



Deborah Grant Herbal Medicine & Medicine4Animals – Case Study

Branding, SEO, Content Strategy, Customer Experience, E-Commerce, Case Study Writing, Customer Education

Case Study 'From Science to Customer'

Deborah Grant Herbal Medicine is an excellent case study of how branding and content come together when planning Customer Experience and engaging visitors to buy.

NOTE: This Case Study was prepared by Deborah Collier in 2009, to showcase Echo E-Business capabilities, as well as support learning and enablement of clients and web site visitors (A key focus of Echo E-Business). Consulting, branding, content strategy, site architecture were all managed by Deborah Collier, down to the fine details. Design and web development was completed by Echo E-Business' development and design network, using detailed requirements, wireframes, brand colours and other specifications provided by Deborah Collier. E-Commerce consulting and implementation management was also completed by Deborah Collier.

Deborah Grant's Old Web Site



The New Deborah Grant Herbal Medicine Site



The Challenge

Deborah's old web site was receiving traffic but converting a small number of sales.

The site content focused around her as an individual with well-written articles, and a basic online store. We identified several issues: -

- Lack of sales through web site
- User publishing tools not user-friendly
- Design was at a very basic level
- Content was not implemented effectively – lengthy or technically worded
- Google Adwords costly – Search Engine optimisation needed improving
- Branding focused on Deborah Grant as an individual
- Web Site did not install trust in potential buyers

Our objectives were to

- Increase online sales, patient bookings and reputation
- Develop a strategy for web site domains to enhance search engine ranking
- Allow Deborah to publish and maintain her products and articles easily and effectively
- Provide adequate metrics reporting
- Allow for future enhancements and product ranges
- Search Engine Optimised Site and Content
- Leverage social media opportunities using capabilities such as RSS Feeds
- Allow for Deborah to introduce herbal medicine products for pets, without giving visitors believing that she practises herbal medicine on pets

We developed a new online strategy for Deborah Grant focused on her customers

We worked with Deborah Grant to clearly define her brand values, identity, customers, products and services.

- Medical Consultations for people
- Herbal Medicines and Supplements for Humans
- Herbal Medicines for Dogs and Cats (but no consultations)



A Word from Deborah Grant

"From the very start, Echo E-Business made it their business to understand my business. E-Business Strategist Deborah Collier explained her vision for my website so clearly and took into account all my wishes. Her plans and strategy were spot on and she knew what visitors would be looking for, how to captivate them and how to make them respond in a positive way. Echo E-Business understand the psychology of online selling and this was a huge bonus. Deborah spoke with passion about creating a website, which would benefit my business, and she held her vision throughout and delivered stunning results. She knew exactly how to optimise the sites for sales. I can honestly say that my needs have been met 110%. Deborah is a perfectionist in her work so I didn't have to worry about anything because I instinctively knew that she would give me the best websites possible and she did". **Deborah Grant Medical Herbalist**

www.herbalist-medicine.com - Deborah Grant Herbal Medicine
www.medicine4animals.com - Herbal Medicines for Pets



Branding

Focusing branding around Deborah's audience, we broke down Deborah's customers into 3 top-level audiences - humans, dog owners and cat owners. We recommended two brands with the ability to cross-sell between the two, without confusing the audiences.

- A brand for humans seeking medical care and supplements
- A brand for pet owners seeking solutions to animal health issues

Echo E-Business considered brand names, audience and came up with a suitable **brand name and domain name strategy** – one that would consider existing inbound links to the old Deborah Grant site, and leveraged search engine optimisation opportunities.

- **deborahgrant.co.uk**
 - The existing domain name
 - Easy to remember
 - No herbal medicine related keywords in domain name were poor for SEO
 - We decided to leverage the existing search engine ranking and brand name, and link it to a press page on the new web site
- **herbalist-medicine.com (.co.uk, and .net)**
 - The most suitable after comparing numerous available opportunities
 - Reasonably easy to remember
 - Contains valuable search engine keywords
 - Hyphens help the search engines separate words
 - Reflects both products and services
 - Makes sense to Deborah's customers
 - Deborah Grant Herbal Medicine would be the new brand name
 - We advised Deborah to convert Deborah Grant to a limited company called Deborah Grant Herbal Medicine

Protecting Deborah's Brand

Deborah was approached by an unscrupulous organisation planning to acquire **herbalistmedicine.com, .net and co.uk** domains, and then sell them on to her at an extortionate rate. Through timely expert advice, Deborah was able to acquire these domains at the standard fee, with a regular hosting company that we recommended. This saved her thousands of pounds.

