



Brand Launch



Project Overview



When Quench acquired a luxury hospitality brand called Vero Water, I was tasked with leading the effort to implement 12 net new Vero-branded pages on quenchwater.com. I was the project lead on launching the new brand, working closely with a team of SEO experts, CRO experts, and web developers to craft a revamped brand voice, implement an upgraded brand look and feel, and build an optimized user experience carefully tailored towards hospitality audiences.

Search Engine Optimization

- Managed an SEO audit that was used to find opportunities for quenchwater.com to rank in commercial and informational hospitality-related keywords.
- Completed a keyword mapping exercise to identify pages we needed to build in order to rank for high intent hospitality-related queries.
- Oversaw a team of copywriters who wrote SEO-optimized content for our new hospitality pages.
- Partner closely with our Hospitality Sales Team, Product Marketing and Executive team to create a consistent brand narrative.



User Experience & Responsive Design

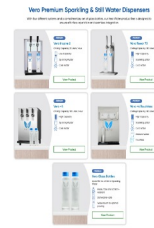
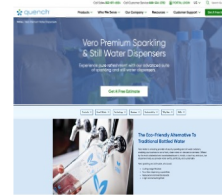
Acted as the mediator between our SEO and CX/UX teams to implement content-first landing page desktop and mobile designs that reflected a seamless blend of both the Quench and Vero brands.



Vero Category Landing Page Design

[Click to view on quenchwater.com](https://quenchwater.com)

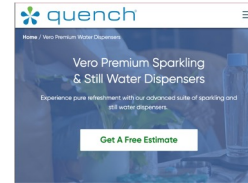
Desktop



Technology
 A breakthrough in engineering, our proprietary Vero® purification system reduces impurities, chemicals, and transfectors while consistently delivering our unique signature taste every time – regardless of your local water quality. After filtration, the water is perfectly chilled and delivered still or sparkling to your signature, reusable one-liter glass bottle in a matter of seconds.



Mobile



The Eco-Friendly Alternative To Traditional Bottled Water

Vero Water is a leading provider of quality sparkling and still water solutions, enabling your business to serve fresh, clean water on-site and on demand. Offered by the most celebrated and decorated restaurateurs, hotels, cruise lines, and bars, our dispensers help you provide water safely, profitably, and sustainably.

Vero sparkling and still water units boast:

- Cutting-edge filtration
- Touchless dispensing capabilities
- Reduced environmental impacts
- A light and refreshing finish

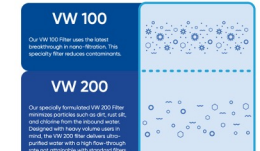
Vero Premium Sparkling & Still Water Dispensers

With four different systems and a complimentary set of glass bottles, our Vero Water product line is designed to ensure effortless operation and seamless integration.



Technology

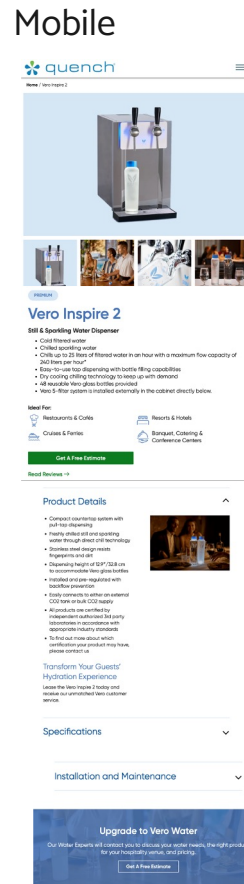
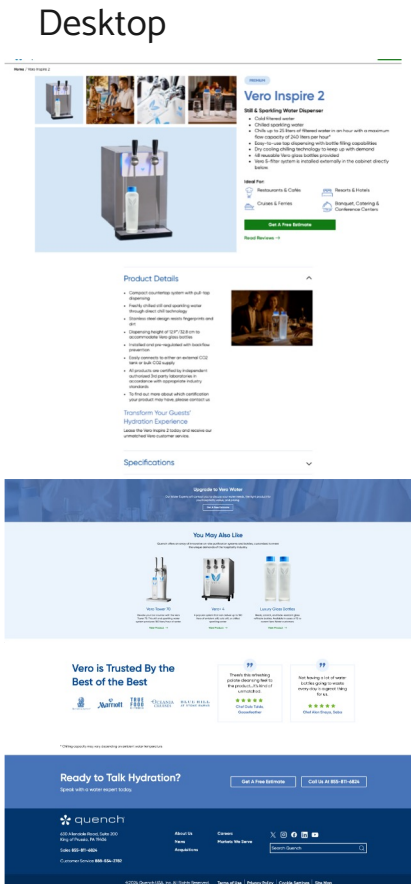
A breakthrough in engineering, our proprietary Vero® purification system reduces impurities, chemicals, and transfectors while consistently delivering our unique signature taste every time – regardless of your local water quality. After filtration, the water is perfectly chilled and delivered still or sparkling to your signature, reusable one-liter glass bottle in a matter of seconds.



