

A photograph of a spa setting. In the foreground, there are several lit candles in small wooden bowls, resting on a wooden tray. To the right, there is a stack of smooth, dark, rounded stones. The background is softly blurred, showing a white towel and a wooden surface.

WEBSITE REDESIGN & MARKETING

## CASE STUDY:

Satori Studio Salon

### Industry: Beauty & Personal Care

*"The website they built is beautiful. And the marketing ideas are amazing. I would hands down refer them to anyone. They really listen and get to know YOU and not some image they want to create."*

**Jodie Knowles**

Owner,  
Satori Studio Salon  
[www.satoristudiosalon.com](http://www.satoristudiosalon.com)

### Client Needs

Based in Seattle, Washington, Satori Studio Salon desperately needed to revamp their "flash" site to a more modern version, one that could be easily viewed on mobile devices. Clients were also having difficulty navigating the site and booking appointments online. Online traffic was minimal and the website wasn't easily found on Google. With the old site, customers were often forced to make appointments by phone and email, which slowed down response times and confirmation.

### LJPR Approach

With SEO and lead-generation in mind, we focused on highlighting the "beauty" of Satori Studio Salon clients and all the services that were offered. We completely rebuilt Satori's site and replaced it with a beautiful, easy-to-navigate HTML5 site.

## Results

- With the new design, customers were able to schedule their appointments through the website with ease, which increased bookings by 80% and greatly improve efficiencies for the owner, eliminating her need for constant email communication when it came to confirming and booking appointments.
- We were also able to enhance Satori's image with an email marketing campaign that created significant interaction and recognition by clients.
- Because of increased communication between the owner and her clients, over 70% of Satori's appointments were booked 3-4 weeks in advance.

