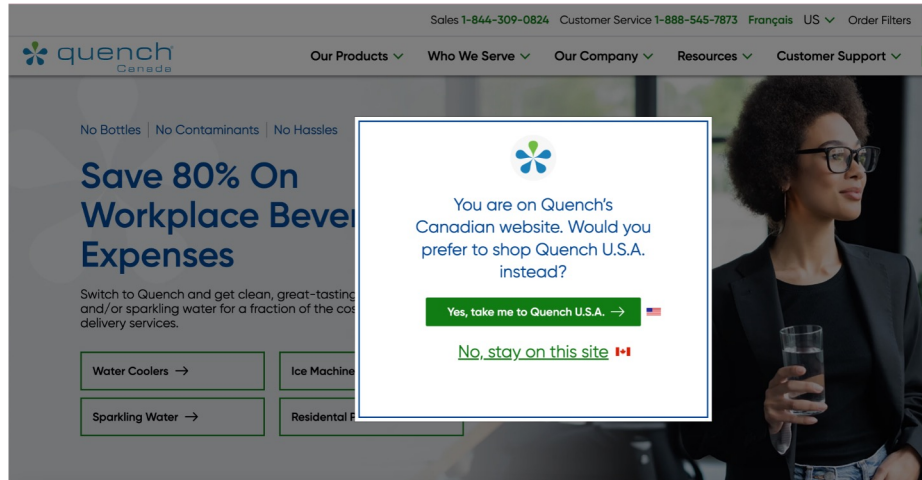


Quench Canada Website Rebuild & Launch



Project Overview



In Winter 2023, quenchwater.ca launched as a new, revamped, multilingual (French and English) website with an all-new look and feel. As the project manager, content manager, and webmaster for this project, I was tasked with updating 144 URLs on Quench's lead gen website while also launching an entirely new eCommerce site to adhere to an updated user experience and brand tone of voice. I led a team of web developers to ensure the front and back end of each site followed SEO and UX best practices.

Technical SEO Improvements

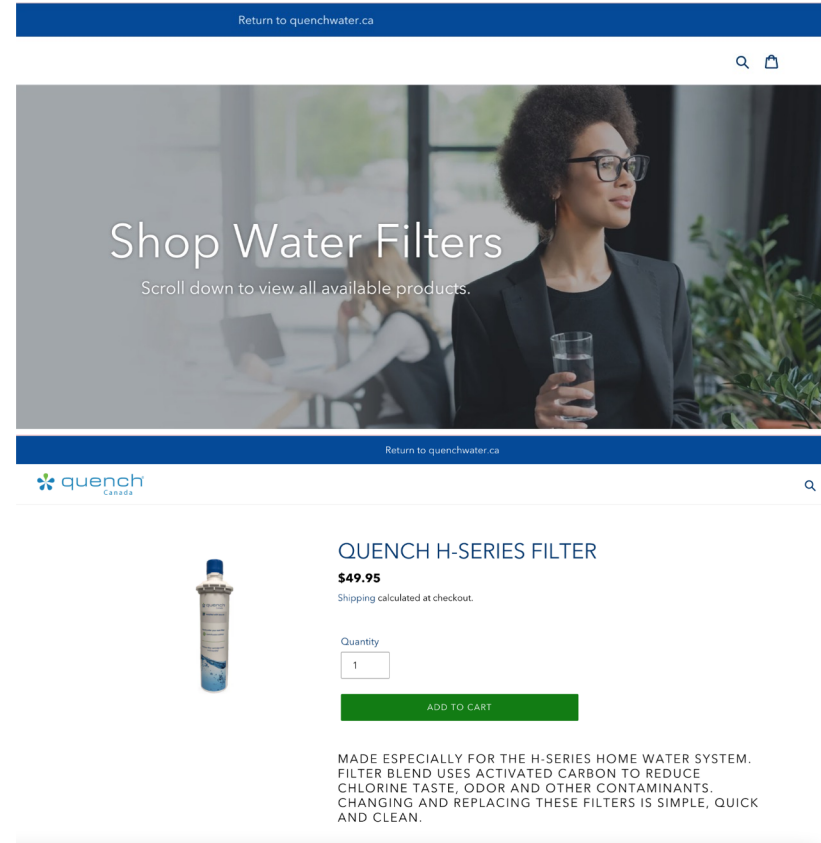
Identified key solutions to help improve our overall site performance. Key improvements included:

- Replacing the WPML translation plugin with custom coding that links English pages with their French counterparts. The WPML plugin was glitchy and negatively impacted the site's performance.
- Replacing the WooCommerce plugin with a new Shopify website. WooCommerce was a heavy plugin and slowed down the site's overall page load speed.

