

Marque Foods: A Visual Case Study

Marque Foods sells over 1,000 different products to meet the needs of trend-setting professional chefs. We approached the site redesign by developing strategic recommendations focused on meeting their business goals. They included

- Generate new accounts
- Increase awareness and sales
- Improve communication with existing customers and prospects
- Attract targeted visitors through the Search Engines
- Differentiate through a sophisticated and consistent brand experience
- Allow for easy product updates and additions

Our creative and technology solutions reflect the business goals and grow out of strategic recommendations. The following “before and after” screenshots highlight several key improvements to the home page and typical product category page.

You can visit their site at: <http://marquefoods.com>

Old Home Page

1. Outdated logo

Old logo didn't reflect the Marque brand. Inconsistent with packaging.

2. Hard to find products

Visitors had to use an internal scroll bar to access dozens of product categories in no obvious order.

3. Obscure search

Search was in a small brown box with an almost invisible "go" button.

4. Why sign-up?

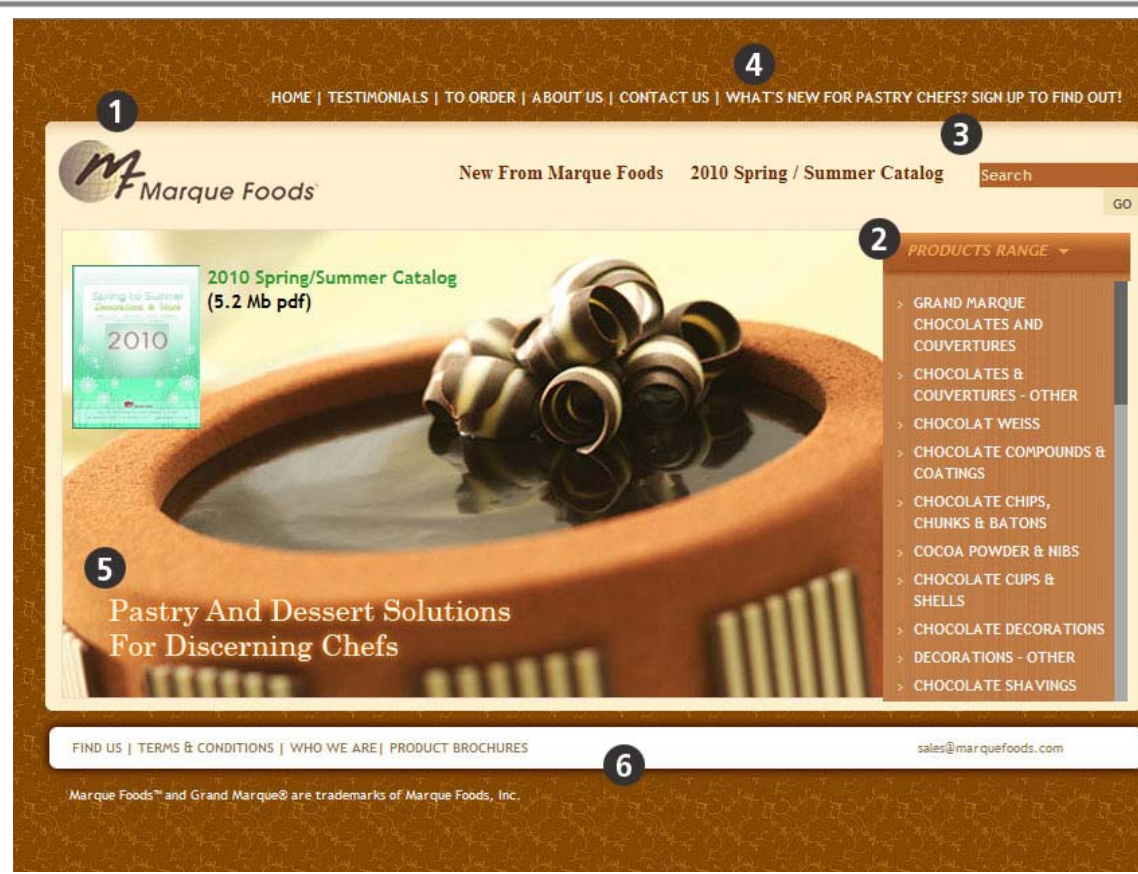
Newsletter sign-up was hard to see. required an extra click and wasn't motivating anyone.

5. Missing calls to action

Nowhere on the page does it clearly guide visitors to take action.

6. Constricted size

Overall the size of the site was very small, requiring frequent use of internal scroll bars.



New Home Page

1. New logo

Elegant, legible, and consistent with new packaging, the new logotype is simple and clear.

2. Hard to find products

Products are organized into 7 top-level categories. Drop-down menus provide one-click access to sub-categories.

3. Obvious search

Search is easy to find near the top of the page and emphasizes the large number of products available.

