



EV JaN  
natural

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## +70% Website Traffic

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### The Challenge

EV JaN, a natural skincare brand in Malaysia, faced the following challenges:

- 1. Limited Online Presence:** The brand lacked a dedicated website to showcase its Natural Geranium Face Cleanser and other products, limiting its ability to attract and inform potential customers.
- 2. Customer Engagement:** Without an online platform, engaging with customers, answering inquiries, and building brand trust were challenging.
- 3. Competitive Market:** Operating in a crowded skincare market made it difficult to differentiate EV JaN and position it as a credible, go-to choice for natural skincare.

# The Solutions

## 1. Website Development:

- Built a user-friendly website highlighting EV JaN's products, including detailed pages on ingredients, benefits, and usage tips for the Natural Geranium Face Cleanser.
- Incorporated customer testimonials to showcase real-life success stories and build trust.

## 2. E-commerce Integration:

- Implemented an online store with secure payment gateways and efficient order processing for a seamless customer experience.
- Added promotional features like discount codes and bundle deals to encourage purchases.

## 3. Educational Content Strategy:

- Created blog articles about the benefits of natural skincare, essential oils, and tips for maintaining healthy skin, establishing the brand as an authority in natural beauty.

## 4. Search Engine Optimization (SEO):

- Optimized website content with targeted keywords such as "natural face cleanser Malaysia" and "essential oil skincare" to improve search rankings.
- Enhanced local SEO visibility to attract customers searching for natural skincare solutions in Malaysia.

## The Results



in the First 3 Months