WINDRIFT HILL

FARM TO SKIN

SINCE 1999

WEBSITE STRATEGY

DESIGNED BY FOXTAIL TECH —— 2023

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WHAT IS WEBSITE STRATEGY?

A website strategy is a comprehensive plan that outlines the goals, objectives, target audience, design elements, content structure, functionality, and overall approach for a website. It's a detailed roadmap that guides the creation and management of a Showit, Squarespace, or Shopify website to ensure it effectively serves its intended purpose.

Designing intentional and effective websites takes time and a systematic approach. It requires you to not only develop a website layout, but to also have a deep understanding of both your personal brand and your ideal customer.

PROJECT SUMMARY

WEBSITE STRATEGY —————— PART ONE

THE BRIEF

Windrift Hill is a family-owned and operated skincare company producing clinically proven, farm-fresh goat milk products since 1999. What began as a hobby in a farmhouse kitchen has since evolved into a leading skincare brand that naturally heals and nourishes skin with affordable, everyday products. Windrift Hill offers skincare solutions for all generations, focusing on all-natural ingredients and products that are always made with top-quality goat milk.

Key Project Goals

- ❯ Wants to focus on creating a shoppable wholesale side to the website

- ❯ Prioritize taking care of returning customers as well as connecting with new ones.

Considerations

- ❯ Shopping experience needs to feel effortless and personal for every customer

The Story So Far

Problems The Business Solves

Farm-fresh goat milk products that naturally heal, protect, and nourish.They use the highest quality ingredients to create effective and safe products that can be used both in a clinical setting and for everyday skin nourishment.

What Makes The Business Unique

Family-owned and operated, simple no nonsense ingredient lists, affordable and accessible, effortless and personal shopping experiences, processed and handcrafted on-site

Price Range

Windrift Hill values affordability in order to be accessible to a wide range of consumers for daily use.

Primary Website Uses

Windrift Hill's website will need to function primarily as an e-commerce storefront, with options for wholesale customers as well as individual purchases.

Prefered Website Styles

Highly organized products and collections, filterable products, easy to use & understand. Should tell their story and remain on brand.

EST.   '99

WINDRIFT HILL

FARM TO SKIN

WEBSITE GOALS

Website goals are crucial because they provide a clear direction and purpose for a website's existence. It is important to define the objectives so in the future I can measure whether or not a website is succeeding at its intended purpose. These goals will also help guide any ongoing improvements made to the website to ensure it continues to be effective.

Online Wholesale Functionality

The website needs to not only function for retail, but should also have a way to sell wholesale products as well. Faire is the platform that was discussed for this, but I will search for alternatives as well based on Amber's feedback.

Great Return Customer Experience

The website should have a returning customer login functionality to allow them to view their order history and help them check out more quickly in the future. They should also be able to leave product reviews and potentially be offered the Windrift Hill loyalty program.

Increase Brand Reach

The website needs to help reach new customers and tell the brand's story. Thoughtful SEO strategies should be utilized to help increase search engine discoverability. The website's content should take this SEO into account. A blog has also been discussed, which would also impact reach.

WEBSITE PLATFORM & INTEGRATIONS

Foxtail Tech typically builds informational websites using Showit or Squarespace, and e-commerce based websites using Shopify. I prefer using these platforms so my clients have dependable, secure, and easy to update websites in the future. Any custom integrations will be based on client's requests and business needs.

Platform: Shopify

As an e-commerce business, Windrift Hill's new website will be built using Shopify. Shopify websites give online customers a great shopping experience, as well as allowing many beneficial integrations.

Integration: Faire / Other Wholesale

Faire was the wholesale system that was originally discussed for this project, and it will integrate with Shopify. Amber would prefer to find a more user-friendly wholesale system if possible, but if we cannot find a better option, then we will integrate Faire for the meantime.

Integration: MailerLite

MailerLite is the software Windrift Hill has recently implemented for their email marketing. This will seamlessly sync data between Shopify and MailerLite and fast track email marketing, as well as allowing a deeper level of customer connection based on their shopping preferences.

