



# CARDS2LIFE CASE STUDY

## UVU MARKETING TEAM

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## THE CHALLENGE:

Cards2Life is a young company with a goal to gain traction in the maturing greeting card industry. The main challenge that Cards2Life faced was creating brand awareness. On top of inconsistent utilization of social media channels, Cards2Life had a stale website design that did not engage customers or direct them to buy. As the company is growing it is apparent to them that they need to find a niche audience, a point of differentiation, and establish a unique and fresh brand identity. Our goal was to help Cards2Life with their branding efforts, establish consistency among different social channels, and create a bank of valuable content for the company to utilize.

## THE SOLUTION:

Because of the lack of traffic to Cards2Life and the low-performing website, our first actions were to increase web performance while coming up with a lasting strategy to increase website traffic and make an overall difference in sales with companies, customers, and customized cards.

We center the success of our strategy around our site design. This gave us our initial outline to be able to solve the challenges we faced. Coming up with a new site from scratch would help us eliminate website load-speed challenges by compressing images and videos and increasing the functionality of our site using tools like Google Search Console where we were able to link our site map to allow for quicker and easier access for crawling by search engines. We also used Lighthouse to check the overall performance and speed of our site.

With the implementation of a new site design we knew it would be crucial to have a blog to help Cards2Life improve their ranking on search engines. A part of this was using a tool called Ahrefs to analyze keywords that were relevant to our target market, then to take certain keywords and implement them in our blogs. Another way we could help these blog posts rank even better is by completing a TF-IDF Analysis and implementing more words and phrases that could also help move the needle on ranking.

Social Media was the largest contributor to organic traffic so far. We knew we needed to make this a focus by creating meaningful posts as well as quality content that would attract followers as well as retain our current audience. We also knew that Nick and Curtis are wearing a lot of hats at Cards2Life on top of their other projects and we knew we had to make it easier to post and stay engaged with their social profiles. We created a calendar to make it simpler as far as what and when to post. To help improve this effort our team used a tool called Hootsuite that could help with automatic social postings on most platforms.

With a new site and better load-speed times we wanted to make sure we could analyze what was working well and identify behaviors of our customers so that we could make changes where they were needed. To do this we set up a Google Analytics account and plugged our Google Tag into the back-end of our site. We also installed a Facebook pixel for future re-targeting efforts.

# THE RESULTS:

Through our efforts, we were able to help Cards2life gain more traction on multiple different angles from SEO and website to social media platforms. With the time constraints, the solutions aided as a great starting point for the company to start with and build upon as they create more content.

## SEO & WEBSITE

Before any changes were made, the site load speed was ranked by Google Search console with a "slow" 26 point ranking. Once optimization was performed, the ranking shot up to and "average" score of 63. This was done by compressing photos along with other optimizations. These changes will increase the SERP ranking for the site.

Another aspect that SEO was used for is Blogs and Search. These specific numbers were not able to be recorded within the time that was allotted, but with the designated effort we see this helping rank Cards2life much higher on the SERP.

With the website design change, the SERP score should continue to increase. This should also drive more traffic to the site and keep them there. The new site is not currently live, but when they are it is predicted that this will be the result. Throughout the project, the amount of active users on the site increased dramatically, as shown on the graph below. Most changes were made in the first part of April.

## SOCIAL MEDIA

Before the group did any work most of the social networks had not been used for years and had some engagement. Google Analytics reports that all social media brought 28 people to the site over the two weeks of posts.

The team accomplished an average of 357 reach, 16.75 likes, and had 6 profile visits and .25 comments on Instagram. On Facebook, the posts organically reached an average of 102 and had an average of 12 engagements per post. The ad that was run reached an average of 3,421 people per day. Pinterest increased in views to an average of 10 per post.

## SUMMARY

- Site speed improved by 142% in ranking.
- Web traffic increased from 4 visitors per day to 49 visitors.
- Reach & engagement increased across all social media platforms which brought 28 people to the website.

*"We were ecstatic about the quality and amount of work from the UVU Digital Marketing students. The team had a diverse skill set which allowed them to focus on multiple facets of the project. They created various types of content that will prove to be useful in our content strategy and branding efforts. Needless to say, we were overjoyed with the outcome and delighted to be a sponsor of the project. Thank you UVU!"*

 Curtis Blair | CEO