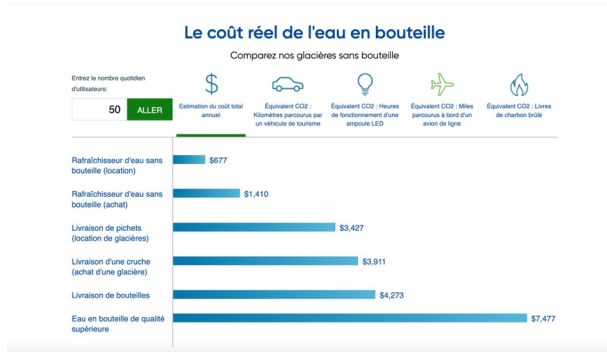


Launched New eCommerce Website

- In an effort to improve the overall performance of the site, we replaced our laggy WooCommerce plugin with a separate Shopify eCommerce website. During this process, I led the charge in setting up shop.quenchwater.ca, Quench Canada's eCommerce website. I worked closely with web developers when more customized features needed to be added. My roles for this workstream included:
 - Organizing the site's navigation
 - Crafting a cohesive brand experience between our lead gen site and our eCommerce site
 - Creating content for and setting up product pages
 - Conducted several quality assurance tests to ensure each site feature was working properly
 - Worked closely with the finance department to ensure orders flowed into our payment system correctly
 - Trained Customer Care team on how to fulfill orders within Shopify

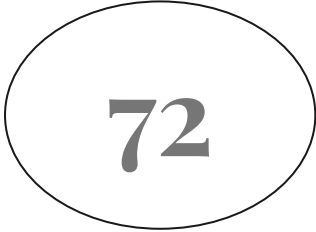


UX Improvements



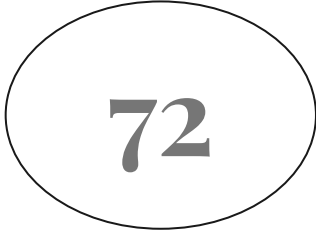
- Added a new Product Finder to the website. This new Product Finder works off of advanced logic to offer more customized recommendations for users. Try it for yourself here: <https://quenchwater.ca/product-finder/>
- Adding a new Cost Comparison Calculator. Many users are often curious to learn about the cost of our products and their environmental impact. Our new cost comparison calculator gives a general breakdown of how much users can save (from both a financial and environmental standpoint) when they rent our units: <https://quenchwater.ca/the-real-cost-of-bottled-water/>
- Improving user experience on our product pages. The new version of our product pages offer more product imagery (including lifestyle, standalone, and infographics), product specifications, an additional CTA button to increase conversion opportunities, A You Might Also Like Section, and a review section.
- Improving user experience on our Who We Serve pages. Those pages now feature more products, an FAQ section and a review section.

Pushed 144 URLs live, replacing all old, outdated pages with newer, faster ones.



