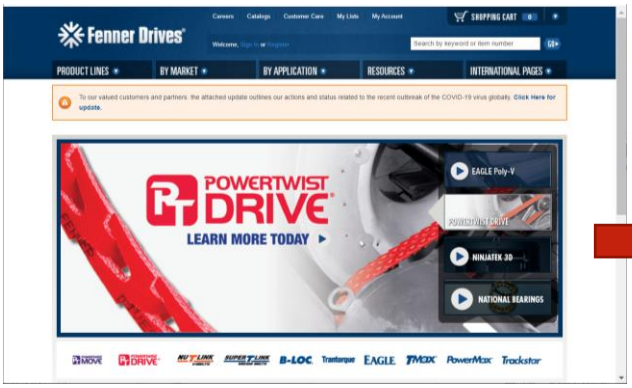
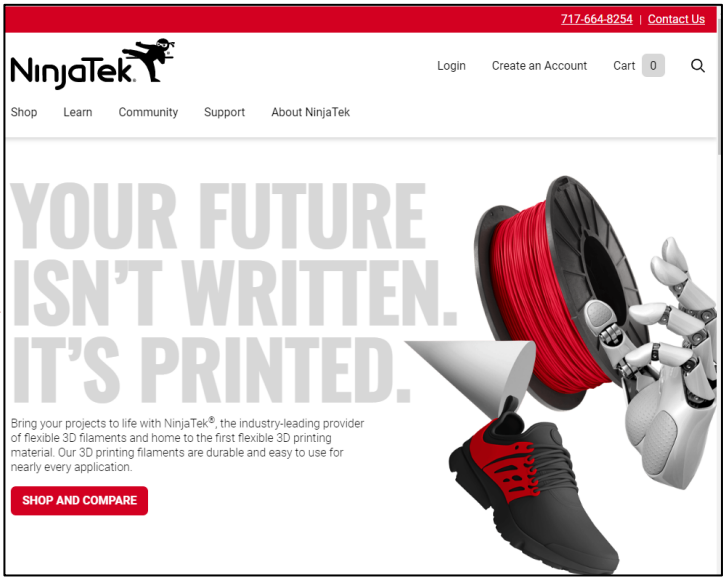
WEBSITE CONTENT – NINJATEK.COM



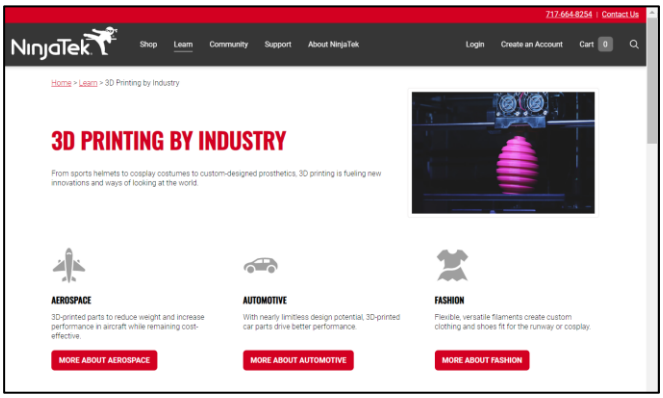


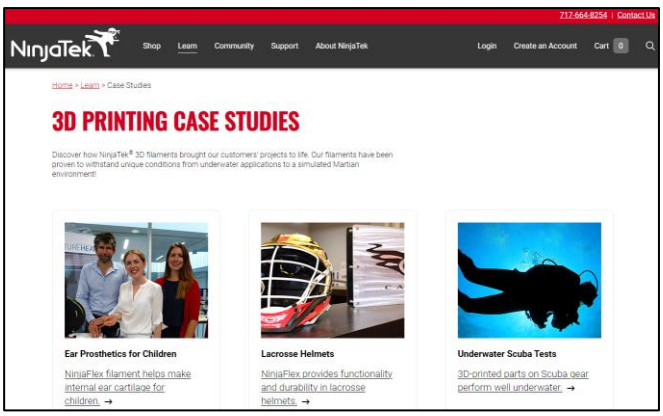
PROJECT BACKGROUND

Fenner Drives, an industrial company, expanded into a new segment (Ninjatek) with 3-D printing aftermarket filaments. The products needed a consumer-focused, site with an exciting look & feel

MY ROLE

- Conduct competitive analysis on website elements to prioritize layout & key elements
- Layout website infrastructure & write copy
- Guide web developer during process
- Test the site for links, speed, etc
- Direct customer service team member to solicit feedback from end users for any additional elements desired on site
- Build case study template and engage team to pursue examples. Write final copy for case studies





BUSINESS IMPACT

- Sales grew 31% in the first year, the highest in the company
- Website stickiness grew 7% in first 6 months

Wendy S. Booker | wendy@wsbooker.com | 717.715.6606 | wsbooker.com | linkedin.com/in/wsbooker/