Integration: QuickBooks

Integrating Quickbooks with Shopify will allow Windrift Hill to utilize a familiar system for their e-commerce financials. It offers a deeper level of organization for income channels and order fulfillment.

Integration: Stockist Store Locator

Stockist will allow us to create a searchable, interactive map of all the Windrift Hill dealers and retail stores for your customers. This will help your customers stay informed about where your products are carried.

Integration: LOOX

LOOX will allow customers to leave comprehensive product reviews with photo/video content. This type of review system will help build social proof and customer trust, and potentially help increase conversions.

Integration: Smile

Integrating Smile will allow Windrift Hill to create a loyalty program for their shoppers, and will help us take great care of the returning customers. A rewards program will also encourage new customers to shop with Windrift Hill again in the future.

NOTE: These integrations all have their own subscriptions costs. Windrift Hill will be required to create their own accounts, add their payment details, and select their preferred subscription level prior to Foxtail Tech installing them in their new website.

WEBSITE PAGES

This list gives me an outline from which to base both your website's sitemap design, as well as the wireframe I will design as the next step beyond this strategy guide.

Home

Shop (Shows All Product Categories)

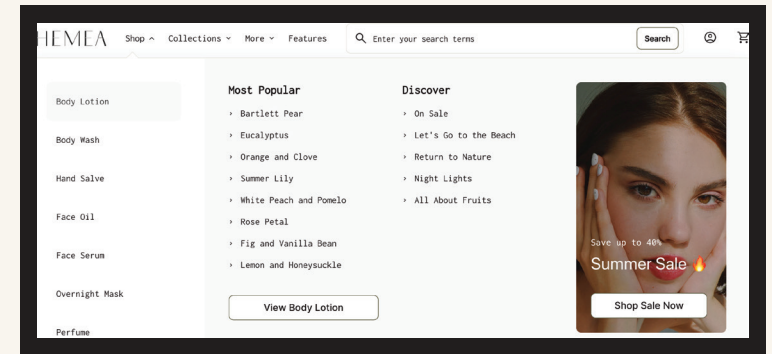### Collections (Shows Sale, Bestsellers, New Arrivals, Shop by Scent, etc)

Why Goat Milk?

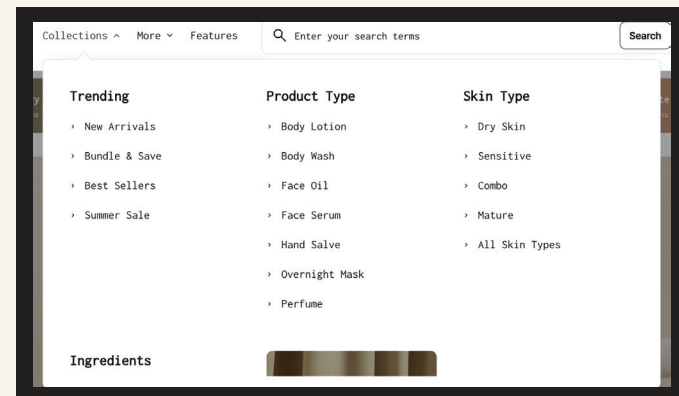### More (About, FAQ, Blog, Contact, Press, Where To Buy, Return Policy)

Social Media Landing (Mobile Specific)

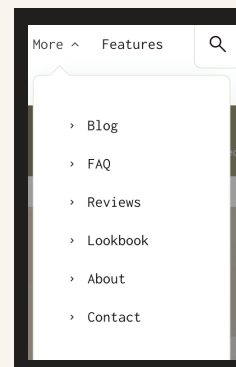
Legal

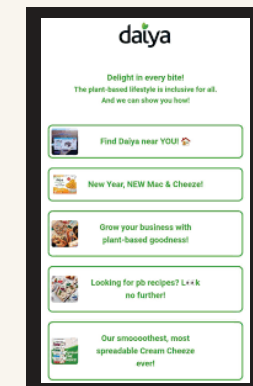**'Shop' Menu Dropdown Example**

'Collections' Menu Dropdown Example

'More' Menu Dropdown Example

Social Media Landing Example

SEO CAMPAIGN

WEBSITE STRATEGY ——————— PART TWO

USING YOUR KEYWORDS

Incorporating SEO keywords into your website content is crucial for improving search engine visibility and attracting organic traffic, but their frequency should be natural and relevant to the content rather than forced, ensuring a balance between readability and optimization.

