



Portfolio Project

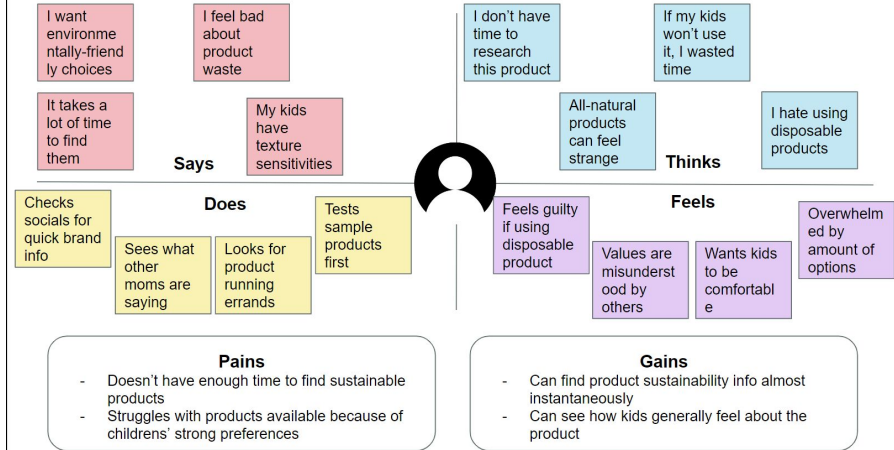
[Toby Miller]
[6/21/2024]

[<https://8dfdab-63.myshopify.com/>]

Target Customer

- I chose to target Mary the Mom with my website copy & design.
- Nöz offers Mary a sunscreen with sustainability info on its landing page, emphasized by trust badges. Then through reviews on the product page, Mary is able to see how kids respond to the product.

Option 2: Google Slides Customer Empathy Map: [Mary the Mom]

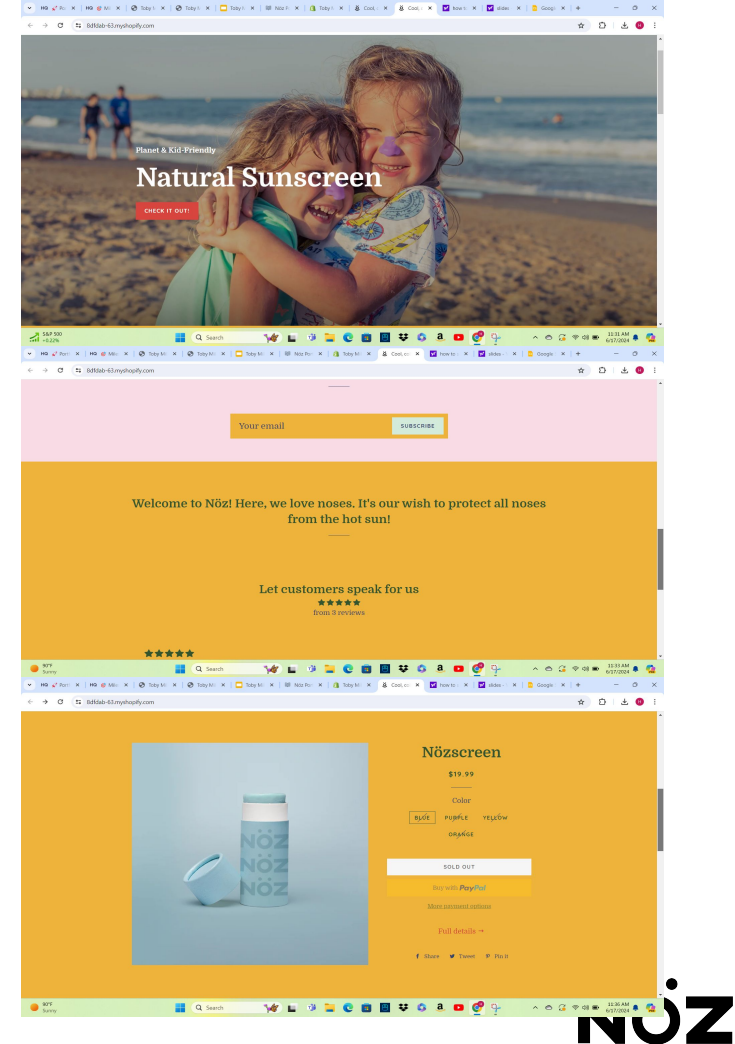


Value Proposition

We make sunscreen without the artificial ingredients that make moms worry. We use simple, ocean-friendly ingredients that kids love!

