

SitePal Makeover Candidate - Basil Strategies

Last month, we introduced our SitePal Makeover winner – Denise Silber of Basil Strategies, a full-service online marketing and consulting company in healthcare and pharmaceuticals. With over 10 years of experience in her industry, Denise offers personalized and tailored consulting services for her clients. Initially, Denise added a SitePal character to her website to convey the personalized approach of her consultation services. *“I was ‘shopping’ for an animated New Year’s greeting and fell in love with the SitePal characters,”* said Denise. New Year’s Day came and went, but the SitePal character and its welcome message stayed, wishing site visitors “Happy New Year!” months after the occasion had passed. Struggling to think of new and different messages for her character to say, Denise submitted her website to the SitePal Makeover Challenge.

Initial Assessment: Help Needed!

We were confused and overwhelmed by the service offerings presented on Basil Strategies’ site. While the site offered a wide scope of services, it was nearly impossible to find more information about each of the services offered. The SitePal character dominated half of the page and squeezed the list of services to the bottom of the page. In addition, the audio greeting was not composed in full sentences and was extremely difficult to understand. Lastly, the absence of a clear call to action on Basil Strategies’ homepage was problematic.



Our Process and Recommendations

First, we spoke with Denise to clarify her service offerings and identify key messages that she wanted delivered. *“My business is based upon personalized consulting services, so it’s important that the site encourages visitors to schedule a consultation with me,”* said Denise. *“I want to use the SitePal character to advertise my personalized services and expertise, but also differentiate my company from any other web agency – I need a hook.”*

Our SitePal Makeover team reviewed Basil Strategies’ website and realized that there were several opportunities for Denise to improve her SitePal and use it to its full potential. To attract new leads, we integrated Denise’s SitePal character with our Lead Generator business solution to encourage site visitors to leave their contact information. The Lead Generator solution simplifies the process of collecting information from potential clients interested in a consultation by sending any new leads directly to Basil Strategies’

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email address. The Lead Generator provided a stronger call to action on the site to generate new business for Basil Strategies

We also recommended changing the main greeting of the character to give a brief overview of the company and a list of some of its big clients to emphasize credibility. We chose a professional voice talent, from our [voice talent store](#), to add clarity and lend a professional touch to her site. It was imperative that visitors understand Basil Strategies' business offerings, so we made the text titles of Basil Strategies' services into clickable features, and appointed the SitePal character to say one or two sentences about each service when clicked by an interested visitor.

Last but not least, for the appearance of Denise's SitePal character, we recommended using Stephanie, one of our newest female models. We customized Stephanie's look to convey friendliness, creativity and the professional credibility that Denise wanted her site to be associated with. We also made the character's dimensions smaller so that it did not take up too much space on the page. This created more room above the fold to showcase Denise's key services next to the SitePal character.

Results: The Transformation

With the conclusion of the SitePal Makeover process, we helped Denise establish a compelling hook and add professional credibility to her website while engaging visitors and effectively advertising the benefits of her customized services. *"The overall results are great! ... I was most impressed by the lead generator tool – what a great call to action!"* said Denise, pleasantly surprised. *"The best part is that my site visitors' information can be instantly emailed to me. I hope to receive many more consultation requests soon."*



Does your SitePal need help? Please contact us at customerservice@SitePal.com for a free consultation.