She was able to purchase **herbalistmedicine.com, .net and .co.uk** which were not only valuable, but protected her domain brand name. We then leveraged these domains, by redirecting them to her new web site on **herbalist-medicine.com**.

The Pet Medicine Brand

The focus of Deborah's pet medicine brand is to sell herbal medicine products for pets. As a pure online business, we advised that a web site address matching her brand name would be most beneficial and sought out appropriate names that leveraged appropriate search engine keywords. Unfortunately, we discovered a lack of available names that would be catchy and memorable. After assessing a number of domains as brand names, we finally came up with **Medicine4Animals**.

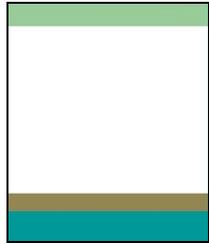
The key benefits are:

- Domain name availability .com, .co.uk and .net
- Contained two valuable keywords '*Medicine*' and '*Animals*'
 - Not specifically pet focused
 - Could attract a wider audience such as farm owners or vets, not just dog and cat owners.
 - Future proof allowing for the expansion of Deborah Grants product range



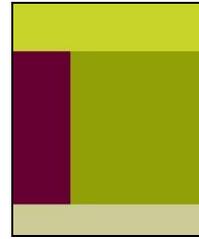
Design and Colours

We carefully selected colour palettes for both brands that would reflect the values of the Deborah Grant brands and appeal to Deborah's audience.



Deborah Grant Herbal Medicine

- Cutting-Edge/21st Century
- Caring and Calming
- Quality
- Health and Well-Being



Medicine4Animals

- Herbal Medicine
- Animals
- Quality
- Health and Well-Being



Deborah Grant Herbal Medicine

Call us on 0845 643 8785

Search entire site

deborahgrant
HERBAL MEDICINE

YOUR SHOPPING INFO 

[My account](#) [View Shopping Basket](#) [Checkout](#)

[Home](#) [About us](#) [Herbal Medicine](#) [Clinics](#) [Patients](#) [Buy Supplements](#) [Articles](#) [Contact us](#)



Stay healthy!

SPECIAL OFFER!

Detox Package



News & Events

23 06 2009
[Deborah Grant presents new web site at Online Marketing Show](#)
Event Date: 30th June Deborah Grant Herbal Medicine are pleased to announce the launch of... [Read More](#)

- [More News and Events](#)

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[Subscribe to our newsletter](#) for news and event updates, special offers and articles about herbal medicine.

Herbal Medicine for the 21st Century!

Are you looking for a fresh perspective on your health problem?



21st Century [Herbal Medicine](#) is now being underpinned by scientific research and as such is becoming increasingly popular with more and more people turning to it as a safer, gentler alternative to the one-size-fits-all pharmaceutical drugs with its sometimes, unpleasant side-effects.

Many of the common health problems, which you would normally take to your GP, can be effectively tackled with a drug-free approach.

[What does herbal medicine treat?](#)

- [About Herbal Medicine](#)
- [Buy Herbal Supplements](#)
- [Herbal Medicine Success Stores](#)

Clinics

A full spectrum approach that doesn't focus purely on treating the symptoms

Deborah Grant is a Consultant [Medical Herbalist](#) with a Bachelor of Science Honours degree in Herbal Medicine.



- [About Deborah Grant](#)
- [London Clinics](#)
- [Articles](#)
- [Contact us](#)

Better health is within your reach. Call today for an appointment to discuss your health concerns.

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For the Deborah Grant Herbal Medicine brand, our aim was to convey quality, modern 21st century and focus on the issues and benefits rather than the herbs themselves.

MEDICINE4Animals Call us on 0845 644 0843 or Buy Online

Home | About | Herbal Medicine | What it treats | Testimonials | Buy Medicine | Articles | Contact Us

HERBALCARE
for a healthy pet!