Value Proposition












- I chose to summarize our value proposition on the header slide, and explain our brand's goal in the custom HTML. By introducing our sustainable, kid-friendly product on the header slide, and explaining our brand's nose-protection goal with custom HTML, I nicely framed our featured product.



Brand Visuals - Color Palette

- I wanted to represent childhood using bright and pastel shades. Childhood is a mix of play (yellow), and outdoor adventure (green), with underlying security (blue), and moments of excitement (red). It is also new and tender, a time that is both bright and pastel.

General

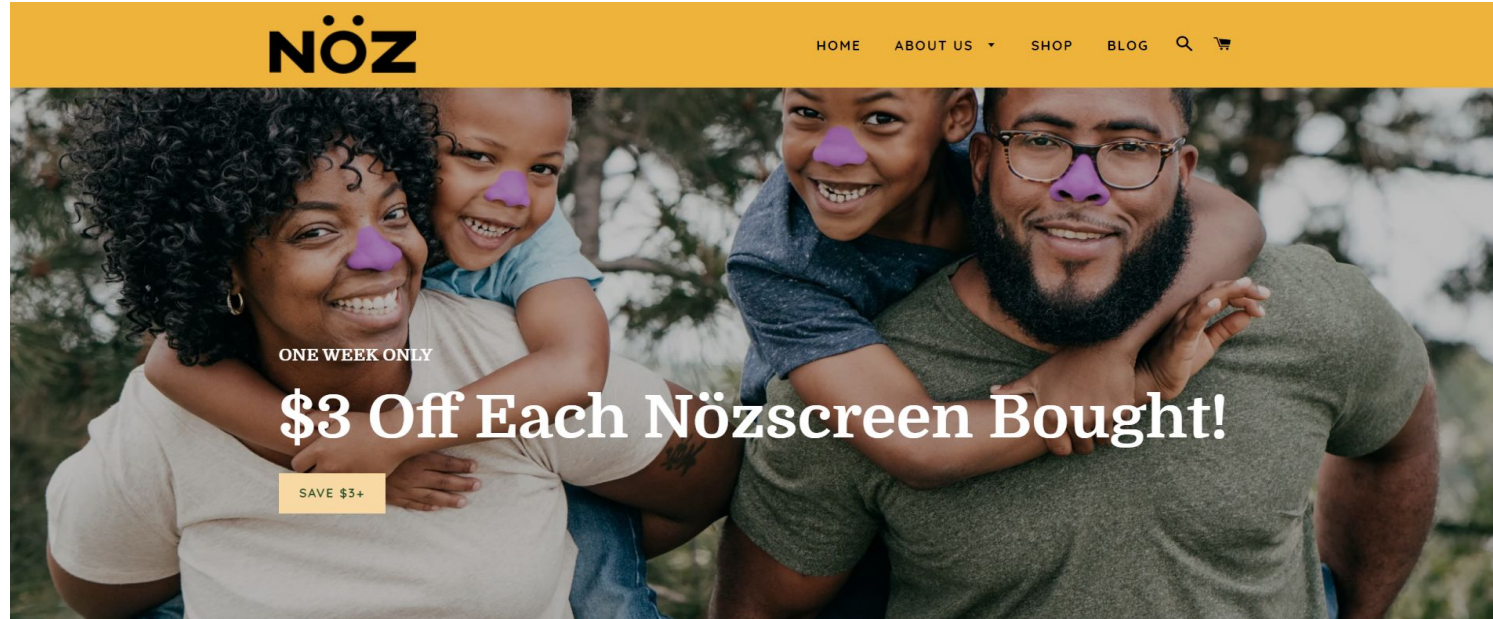
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	Headings #335530
	Body text #35436F
	Line color #35436F
	Buttons label #35436F
	Buttons #D3EBDB
	Links and accents #D8453F
	Product background #F9D9A3
	Sale tags #D8453F
	Form fields #C7EAF8
	Newsletter and tables backgr... #F8DBE4

Drawers

	Background #335530
	Text #D3EBDB
	Lines and borders #000000
	Buttons #C7EAF8
	Button text #000000

Brand Visuals - Photography

- The first slide in my header slideshow targets Mary the Mom with a sale targeted at families. The photograph is taken in natural lighting while the family plays instead of posing, showing off their Nözscreens.