Website Copy

It is important to include your SEO keywords throughout all pages of your website within your headings, subheadings, and body copy. Pass this list of keywords on to your website copywriter.

Blog Posts

For the most competitive SEO performance, a blog can be incredibly important. Choose 2-3 specific keywords from the list to add to each post, and use them 20-30 times per post. Note: with blogs, it is important to stay consistent for best results.

SEO Titles & Image ALT Text

I will do this for you during the first launch of your website. If you change or add in new images later on, be sure to go back in to your SEO settings and add image alt text. Dont forget your keywords!

TARGET KEYWORDS

Target SEO keywords are vital as they serve as the bridge connecting your website with potential customers, ensuring your content appears in search results and drives relevant organic traffic to your site.

Goat Milk Skincare

Intent: Commercial
Ranking Difficulty Level: Easy
Search Volume: 480 / month

Natural Skincare

Intent: Informational, Commercial
Ranking Difficulty Level: Medium
Search Volume: 1.3K / month

Clean Skincare

Intent: Informational, Ctommercial
Ranking Difficulty Level: Medium
Search Volume: 1.9K / month

Skincare Cruelty Free

Intent: Informational, Commercial
Ranking Difficulty Level: Medium
Search Volume: 1.3K / month

Benfits of Goat Milk [Soap, Lotion, etc]

Intent: Informational
Ranking Difficulty Level: Easy-Medium
Search Volume: 2.9K-3.6K / month

Goat Milk [Soap, Lotion, Hand Cream, etc]

Intent: Local, Informational, Commercial
Ranking Difficulty Level: Easy - Medium
Search Volume: 1.3K-22.2K / month

Skincare for Men

Intent: Informational, Commercial
Ranking Difficulty Level: Hard
Search Volume: 14.8K / month

Skincare for [Sensitive Skin, Dry Skin, Psoriasis, Eczema, etc]

Intent: Informational, Commercial
Ranking Difficulty Level: Easy-Medium
Search Volume: 480-2.4K / month

Pregnancy Safe Skincare

Intent: Local, Commercial
Ranking Difficulty Level: Medium
Search Volume: 5.4K / month

Moisturizer for [Sensitive Skin, Babies, Eczema, Oily Skin, Dry Skin, etc]

Intent: Local, Commercial
Ranking Difficulty Level: Medium
Search Volume: 1K-5.4K / month

Farm to Skin

Intent: Commercial
Ranking Difficulty Level: Easy
Search Volume: 590 / month

TARGET KEYWORDS - (CONTINUED)

Best [Cream, Lotion, Soap, etc] for [Skin Condition or Target Audience]

Intent: Informational, Commercial
Ranking Difficulty Level: Easy - Medium
Search Volume: 1.3K - 9.9K / month

Everyday Skincare Products

Intent: Local, Commercial
Ranking Difficulty Level: Medium
Search Volume: 10 / month

Affordable Skincare Routine

Intent: Informational
Ranking Difficulty Level: Easy
Search Volume: 470 / month

Sustainable Skincare Brands

Intent: Informational
Ranking Difficulty Level: Easy
Search Volume: 210 / month

Skincare Routine for [Anti-Aging, Dry Skin, Pregnancy, Everyday Use]

Intent: Informational, Commercial
Ranking Difficulty Level: Easy - Medium
Search Volume: 30 - 1.3K / month

Skincare Products Wholesale

Intent: Local, Transactional
Ranking Difficulty Level: Easy
Search Volume: 590 / month

