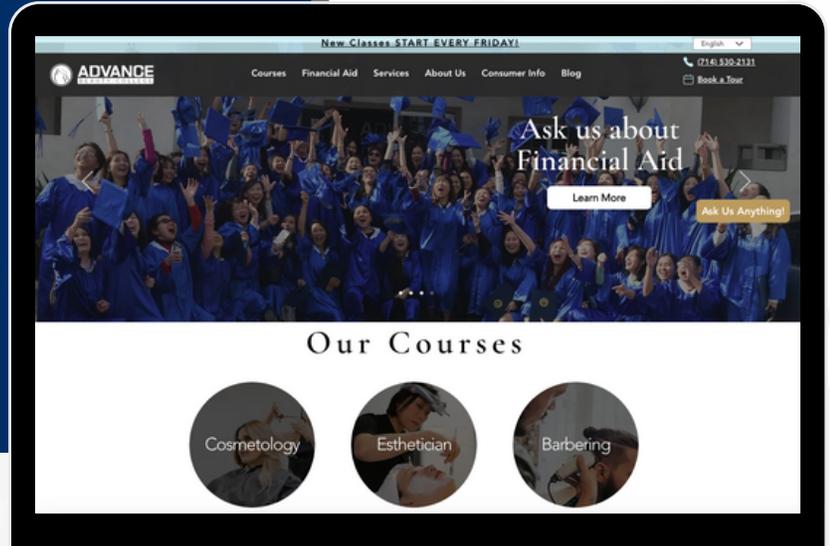


# TRANSFORMING ADVANCE BEAUTY COLLEGE'S WEBSITE INTO LEAD GENERATING GOLD



## BACKGROUND

For over 35 years, Advance Beauty College has proudly served the greater Orange County, CA community by providing high-quality cosmetology, manicuring, esthetics and barbering education. The esteemed beauty school initially approached Slick Marketers with the goal of enhancing their online presence. Their existing website faced challenges related to user experience, mobile optimization, and lead generation. They wanted to attract more organic visitors, increase audience retention, and significantly boost lead generation.

## CHALLENGE



Poor User Experience



Mobile Unfriendliness



Outdated Design + Functionality



CMS Struggles



New Domain

**163%**  
Increase in  
Organic Visitors

**286%**  
Increase in  
Average Visit Time

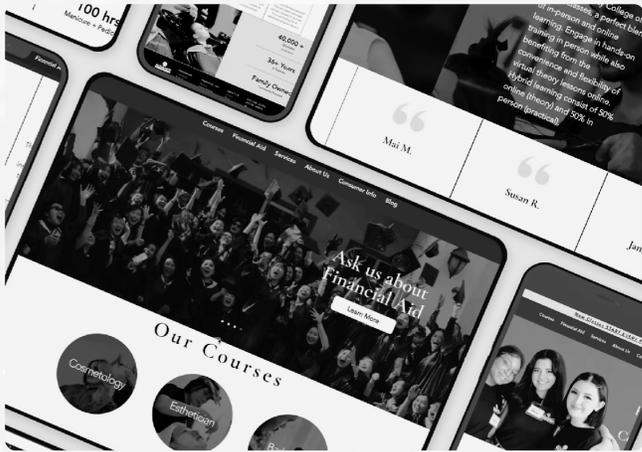
**285%**  
Increase in  
Lead Generation

# Advance Beauty College's **previous** website **suffered** from a variety of issues



- **Poor User Experience:** The website lacked intuitive navigation and had a cluttered design, leading to low conversion rates.
- **Mobile Unfriendliness:** The site was unresponsive, which hindered the user experience for the growing number of mobile users.
- **Outdated Design + Functionality:** The website was plagued by broken links and pages and did not reflect the school's brand identity.
- **CMS Struggles:** Without a full-time or consistent website administrator, the school ran into difficulties maintaining the site, as well as keeping up with compliance and changing prices.
- **New Domain:** Advance Beauty College obtained a .edu domain and needed to migrate from their legacy .com domain.