SEO - Keyword research

- Using your keyword list from your screenshot to the right, select 5 of these keywords that you would use in your Meta Title and write them below:
 - Skincare on sale
 - Buy sunscreen
 - Best face sunscreen
 - Sunscreen sale
 - Reef safe sunscreen
- I chose transactional and long tail keywords to bring in both customers who will purchase now, and later. The keywords have moderate to high average search volume, which brings in seasonal and regular shoppers.

Customer Persona: Mary the Mom		
Keyword brainstorm	Trend (Tool: Google Trends)	Volume (Tool: Keyword Planner)
reef safe sunscreen	Up	50000
sunblock on nose	No Data	500
ocean friendly sunscreen	No Data	500
buy sunscreen online	Up	50
eco friendly sunscreen	Up	500
colorful sunscreen	Up	500
best spf for face	Flat	50000
cool sunscreen	Flat	500
lifeguard sunscreen nose	No Data	500
reef safe sunscreen brands	Up	5000
reef safe skincare	Flat	50
coral reef friendly sunscreen	Flat	500
environmentally friendly sunscreen	Up	500
green sunscreen	Up	500
best natural sunscreen for face	Up	500
lifeguard sunscreen	Up	500
sensory friendly sunscreen	Up	50
chemical free sunscreen	Flat	5000
organic sunscreen	Flat	5000
non toxic sunscreen	Up	5000
sensitive skin sunscreen	Up	5000
hypoallergenic sunscreen	Up	5000
spf for sensitive skin	Up	5000
facial sunscreen for sensitive skin	Up	5000
non greasy sunscreen	Up	5000
best face sunscreen	Up	50000
sensitive face sunscreen	Up	5000
good face sunscreen	Up	5000
gentle sunscreen	Up	50
sunscreen for sensory issues	Up	50
sunscreen sale	Up	500
skincare on sale	Up	5000
buy sunscreen	Up	500
where to buy sunscreen	Up	500
sun lotions	Flat	5000
sun cosmetics	Flat	500
sun body care	Up	50
sun skin care	Flat	50

SEO - Site Meta Tags

- A site's meta title is important in SEO, because Google's algorithm uses it to rank a site on the SERP.
- List 1-2 keywords you chose from your list of top 5 choices on the prior slide that you're targeting with your meta title.
 - Reef safe sunscreen
 - Skincare on sale

Homepage title

Skincare on Sale: Reef Safe Sunscreen that Protects Your Child's Nose

69 of 70 characters used

Landing Page Optimization

- To improve my site's conversion rate, I framed it with a pastel blue announcement bar and matching trust badges. Blue emphasizes trust, and stands out well from the bright yellow background of the site. I also implemented a hero image with multiple directional cues: four purple noses pointing to the CTA button, which is a complimentary pastel yellow. Finally, I made a clear offer with a financial breakdown of savings, while creating urgency using a time limit.



Screen Record Your Noz Store

- [To preserve all the hard work you put into your Noz store, you'll want to document it. Screen record your store and copy and paste the link to your recording onto this slide.]
- [But first, before you screen record, be sure to [watch this video](#) that gives you step-by-step instructions on how to record and explain the work you did.]

[Noz Site Screen
Recording - Toby
Miller](#)

Promos & Offers [LevelUp, Optional]

Summary

HAPPYNOSES 

Active

Type and method

- Amount off products
- Code

Details

- For Online Store
- 15% off Nözscreen (4 variants)
- No minimum purchase requirement
- All customers
- One use per customer
- Combines with shipping discounts
- Active from Jun 17

Performance

- 0 used

[View the sales by discount report](#)

U.S. CUSTOMERS: Use HAPPYNOSES at Checkout for 15% Off Nözscreen. FREE SHIPPING \$25+

NÖZ

HOME ABOUT US  SHOP BLOG  

NÖZ


Cart Abandonment Email [LevelUp, Optional]

To:	Customers subscribed to email marketing	🔒
Subject:	You forgot something, silly!	✦ (A)
Preview text:	Here ya go...	(A)
From:	Toby Miller — hmiller6702@gmail.com via store+15464310@shopifyemail.com Promote your brand by using a custom domain. Learn more	


NÖZ

We didn't want you to miss out on our nifty product!

Items left in shopping cart



Nöscreen
Blue
Quantity: 1



Nöscreen
Blue
Quantity: 1

View cart

Visit our store

Toby Miller Global Tech
640 Anita Avenue

Antioch IL 60002
United States
2249314798
hmiller6702@gmail.com

Unsubscribe

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