Goat Milk Soap Wholesale

Intent: Transactional
Ranking Difficulty Level: Easy
Search Volume: 170 / month

Wholesale Skincare Products for [Estheticians, Gift Shops, Manicurists, etc]

Intent: Informational, Transactional
Ranking tDifficulty Level: Easy - Medium
Search Volume: 260 / month

Montana Skincare Company

Intent: Local, Commercial
Ranking Difficulty Level: Easy
Search Volume: 0 / month

Montana Goat Milk Skincare

Intent: Local, Commercial
Ranking Difficulty Level: Easy
Search Volume: 0 / month

Local Skincare Brands

Intent: Local, Commercial
Ranking Difficulty Level: Easy
Search Volume: 20 / month

Organic Skincare

Intent: Informational
Ranking Difficulty Level: Medium
Search Volume: 1.3K / month

INDUSTRY QUESTIONS

These are questions that are being searched by your target audience. Keep these in mind when you are creating blog posts, FAQ pages, and general website copy. Answering industry questions not only positions you as an expert in your field, but will help Google view your website as trustworthy! It is a great benefit for your SEO.

How to take care of your skin naturally?

Where to buy Windrift Hill?

What is the best natural skin care routine?

Can you put goat milk lotion on your face?

What is a good skincare routine for acne?

Skincare without hormone disruptors?

What order should you use skincare products?

Is goat milk good for your skin?

Is goat milk bad for your skin?

Most effective skincare routine for men?

Best over the counter eczema cream?

What is a pregnancy safe skincare routine?

Which products are safe while breastfeeding?

Is affordable skincare as effective as expensive?

What skincare products should I use quiz? (Looking for helpful quizzes on websites)

Is goat milk good for skin problems [eczema, psoriasis, etc]?

How to take care of winter skin naturally?

Best skincare products to use with tretinoin?

What is PH balanced skincare? Why does it matter?

Do natural/clean/eco friendly skincare products actually work?

What should a men's skincare routine be?

What is sustainable skincare?

SEO TITLES & META DESCRIPTIONS

SEO page titles, also known as title tags, provide concise and descriptive titles for web pages, playing a crucial role in both search engine optimization and user engagement. Meta descriptions are brief snippets that summarize page content and appear in search results, influencing click-through rates by enticing users to visit the page. In order for your website to reach it's full SEO potential, we need to thoughtfully incorporate keywords and make sure to not exceed the character limits set by Google.

SEO Page Titles: 60-70 characters maximum
Meta Descriptions: 150-160 characters maximum

Home

Title: Farm-Fresh Goat Milk Skincare | Montana |Windrift Hill

Meta: Welcome to Windrift Hill, your source for all-natural, farm-to-skin goat milk products. Experience the goodness of Montana's finest skincare today.

Shop All

Title: Shop All-Natural Goat Milk Skincare Products | Windrift Hill

Meta: Explore our full range of farm-fresh goat milk skincare at Windrift Hill. Discover affordable, eco-friendly, and cruelty-free products for every skin type. Shop now!

Collections

Title: Browse Goat Milk Skincare Collections | Natural Healing Products | Windrift Hill

Meta: Explore our curated collections of natural skincare solutions at Windrift Hill. From eczema relief to everyday nourishment, find the perfect goat milk product for your needs.

Why Goat Milk?

Title: Why Choose Goat Milk Skincare | Benefits of Natural Healing | Windrift Hill

Meta: Discover the remarkable benefits of goat milk skincare at Windrift Hill. From its gentle cleansing to healing properties, learn why goat milk is nature's solution for healthy skin.

About

Title: About Windrift Hill | Our Farm-to-Skin Journey | Montana Skincare

Meta: Learn about Windrift Hill, a family-owned Montana skincare company. Discover our commitment to natural ingredients and ethical practices.

FAQ

Title: Frequently Asked Questions | Goat Milk Skincare Information | Windrift Hill

Meta: Get answers to common questions about our goat milk skincare products at Windrift Hill. Find out more about our farm-fresh approach and sustainable practices.

