



# Website Optimization

Through strategic copywriting and persona-driven content, we helped transform Gather Voices' website homepage into a high-converting asset.

# Gather Voices Homepage

## Website Optimization

### Program Overview

Gather Voices' website wasn't generating enough leads. We revamped the homepage content to better engage the Association Marketing Director and drive conversions.

### Objectives

- Increase website engagement and conversion rates
- Align content with target buyer persona
- Improve UX and reduce friction in the buyer's journey
- Speed up the sales cycle

### What We Did

To develop a winning content strategy, we focused on:

- Documenting the Ideal Customer Profile (ICP) to define key characteristics and behaviors
- Identified pain points and emotional purchase drivers
- Crafting compelling, persona-driven messaging using a contextual storytelling framework
- Cross-functional collaboration between sales and marketing
- Performance tracking and optimization using heat maps and website analytics



# Results

The homepage refresh delivered measurable improvement in **engagement** and **conversion**, proving the power of strategic content.

1

## 52% increase in demo conversions

Stronger messaging drove high-intent leads

2


## 16% increase in session duration

Visitors engaged longer with improved content

3

## 6% increase in pageviews/session

More compelling journey kept users exploring



Solutions ▾Product ▾VideoBoostCase StudiesBlogAbout






Request Demo

### Community-driven video content at scale

It's easy to achieve more with less when you co-create user-generated video with your community using our software.

Learn More

Powering Engagement for Hundreds of Organizations



Build

07 Edit Video

08 Edit Thumbnail

09 Manage Captions

10 Download

11 Send Video

12 Share/Publish

13 Delete

01 Active Requests (2/2)

02

03

04

05

06

07

08

09

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

32

33

34

35

36

37

38

39

40

41

42

43

44

45

46

47

48

49

50

51

52

53

54

55

56

57

58

59

60

61

62

63

64

65

66

67

68

69

70

71

72

73

74

75

76

77

78

79

80

81

82

83

84

85

86

87

88

89

90

91

92

93

94

95

96

97

98

99

100

### Content for your community, created by your community

Our platform was built to n...  
to co-create videos with yo...  
with them anytime, anywh...

5-PART VIDEO COURSE

Video Strategy Accelerator

Built for association marketers.

Sign-up now and get a 15-minute video delivered to your inbox each week.

GET THE COURSE

# Schedule a Discovery Session

**Let's do this!**

Explore how we can support your goals.

Reach Out Anytime:



**Chad Alger-Hardt**, Founder

[chad@ck-consultants.com](mailto:chad@ck-consultants.com) | 773-350-2959



**Kathryn Duszynski**, Managing Partner

[kathryn@ck-consultants.com](mailto:kathryn@ck-consultants.com) | 206-310-9490

