Prior to the release of Google’s “Mobilegeddon” update in April 2015, the Search Engine Optimization (SEO) experts at Foremost Media alerted MacFarlane Pheasants that their Chicksquote.Pheasant.com website would not pass Google’s Mobile-Friendly Test. Bill MacFarlane, owner of MacFarlane Pheasants, agreed it was time for a mobile-friendly website redesign. In addition to being mobile-friendly, MacFarlane Pheasants also wanted to update the look and feel of the website and make the checkout process quicker and easier for their customers.

About

MacFarlane Pheasants, has been in the gamebird business since 1929 and has grown to be the largest pheasant producer in North America. With 87 years of experience, MacFarlane Pheasants works to produce and raise the best gamebirds on the market and provide customers with the best service after sale.

Challenges

A full evaluation of the Chicksquote.Pheasant.com found that the current website design:

- Was not mobile-friendly.
- Was not user-friendly. (Most customers placed their orders via phone instead of online.)

As a result, MacFarlane Pheasants wanted a mobile-friendly, user-friendly design for the new Chicksquote.Pheasant.com website.
To include these features, Foremost Media redesigned the layout of Chicksquote.Pheasant.com to more effectively display available birds, hatch dates, and prices to prospective customers. The redesigned Chicksquote.Pheasant.com lets customers click the images of each bird for more details without

**HOW WE HELPED**

Foremost Media’s Online Marketing team looked over the analytics to identify the poor conversions and site issues. Then compiled a list of MacFarlane Pheasants’ top competitors in the gamebird industry and features from these websites that MacFarlane Pheasants wanted to include on the new Chicksquote.Pheasant.com, such as:

- Clean layout
- Product reviews
- Pre-orders
- Easy checkout
- Mobile responsive design
- Conversion optimization
MacFarlane Pheasants launches a new website with a quick and easy checkout process

**HOW WE HELPED**

To include these features, Foremost Media redesigned the layout of Chicksquote.Pheasant.com to more effectively display available birds, hatch dates, and prices to prospective customers. The redesigned Chicksquote.Pheasant.com lets customers click the images of each bird for more details without excessive scrolling and features a high-resolution image carousel with directional buttons that prospective buyers can browse through before placing their order. The new website design also features color tones that complement the earth tones used by the previous version of the website. We also used white space and clean typography to create a strong hierarchy of segmented content and information to increase overall conversion rates.
CASE STUDY
MacFarlane Pheasants launches a new website with a quick and easy checkout process

THE RESULTS
The redesigned Chicksquote.Pheasants.com website launched in January 2016. The 2016 chick season, (beginning in March), compared to the 2015 season showed that, post-launch, the redesigned Chicksquote.Pheasants.com website has generated:

- 111.5% more online sales
- 68.5% more website traffic
- 34.7% more organic search traffic
- 211.9% more social media referral traffic