SPECIAL Offer!
Healthy Pet Package
Save 20%
Save 20% on Garlic & Fenugreek and Cod Liver Oil Capsules
[Buy Now](#)

Herbal Medicine for Dogs

Are you looking for a fresh approach to common health problems affecting your dog?

21st Century Herbal Medicine is now being underpinned by scientific research and as such is becoming increasingly popular with more and more dog owners turning to it for their pets as a safer, gentler alternative to pharmaceutical drugs with their sometimes unpleasant side-effects.

Many of the common health problems, which you would normally take to your Vet, can often be effectively tackled with a drug-free approach. Discover this alternative path to your dog's good health.

► [Success Stories](#)
► [Buy Herbal Medicine for your Dog](#)
Article: [Herbal Medicine and Dogs](#)

Herbal Medicine for Cats

Have you considered a natural approach to those common health problems that affecting cat?

Many cats are now benefiting from cutting-edge herbal treatment and also enjoying a better quality of life by taking herbal medicine and herbal supplements for health maintenance. We believe that prevention is the best medicine. This approach is suitable for kittens over eight weeks through to senior cats. We care about your cat's health as much as you do.

► [Success Stories](#)
► [Buy Herbal Medicine for your Cat](#)
Article: [Herbal Medicine and Cats](#)

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For the Pet Brand our aim was to appeal to animal lovers and demonstrate healthy pets without being kitsch or “cutesy”

The Content and Customer Experience

Echo E-Business provided one-to-one web writing training and worked with Deborah Grant to effectively prepare content for the web. The training included best-practice content presentation, writing search engine optimised content and custom key selling phrases for her business. We worked closely with Deborah, providing search engine keywords, descriptions and titles, as well as carefully architected page layouts.

We wanted to create a brand that was something like a Gucci of Herbal Medicine – A quality trusted brand rather than an individual. This would install trust in Deborah's patients to buy her products and book her clinics. Further to the launch of the new Deborah Grant web site, Deborah advised us that new patients are more confident in the products and services she provides, without any need for reassurance. The new web site enhanced Deborah's reputation and made her content more visible and engaging.



The Homepage

- Engaging image
- Teasers on the homepage lead customers into the site
- Deborah Grant photo engages audience
 - We advised Deborah that a new professional portrait photo was essential, and referred her to a reputable photographer.
 - Strategically positioned to entice visitors to read more about Deborah's clinics and consultations.
 - These are highest value offering

Home > About us

Your Health

- Special Offers
- Aging Well
- Brain & Memory
- Children's Health
- Detox & Liver Health
- Digestion
- Heart & Arteries
- Immune System
- Healthy Joints
- Men's Health
- Healthy Skin
- Stress & Depression
- Women's Health
- General Health
- Healthy Eyes
- Pets Health

News & Events

10 08 2009
Deborah Grant Appears on Sky TV
Event Date: 10th August 2009 Deborah Grant was a guest on the morning health & lifestyle show on... [Read More](#)

- [More News and Events](#)

Testimonials

"After years on steroid creams for eczema, my skin looked like leather and was still itching and

About Deborah Grant Herbal Medicine



Deborah Grant Herbal Medicine provides medical consultations, practitioner only products and high-quality supplements through our [herbal medicine store](#).

Deborah Grant - Consultant Medical Herbalist BSc(Hons)

Leading London Herbal Medicine Practitioner Deborah Grant provides a full spectrum approach to her patient's health problems. Drawing on her extensive knowledge and experience, she provides in-depth insights into underlying health problems in a friendly and relaxed way.