Press

Title: Windrift Hill in the Press | Natural Skincare Features | Windrift Hill

Meta: Explore Windrift Hill's featured goat milk skincare products, making headlines for their effectiveness. Join the movement towards clean, wholesome skincare.

Where to Buy?

Title: Where to Buy Windrift Hill Products | Goat Milk Skincare Retailers

Meta: Find out where you can purchase Windrift Hill's farm-fresh goat milk skincare products. Discover our trusted retailers and bring natural healing to your skin.

Contact

Title: Contact Windrift Hill | Reach Out to Our Caring Team | Get in Touch

Meta: Have questions or need assistance? Contact Windrift Hill's friendly team. We're here to help with all of your natural skincare needs.

Blog

Title: Windrift Hill Blog | Skincare Tips, Stories, and More | Natural Skincare

Meta: Dive into our skincare blog at Windrift Hill for tips, stories, and insights. Stay updated on the latest in natural healing and farm-to-skin practices.

Social Media Landing Page

Title: Quick Links | Social Navigation Hub | Windrift Hill

Meta: Access essential info with ease through our mobile navigation links. From products to FAQs, Windrift Hill is just a tap away!
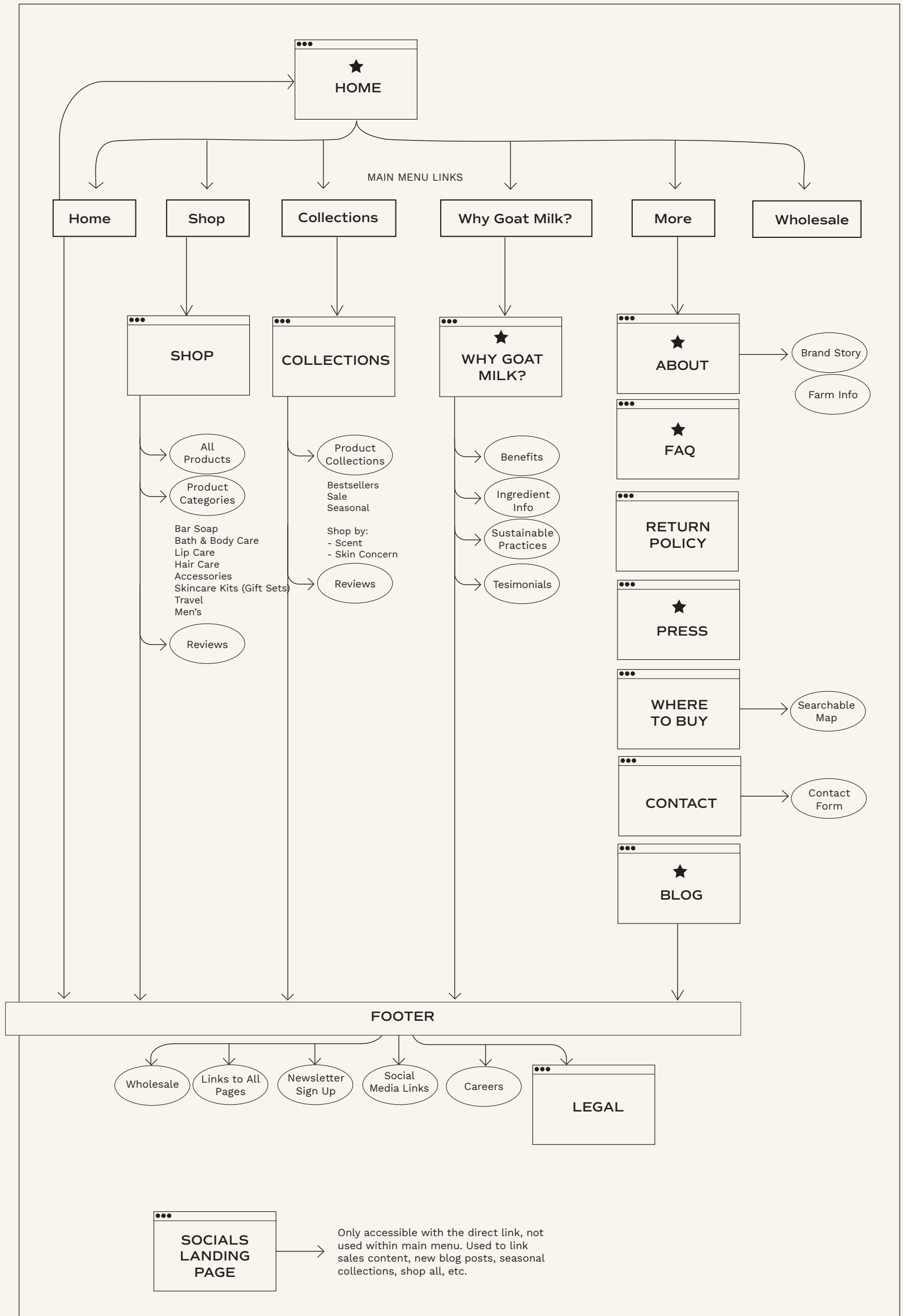
LAYOUT & DESIGN

