

Case Study Sally Montague Hair Group

Website Design & Development <http://www.sallymontague.co.uk>

Background

Sally Montague Hair Group is a chain of five highly acclaimed hairdressing salons across Derbyshire. In addition to providing premium salon services, the team also travel to work on shows including The Clothes Show Live and London Fashion Week, representing L'Oréal Professionnel. We were selected to establish a web presence for the company in 2002, so as to remain competitive when an ever-increasing number of local businesses went online for the first time.

Since then, we have maintained the website, with the most recent version going live in September 2007, using a custom made Content Management System (CMS), enabling the company's management team to upload news and photographs from events, as well as new products and services as they were introduced.

Towards the end of 2009, a design refresh was commissioned to enhance the style of the website and refresh all of the content to reflect the new products, services and changes in the company structure that had occurred over the 18 months since the previous major update.

SALLY MONTAGUE
— HAIR GROUP —



Our Solution

With having maintained the website for the previous seven years, we had a good understanding of the company and its clients. The previous version of the website used Google Analytics to capture and report on visitors, so we started by analysing these statistics to determine the areas of the website that needed the most attention, before proposing our ideas for a design refresh.

We first moved price lists and salon information such as opening times and telephone numbers to more prominent pages on the website, and changed the home page to guide visitors to these more clearly than before.

Secondly the Products area was enhanced to provide a consistent amount of information about each product range, which is now a more popular section on the website. The interactive Gallery section allows visitors to find styles based on a range of criteria, and its content was completely refreshed during the re-design, including many photographs from recent photo shoots and events.

The website is hosted on our own flexible hosting facility, and is kept updated with our flexible 'pay as you go' maintenance package, whereby we provide content editing and publishing, ensuring the website is maintained to a professional standard.

The website has built on its already healthy visitor base, and now consistently attracts over 2,000 unique visits each month.

