

Introduction

Ben Hogan Golf is a golf club manufacturer based in Ft. Worth Texas, creating innovative golf equipment since 1953. A factory-direct manufacturer, Ben Hogan Golf cuts out the middleman and does all B2C sales through their website. As such, having a website that showcases the Ben Hogan inventory and makes purchasing easy is of paramount importance.

Seeking to improve the functionality of their website, Ben Hogan Golf came to us in April of 2019 for a redesign and rebuild. Our full-service integrated marketing, web development, and graphic design team performed an initial assessment of the Ben Hogan Golf website, yielding the following.

Problems

When transactions and conversions on a website slow down, this drop-off is often a major contributor to business stagnation. This decline or plateau in transactions and conversions can often be attributed to website structure and UX; essentially, what matters is how easily users can find what they're looking for. Our team evaluated Ben Hogan Golf's website to further understand their struggles and determine the best path to maximum viability.

Project Goals

The preeminent advantage in operating as a direct-to-consumer manufacturer is cutting out the middleman; no retail means that you're able to keep more of what you bring in, and don't have to worry about brick and mortar partnerships and associated costs. But on the flip, this means that the website must be strong enough to handle the traffic that comes with being the only medium through which to place an order. As a handcrafting manufacturer, Ben Hogan Golf allows some flexibility in club creation and design. After reviewing the front and back ends of the website, our team established three main goals to guide the rebuilding process.

- Optimize the homepage to drive more conversions and transactions.
- Create a module through which users can customize their equipment.
- Highlight Ben Hogan Golf signature products with direct links to purchase.

Actions Taken

Our top priority for the rebuild was to create a homepage representing the legacy of Ben Hogan Golf by showcasing their product inventory. To do this, we rearranged and rebuilt the homepage to highlight their current array of clubs and equipment as the focus of the page. The landing page of any website is prime real estate; like in real estate, location is *everything*. Even the most well planned and thought out campaigns and advertisements will fail if they're not

being seen. In highlighting a product like a golf club, visuals can be the most enticing facet. Thus, we prioritized brand new product photography and edits to help the clubs sell themselves.

These images had previously been displayed in a horizontal menu bar, which allotted every image an equal space along a single plane. The main problem here? *Every* image was getting the same amount of space, and that space just wasn't enough. Our designers prioritized a three-box appearance to occupy the initial landing screen on the homepage. The updated product photos, combined with compelling copy, serve as calls to action for sales, new products, and a feature that allows customers to *build their own* golf clubs.

To this end, Ben Hogan Golf offers *HoganFit*, a module through which users can customize their own clubs through a series of menus and input sequences. As all clubs are handcrafted, the process allows for a high degree of personalization. But there's little sense in offering such a feature if it's not able to be seen from the start!

Our goal was to prepare the Ben Hogan Golf website not only to be able to handle more traffic, but to drive transactions and conversions with prospective customers. Creating a more visible pathway to purchase was a top priority for the rebuild. This was accomplished through a simplification of the menu bar directory at the top of the landing page. By engineering a path of least resistance from the landing page to the product page, we gave Ben Hogan Golf users a much more streamlined shopping experience.

We wanted to make the individual club pages very accessible to users as soon as they landed on the homepage; rather than scattering links to individual golf club product pages throughout the website, we concentrated them all into one single menu. What had previously been a very general menu was now a one-stop directory to Ben Hogan Golf's signature inventory. With only one single click separating the user from a purchasing opportunity, purchasing Ben Hogan Golf equipment had never been easier.

Results

Rebuilding and creating a website to show the best of Ben Hogan Golf was an exciting challenge for our team. We made a number of revisions and redesigns to the interface and user experience, so when Black Friday 2019 came around and the year-end numbers began to solidify, both parties were thrilled to see that the results backed up our strategy.

In comparing the five-day weekend around Black Friday Weekend (Thursday through Monday) in 2018 vs 2019;

- Bounce rates declined from 64% to 43%, good for a **32.8% improvement**.
- Average session duration improved from 1:52 to 3:05, a **65.8% improvement**.
- Conversion rate grew from 1.05% to 1.85%, a **58% improvement year over year**.

Our website rebuild took place in April of 2019. In comparing the website performance from October 2018 through March 2019 to results from May 2019 through October 2019;

- Session duration increased from 2:57 to 3:10, **for a gain of 7.3%.**
- Mobile transactions increased from 31.8% to 35.3%, **an improvement of 11%.**
- Conversions increased from 0.93% to 1.11%, **an improvement of 19.4%.**

Our complete rebuild and redesign of Ben Hogan Golf's website lead to real gains and significant improvements in their conversions and sales. Curious to see how a homepage renovation can jumpstart your business? **Send us a message and find out.**