WEBSITE STRATEGY ———————— PART THREE

SITEMAP

A website sitemap is like a blueprint that shows all the pages on a website and how they are connected, making it easier for people and search engines to find and explore the site's content. I will use this sitemap to build the next step of our design, which is the website wireframe.

★ = Pages that require copywriting

HOME ★

MAIN MENU LINKS

Home | **Shop** | **Collections** | **Why Goat Milk?** | **More** | **Wholesale**

SHOP

- All Products
- Product Categories
  - Bar Soap
  - Bath & Body Care
  - Lip Care
  - Hair Care
  - Accessories
  - Skincare Kits (Gift Sets)
  - Travel
  - Men's
- Reviews

COLLECTIONS

- Product Collections
  - Bestsellers
  - Sale
  - Seasonal

  Shop by:
  - Scent
  - Skin Concern
- Reviews

WHY GOAT MILK? ★

- Benefits
- Ingredient Info
- Sustainable Practices
- Tesimonials

ABOUT ★
- Brand Story
- Farm Info

FAQ ★

RETURN POLICY

PRESS ★

WHERE TO BUY
- Searchable Map

CONTACT
- Contact Form

BLOG ★

FOOTER

- Wholesale
- Links to All Pages
- Newsletter Sign Up
- Social Media Links
- Careers
- LEGAL

SOCIALS LANDING PAGE

Only accessible with the direct link, not used within main menu. Used to link sales content, new blog posts, seasonal collections, shop all, etc.

DEFINING CONVERSIONS

What counts as a conversion or success within your website? Where do we want the users to do and where do we want them to go? Conversion rates and analytics are something that should be monitored regularly to confirm the effectiveness of your website.

Complete Checkout

Our primary focus, as an e-commerce website, should be to have customers make purchases. We want our users feel confident and excited to buy, and have a smooth checkout process to use.

Create An Account

As a company that genuinely cares about its customers, we want to make it easy for them to return again and again! Our secondary focus will be incentivising new customers to return, and making the shopping experience even simpler for account holders.

Email Newsletter Signup

Email marketing is a highly effective method of communicating with your audience and converting them to paying customers. We should monitor the email sign up form to ensure that new customers are utilizing it.