Frequently Asked Questions

- How can I increase my hospitality business's profits with Vero Premium products?
- Where can I learn more about Vero Water success stories?
- What does Vero Water taste like?
- Can you rent a Vero Water system?

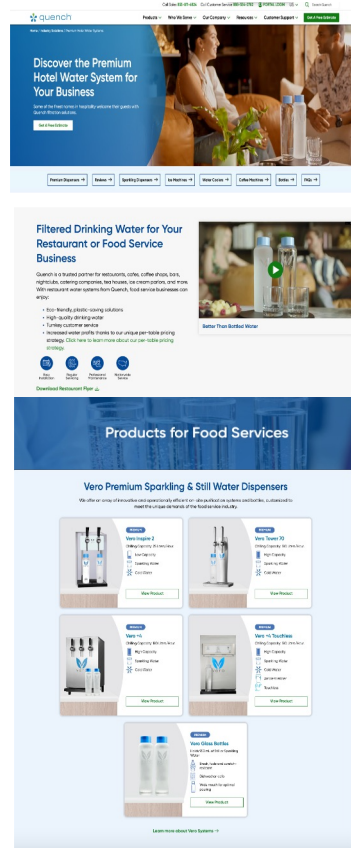




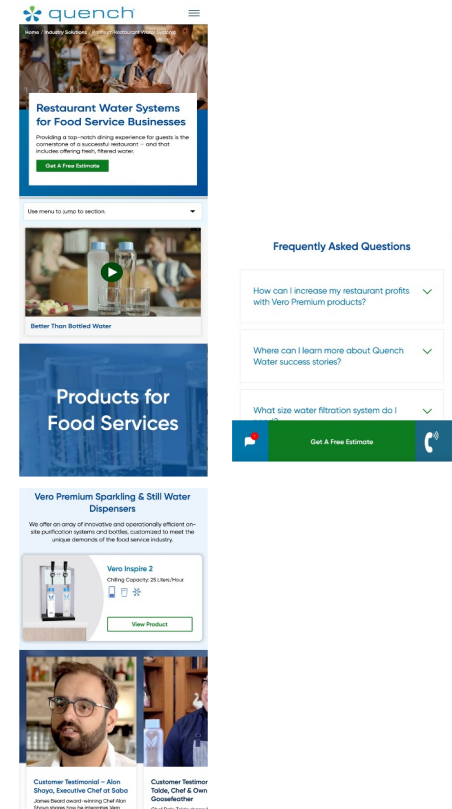
Vero Industry Page Designs

[Click to view on quenchwater.com](https://quenchwater.com)

Desktop

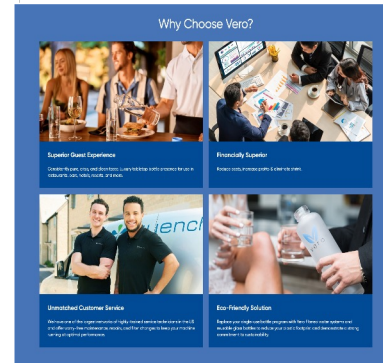
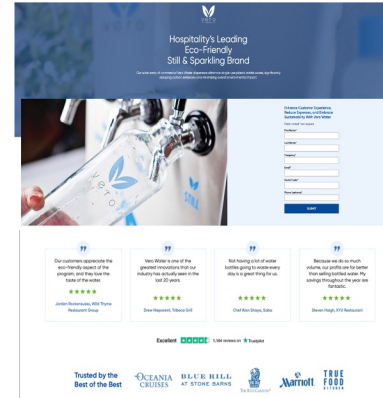