## THE APPROACH



### User-Centric Design

The team revamped the website's design, aiming for a clean, intuitive layout with the goal of establishing trust, authority, and elevating the school's aesthetic.

### Conversion Optimization

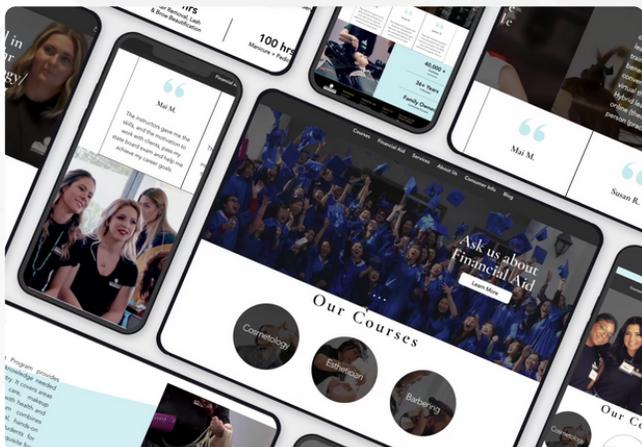
To increase lead generation, the team implemented lead capture forms throughout the site to encourage visitor engagement and lead generation.

### SEO Strategy

Our team conducted thorough keyword research and optimized the site's content to enhance organic search visibility without compromising the school's first page ranking.

### Mobile Optimization

Slick Marketers ensured that the website was fully responsive, providing a seamless experience for mobile users.



# Slick Marketers **Search Engine Optimization (SEO)** Strategy

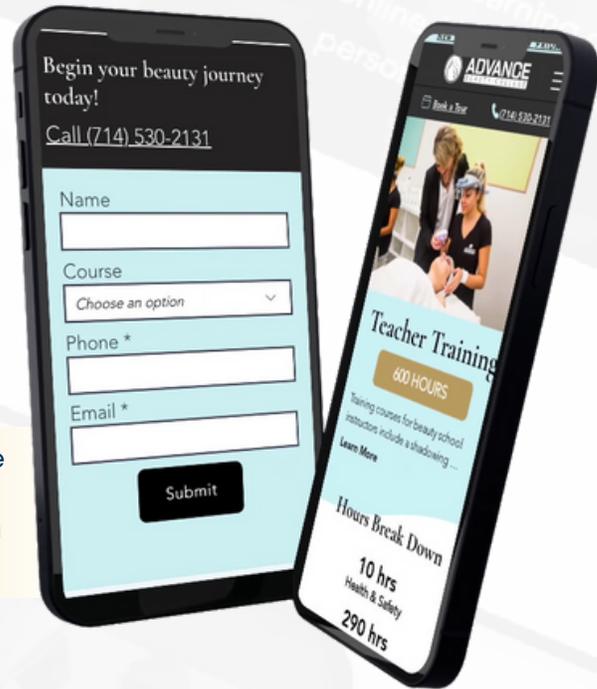


With years of SEOed content on their previous website, the Slick Marketers team was presented with the additional challenge of migrating to a new domain without losing a valuable SEO ranking.

**Full audit of the legacy site** to establish the most visited pages as well as the top ranking keywords.

**Developed a content strategy** that focused on additional keyword research, content creation and on-page optimization.

**Applied technical SEO**, focused on improving site infrastructure, website speed, crawlability, sitemaps, structured data markups and ensuring mobile friendliness.



## CONCLUSION

Slick Marketers successfully transformed Advance Beauty College's online presence by revamping their website, enhancing the user experience, optimizing for mobile use, and improving lead generation. The outstanding results including increased organic traffic, longer visit times, and a significant boost in lead generation, have positioned Advance Beauty College as a leader in beauty and cosmetology education in the digital landscape.

## RESULTS

Increase in **organic visitors**, average **visit time**, and lead **generation**.



Working with Slick Marketers was a **game-changer** for us. Our website is now a **powerful tool** for attracting and **converting** prospective students. The increase in organic traffic and engagement is **beyond our expectations**.

- **Linh Nguyen**

President of Advance Beauty College



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