LAYOUT INSPIRATION: CLEAN & NATURAL

Website layout inspiration and moodboards are important for me as a designer to help clarify your vision for your website and ensure we are communicating our ideas effectively. This helps me create a more cohesive and visually appealing website that will align with your goals and resonate with your target audience.
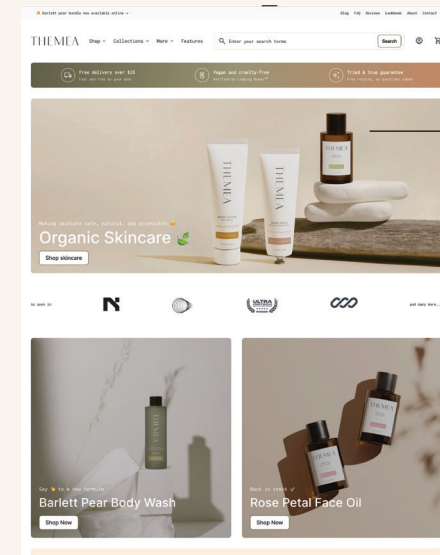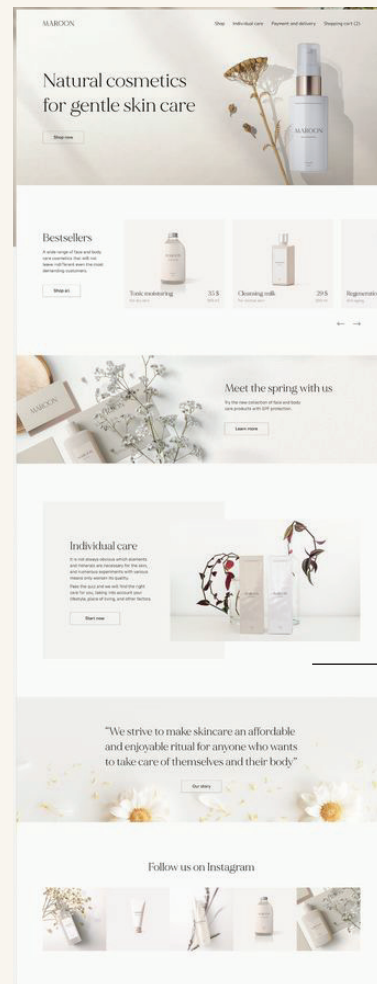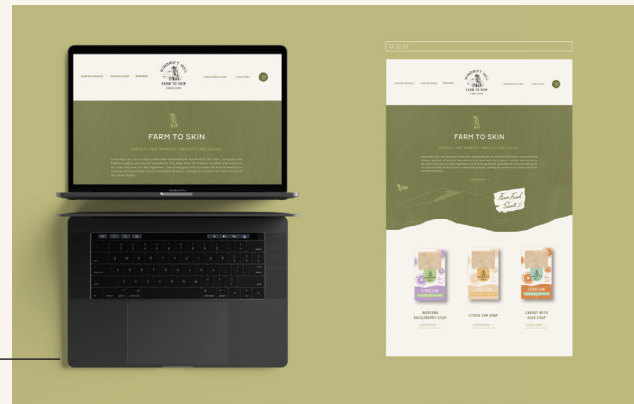
Gently rounded corners to add a soft, natural feeling to the layout
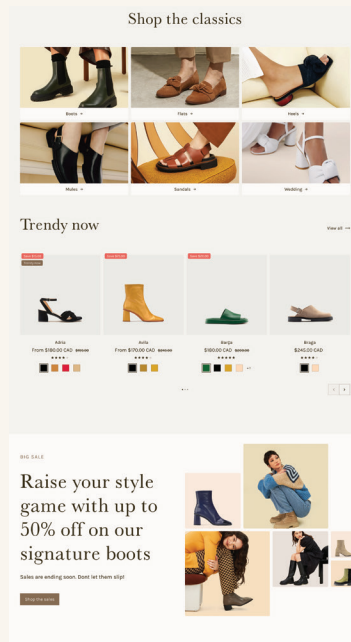
Light background colors to let the brand photography and products shine, without overwhelming the user
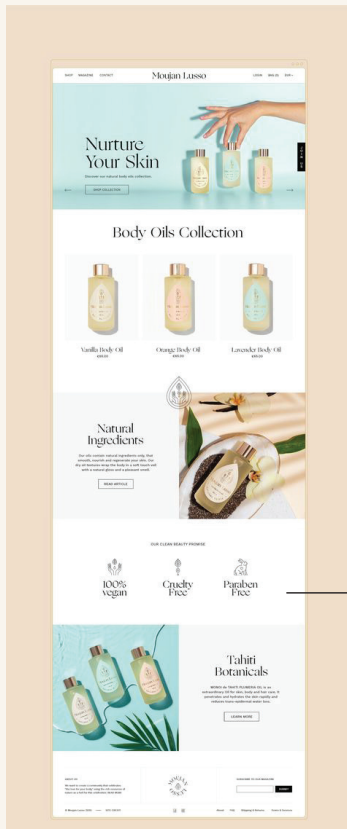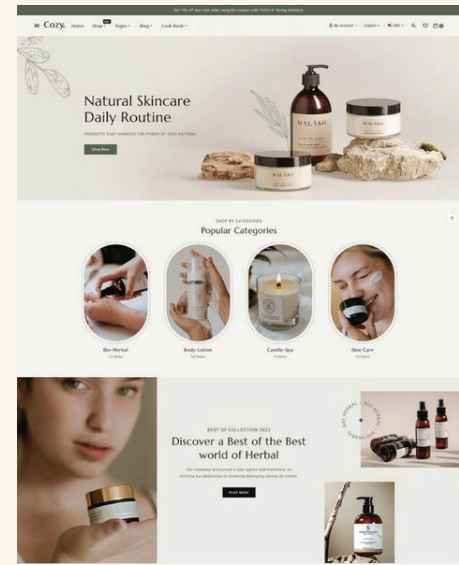
Utilize brand's graphic elements alongside it's differentiator statements