Mobile



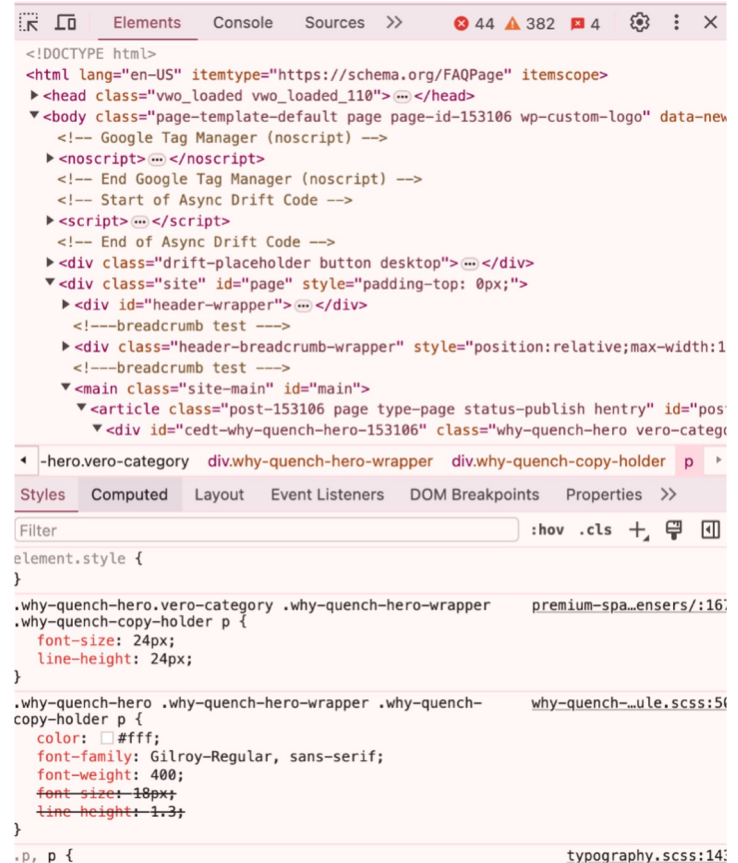
Vero Paid Search Landing Page Design

[Click to view on quenchwater.com](https://www.quenchwater.com)



Web Development

Acted as the project manager for the development of all the net new pages required to complete the Vero brand launch. As a project manager of a development team, I oversaw the building of four new page templates and 12 net new URLs, ensuring all new pages fulfilled best SEO, CRO, and user experience practices. .

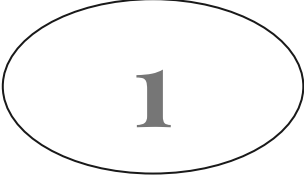


Information Technology



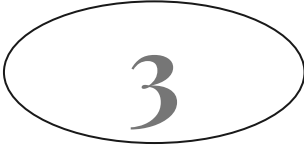
Partnered closely with Quench's IT department to move the verowater.com domain under Quench's Azure domain registrar. Plus, created a detailed 301 redirect map, matching URLs under verowater.com to their most appropriate counterparts under the quenchwater.com domain. Oversaw the implementation of the redirect map to complete the total website redirect. Managed the website launch and migration and completed quality assurance testing of all net new pages on both mobile and desktop.

Published 12 Net New URLs



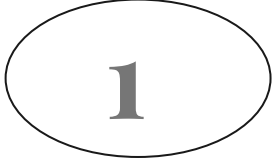
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**Product
Category Page**



3

**Paid Landing
Pages**



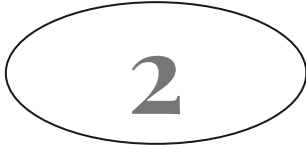
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**SEO-Driven
Blog**



5

**Product
Pages**



2

**Industry
Pages**

Results

Established a Net New Revenue Stream

From June 2023 (Vero brand launch) to June 2024, new organic Vero pages generated over 300 leads and nearly \$30K in recurring monthly revenue.

Improved Search Visibility in the Hospitality Space

Queries Containing Restaurant:

- Impressions pre Vero brand launch – 1.18K
- Impressions one month post Vero brand launch - 3.04 K

Queries Containing Hotel:

- Impressions pre Vero brand launch – 3.33 K
- Impressions one month post Vero brand launch - 5.9 K