72

Pages in English
quenchwater.ca/



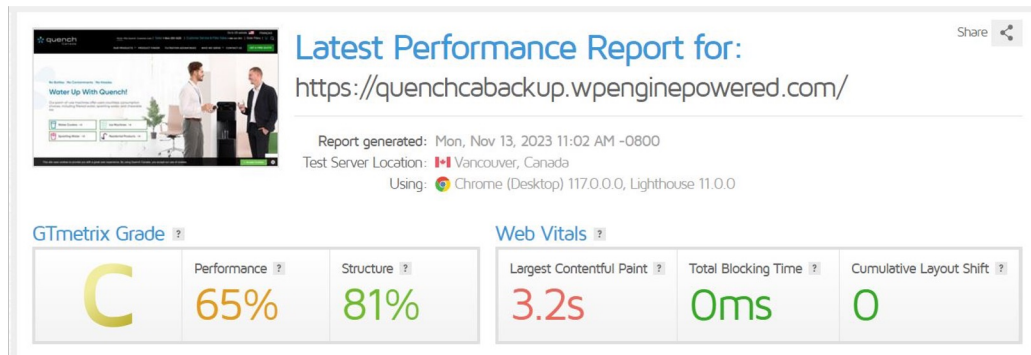
72

Pages in French
quenchwater.ca/fr-
ca

Instant Improvements

Cleaning up the backend of our website improved our overall site performance tremendously, which ultimately helped us rank higher in search engines, get more visitors to our website, and improve conversion rates on our website. Once we pushed the new website live, our performance score instantly went from a 65% to a 98%.

Old site performance report:

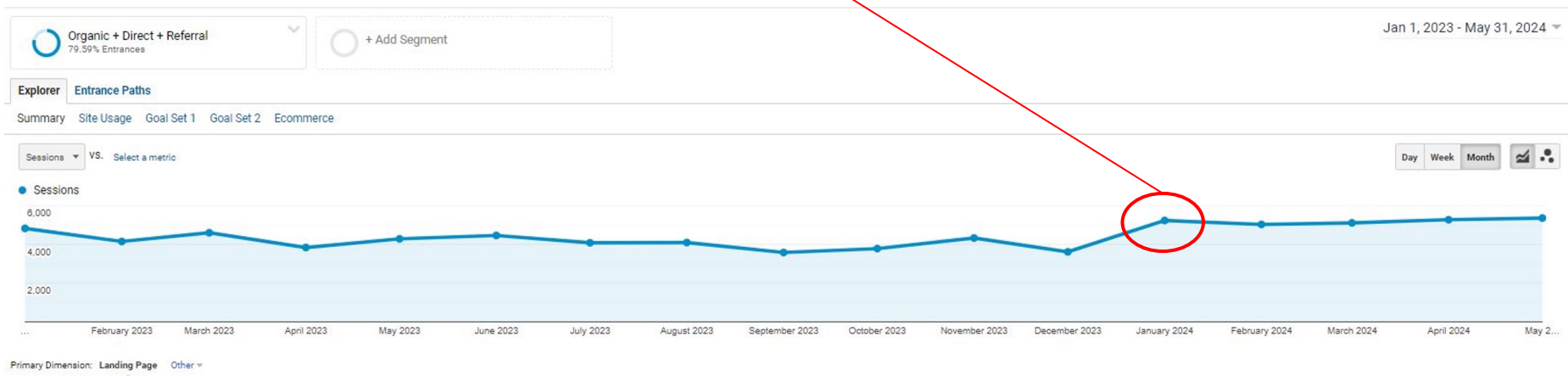


New site performance report:



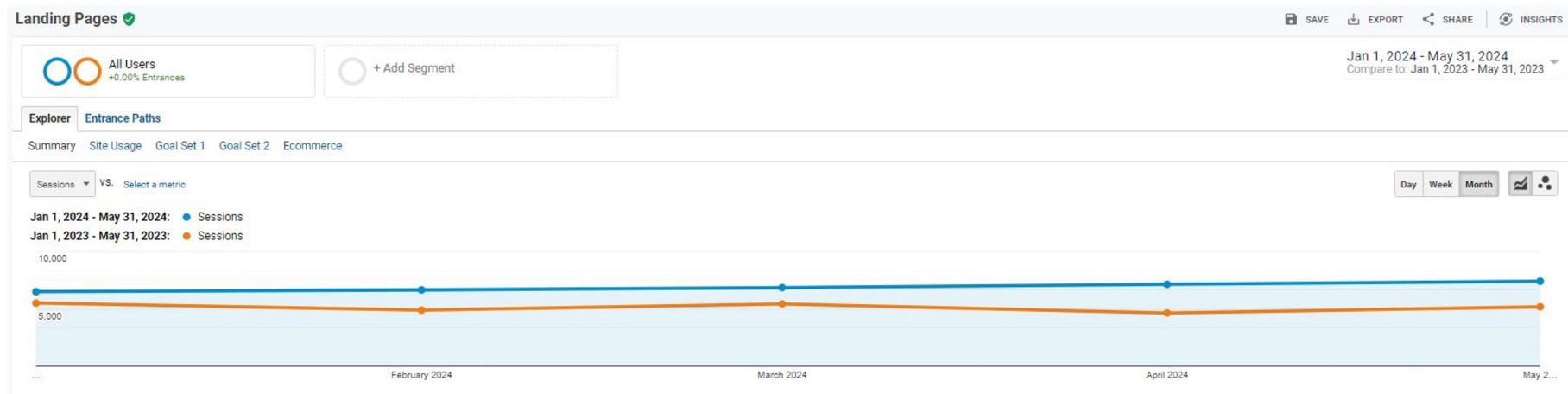
Instant Improvements

Immediate jump in Organic website sessions after new website pushed live.



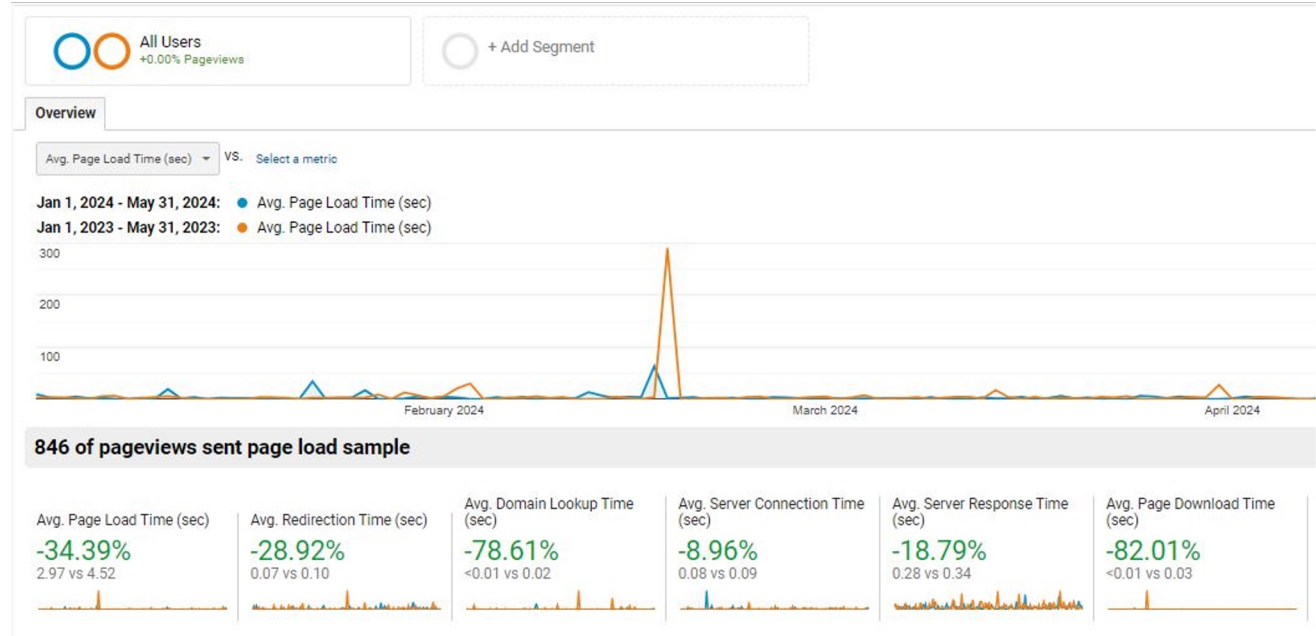
Long-Term Improvements

- 25.02% lift in website sessions YoY (Jan - May 2024 vs. Jan - May 2023)
- 32.47% lift in website users YoY (Jan - May 2024 vs. Jan - May 2023)



Improvement in Page Load Speed

After pushing the new website live, SEO performance scores improved drastically. We saw a 34.39% drop in average page load speed YoY, meaning across the board, our web page load time improved significantly.



Recurring Monthly Revenue (RMR)

Within the first six months post-website launch, RMR attributed to the Quench website exceeded **144%** to the RMR that originally budgeted for the first six months post-site launch.