



## POLAND SPRING ORIGIN WEBSITE

Winner in **UX/UI**

### OBJECTIVE

With year 2 media of Poland Spring Origin launching in 2020, we were tasked to review the brand landing page, 2019 results, and develop a plan to make the overall look of the landing page match the premium look and feel of the brand, increase usability and responsiveness for the page, meet ADA standards, and improve our organic search visibility. Simply put, the brand team wanted something beautiful and usable for the consumer. We measured success of the Poland Spring Origin landing page makeover through traffic driven to the site from organic search, time on site, sessions, and page views.

### STRATEGY

Looking at the original page, it was clear that a lot of things needed to change to bring Poland Spring Origin's web experience up to the premium look the brand was trying to achieve, and to support a robust year 2 media plan as the primary digital and social landing page. Using data from google analytics, we gained insights on how our consumers were interacting with the page, and where they were coming from:

- 60% of 2019's traffic came from mobile devices
- Consumers on mobile devices were 21% more likely to bounce from the page than consumers coming from desktop
- Organic search visibility, and our page score was extremely low

Based on this, we determined the following needed to be executed:

- Update the original, image-heavy site design to a device responsive image and text design to improve organic search results and optimize the mobile experience
- Implement ADA best practices to include as many viewers as possible and to allow for user's browser customizations and screen-readers
- Optimize content and coding for improved visibility in organic search
- Implement live-text to increase organic search results

### RESULTS

Optimizing this page happened at the right moment. With the 2020 media campaign driving to the Poland Spring Origin landing page, mobile site traffic increased 390%. By making our site updates, we saw phenomenal results!

- Organic site traffic increased by 294%
- Page views increased by 107%
- Total sessions increased by 158%
- The increased number of mobile users experiencing an optimized mobile landing page resulted in a 75% increase in time on site
- This design also helped consumers on desktop and tablet as the overall time on site for all devices saw a 53% increase

It's safe to say that our new Poland Spring Origin website's optimized mobile design, engaging content, and seamless experience exceeded our KPIs.

### MEDIA



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