Mockup from Summit Creative Co, using brand colors & elements

YOUR WEBSITE
LONG TERM

WEBSITE STRATEGY ——————— PART FIVE

YOUR WEBSITE LONGTERM

The success of any website is a lifelong journey. Think of your website as a tool that grows and changes as your business does, rather that something you build once and leave. It is important to adapt to customer needs, keep your interface error-free, and maintain updated content over time.

Google Analytics

I will work with you after your website's launch to install Google Analytics to track your websites performance. This will allow you to monitor your website traffic, how your users find you, and much more user specific data.

Google Search Console

Another tool I will be adding to your arsenal will be Google Search Console, which will give you all the information you will need about how your website is performing specifically in Google search results.

30 Days Post-Launch Support

Once your website has been published, I will be available to answer questions and fix any small errors or issues that may arise during the next 30 days.

WEBSITE MAINTENANCE

Don't worry, you don't have to go on this website journey alone! Foxtail Tech is now offering quarterly website maintenance that will help you be confident your website is growing and helping your business.

What's Included

Google Analytics Review

This will cover everything from your website's traffic numbers, best/worst performing pages, best/worst performing blog posts, conversion rate, user flow information, and more.

Website Health Report

To calculate how well your website is doing from a tech standpoint, I look at things such as your page speed, any updates that may be available, errors or issues, and website SSL security.

SEO Campaign Monitoring

I will use my SEO tools to analyze how your website is performing for each specific keyword on your list. I tell you if they are showing for these keywords, whether you are improving or worsening, and who your main competitors are for your keywords.

Strategy Call (x1 per Quarter)

Once I have created your quarterly metrics report (all items in left column) we will meet to discuss your website! We will review the report and create a strategy for what your website needs for the upcoming quarter.

Website Updates & Refreshes

IWe will work together to decide what your website needs for the Quarter. This can include seasonal products, sales, homepage refreshes, adding/removing products, copy or photo changes, fixing minor issues, and more!

Foxtail Tech's Insights & Suggestions

I won't just throw a bunch of techy information your way and leave you to struggle through. I will translate the information for you, tell you what things are or are not working, and offer suggestions on how to continue to improve your website.

🕐 1 Year Commitment Required

💲 Starting at $500 / Quarter (Actual price based on business's custom needs)

THANK YOU.

Guideline prepared by:
Foxtail Tech, LLC
@foxtailtech

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