

# Case Study: DB Domestics

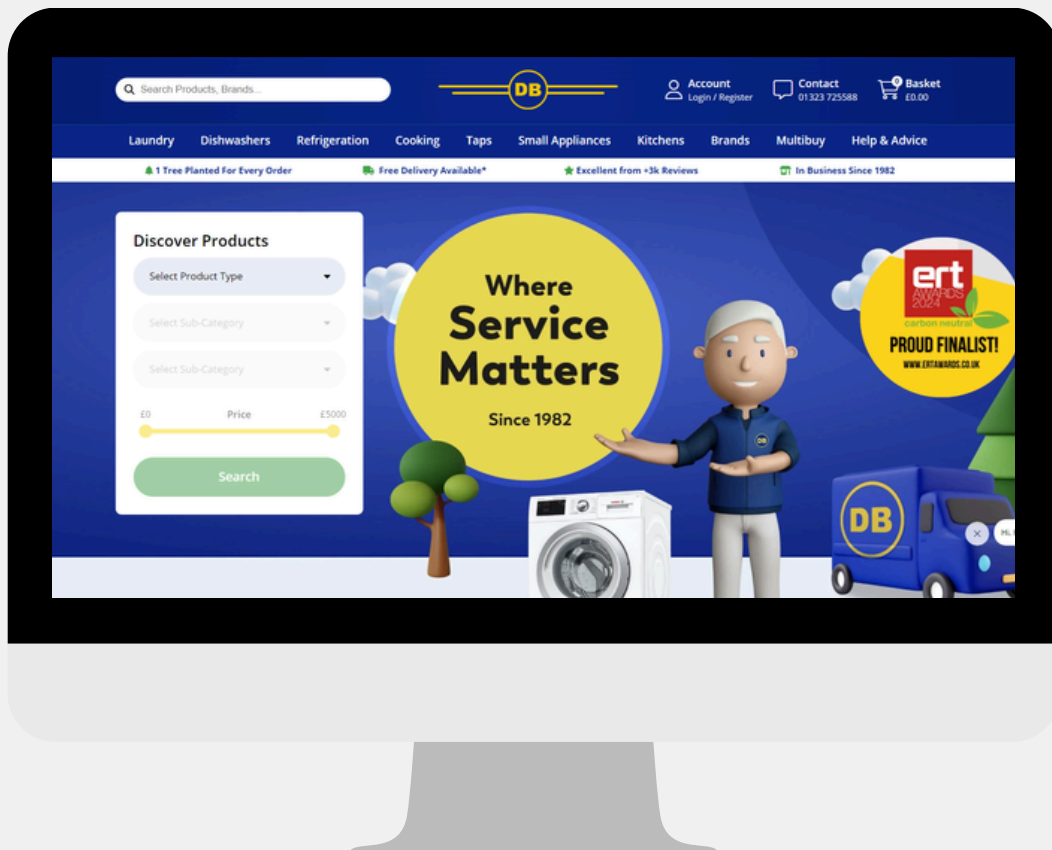
Work by

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[www.dbdomestics.com](http://www.dbdomestics.com)

From outdated site, to significantly increased traffic and conversions



## Summary

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# Outdated custom ecommerce to Shopify

**Starting in 2022 until 2023, I project managed the most significant digital investment DB Domestics, a decades old and well loved local business, had ever made.**

With an incoming new Managing Director and ownership team keen to modernize this large local business, I was tasked with designing the structure and direction of a new site, before leading the build, connecting all associated parties.

The project included full site structure design, redirects management for old URLs, on page direction, all in build optimization, content planning and post launch audit and roadmap for the business.

# Key features:

Multi contractor  
management

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Large scale URL  
considerations

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1,000s of products  
across numerous  
categories

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Multiple interactive  
and conversion  
features

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**DB Domestics wanted online sales across the South East of England, so this project was about conversions.**

We carefully considered and built the check out process, as well as adding features to support decision making throughout.

The new site's performance was also of utmost importance. Even at scale, it still passes all core vitals tests.

## Results

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30% increase in conversions, targeted localized traffic

**Not only did DB Domestics see a dramatic post launch uptick of 30% more conversions, the clean new site also stopped receiving spam traffic.**

Technical site crawls showed absolute eradication of old dead URLs and the domain authority increased by 6 from 22 to 28.