4. New newsletter sign-up

Branded as "Marque Minute," the sign-up is right there, offers a benefit (culinary tips) and required one click.

5. Clear calls to action

The most important business goals are reflected in the calls to action: create an account, call toll-free, sign-up for the newsletter, or download the current PDF

6. More space and better flow

The overall size of the page is increased. It is lighter, more up-scale and easy to scan.



The screenshot shows the Marque Foods website home page. At the top is a red navigation bar with the text "PASTRY AND DESSERT SOLUTIONS FOR DISCERNING CHEFS". Below this is the "MARQUE FOODS" logo (callout 1) and a search bar (callout 3) containing the text "Search over 800 products" and a "Search" button. A horizontal menu (callout 2) lists seven categories: CHOCOLATE, PASTRY SHELLS - READY TO FILL, FLAVORINGS, FINISHED DESSERTS & PASTRIES, GELATO & ICE CREAM, PASTRY INGREDIENTS & ACCESSORIES, and GOURMET SAVORY PRODUCTS. The main content area features a large image of chocolate swirls. Below this is a "SUMMER Decorations & More" section (callout 6) with a "Download" button. To the right is a newsletter sign-up form (callout 4) for "Marque Minute" with fields for "Your name" and "Your email address" and a "Sign Up" button. Below the sign-up form is a "JOIN THE WORLD OF MARQUE FOODS CREATE AN ACCOUNT" section (callout 5) featuring a photo of three chefs. At the bottom is a red footer (callout 6) with the text "TO ORDER, CALL TOLL FREE 888-882-7288 INTERNATIONAL 650-583-4114" and a row of links: Testimonials, To Order, Download a Brochure, About Us, Contact Us, Open an Account, and Terms and Conditions.

Old Product Page

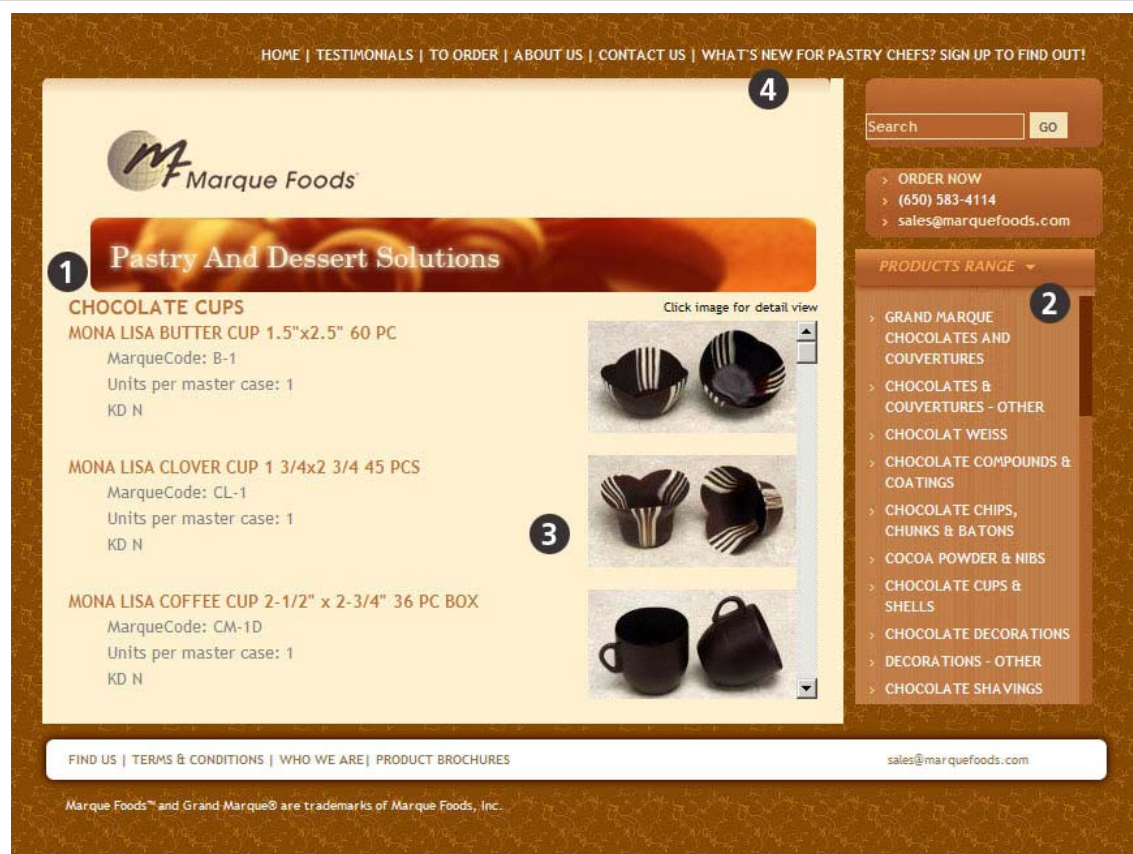
1. Generic title obscures the product category
It is hard to see that you're in "Chocolate Cups."

2. Hard to find products
Navigation still requires an internal scroll bar (if you can even tell that it is a scroll bar). You can't tell where you are, or what is related.

3. Only a few at a time
Visitors can see a maximum of three products without scrolling.

4. Frames
There is no way to optimize this page for the keyword "chocolate cups" because it is built using frames.

5. Unfriendly URL
<http://www.marquefoods.com/cms/?page=shop&cat=CHOCOLATE+CUPS>



HOME | TESTIMONIALS | TO ORDER | ABOUT US | CONTACT US | WHAT'S NEW FOR PASTRY CHEFS? SIGN UP TO FIND OUT!

4

1 **Pastry And Dessert Solutions**

CHOCOLATE CUPS Click image for detail view

MONA LISA BUTTER CUP 1.5"x2.5" 60 PC
MarqueCode: B-1
Units per master case: 1
KD N

MONA LISA CLOVER CUP 1 3/4x2 3/4 45 PCS
MarqueCode: CL-1
Units per master case: 1
KD N

MONA LISA COFFEE CUP 2-1/2" x 2-3/4" 36 PC BOX
MarqueCode: CM-1D
Units per master case: 1
KD N

3

2

Search

> ORDER NOW
> (650) 583-4114
> sales@marquefoods.com

PRODUCTS RANGE ▾

- > GRAND MARQUE CHOCOLATES AND COUVERTURES
- > CHOCOLATES & COUVERTURES - OTHER
- > CHOCOLAT WEISS
- > CHOCOLATE COMPOUNDS & COATINGS
- > CHOCOLATE CHIPS, CHUNKS & BATONS
- > COCOA POWDER & NIBS
- > CHOCOLATE CUPS & SHELLS
- > CHOCOLATE DECORATIONS
- > DECORATIONS - OTHER
- > CHOCOLATE SHAVINGS

FIND US | TERMS & CONDITIONS | WHO WE ARE | PRODUCT BROCHURES sales@marquefoods.com

Marque Foods™ and Grand Marque® are trademarks of Marque Foods, Inc.

New Product Page

1. You know where you are
It is easy to see you're in the Chocolate main category and sub-category "Chocolate Cups."

2. Hard to find products
Drop down menu displays all the related category products. Top navigation is still available if you want to switch to another category.

3. See more products
Most visitors can see a minimum of 8 products without scrolling. The product photos are larger and more prominent.

4. No Frames
You can't see it in a screen shot but there are no frames to interfere with SEO.

5. SEO-Friendly URL
<http://marquefoods.com/categories/chocolate-cups>

PASTRY AND DESSERT SOLUTIONS FOR DISCERNING CHEFS

MARQUE FOODS

Search over 800 products

CHOCOLATE PASTRY SHELLS - READY TO FILL FLAVORINGS FINISHED DESSERTS & PASTRIES GELATO & ICE CREAM PASTRY INGREDIENTS & ACCESSORIES GOURMET SAVORY PRODUCTS

CHOCOLATE

Grand Marque Couvertures
Chocolates & Couvertures, Other
Chocolate Compounds & Coatings
Chocolate Chips, Chunks, & Batons
Chocolate Cups
Chocolate Decorations
Chocolate Logos, Transfer Sheets, Etc.
Chocolate Pencils
Chocolate Shavings
Chocolate Truffles
Cocoa Powder

Chocolate Cups

Home

Mona Lisa Clover Cup
Code: CL-1

Mona Lisa Large Coffee Cup
Code: CM-1D

Mona Lisa Coffee Cup Mini
Code: CM-2D

Mona Lisa Crocus Cup
Code: CR-1

Mona Lisa Fluted Bowl
Code: FB-1

Mona Lisa Marbled Heart Cup
Code: MH-1

Mona Lisa Petit Four Marble Tulip
Code: PF-1N



Technology Supporting our Strategic Recommendations

RefineryCMS

RefineryCMS is our easy-to-use content management system. With Refinery, the staff at Marque Foods can easily add and re-order products, add photos and detailed descriptions, upload new catalogs and much more. Because it's fast, there's no additional cost, and they have 24/7 access, our clients find they're more likely to keep their sites up-to-date. This can be a great competitive advantage.

Google Analytics

The new site is connected to Google's free analytics tool which provides important insights on our website traffic and marketing effectiveness. It allows us to evaluate and monitor the site as we strive to continually improve the visitor experience and increase the conversion rates.

Web Position Reports

We track search engine positions for Marque Food's most important keyword phrases on Google, Yahoo and Bing (MSN). By regularly reviewing the web position reports we can monitor the effectiveness of our Search Engine Optimization efforts and attract more visitors.