Some Key Points

- Proven high-rate of success treating a wide range of conditions
- Renowned for her treatment of Interstitial Cystitis (IC), Irritable Bowel Syndrome (IBS) and Polycystic Ovarian Syndrome (PCOS)
- Bachelor of Science Honours degree in Herbal Medicine
- Diagnostic and clinical training at degree level
- Member of The British Herbal Medicine Association
- Fully-Insured specialist practising a strict Code of Conduct
- Consulted for information or to endorse articles by leading health journalists
- Research interests and study for Postgraduate Diploma in Endocrinology
- Regularly writes and publishes quality [Herbal Medicine Articles](#)

Deborah cares about your health as much as you do and treats the underlying cause of your problems as well as the symptoms. Her personalised approach can help you with a wide variety of problems. **Make an appointment today on 0845 643 8785.**

- [Herbal Medicine Clinics](#)
- [Herbal Medicine Products](#)
- [What Herbal Medicine Treats](#)
- [Deborah Grant Profile](#)

Deborah Grant



- [About Deborah Grant](#)
- [Herbal Medicine Clinics](#)

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deborahgrant HERBAL MEDICINE

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Home > Articles

Your Health

- Special Offers
- Aging Well
- Brain & Memory
- Children's Health
- Detox & Liver Health
- Digestion
- Heart & Arteries
- Immune System
- Healthy Joints
- Men's Health
- Healthy Skin
- Stress & Depression
- Women's Health
- General Health
- Healthy Eyes
- Pets Health

Deborah Grant



- [About Deborah Grant](#)
- [Herbal Medicine Clinics](#)

Our Herbal Medicine Library



London Medical Herbalist Deborah Grant has written a number of articles about herbal medicine and the treatment of a number of conditions using medicinal herbs. Her insights have also appeared in a number of medical journals and the national press.

"Find out more about Herbal Medicine and how it is used to treat a variety of conditions from our selection of articles"

A Natural Alternative to HRT?

Written by Deborah Grant Saturday, 20 June 2009 11:41

Herbal Medicine has become a popular alternative for women with debilitating menopausal symptoms

[Read more](#)

Stress and How Herbal Medicine Can Help

Written by Deborah Grant Thursday, 16 July 2009 14:57

A large body of scientific evidence suggests that the impact of stress can affect the body on many levels - nervous system, hormones and physically. In cases of long-term stress, the adrenal and thyroid glands are involved resulting in a decreased production of thyroid hormones and a weakening of adrenal function. This can cause depression and anxiety.

[Read More](#)

The Herbal Treatment of Enlarged Prostate (BPH or Benign Prostatic Hyperplasia) and Prostatitis

Written by Deborah Grant Friday, 17 July 2009 07:21

Benign Prostatic Hyperplasia (BPH) or enlarged prostate is a benign (non-cancerous) disease of the prostate gland, which, if left untreated, can lead to medical complications including kidney and bladder damage. Many men, and those with prostatitis, are turning to the herb Saw Palmetto for effective relief of the problem. If BPH is diagnosed and treated early, there is a lower risk of

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About Us Page

- Demonstrates credibility
- A warm photograph of the practitioner
- Content reflects back to the customer
 - Testimonials
- Considers where visitor may wish to go next
 - Links
 - News and events feed

Articles Page

- Deborah's articles branded as the 'Herbal Medicine Library'
- Entices visitors with a graphic 'Expert Advice' to enforce high value of article content
- Previous Deborah Grant web site articles located on single long page.
- Created a facility whereby each article title along with teaser text, allows visitors to click on the article
- As the library grows the site Content Management System can be tweaked to categorise the articles

Sample Article – Lengthy

Home > Articles > A natural alternative to HRT?

Your Health

- Special Offers
- Aging Well
- Brain & Memory
- Children's Health
- Detox & Liver Health
- Digestion
- Heart & Arteries
- Immune System
- Healthy Joints
- Men's Health
- Healthy Skin
- Stress & Depression
- Women's Health
- General Health
- Healthy Eyes
- Pets Health

Deborah Grant



- [About Deborah Grant](#)
- [Herbal Medicine Clinics](#)
- [Herbal Medicine Supplements](#)

A Natural Alternative to HRT?

Herbal Medicine has become a popular alternative for women with debilitating menopausal symptoms

Herbal Medicine has become a popular alternative for women with debilitating menopausal symptoms, particularly in the light of the Women's Health Initiative (WHI) study of 2002, which suggested that health risks may exceed benefits during prolonged hormone replacement therapy (HRT). The effect of the initial publications of the WHI resulted in a decline in HRT use of around 50% in the UK. Medical Herbalist Deborah Grant BSC (Hons) MNIMH reports...



Recent research funded by the National Institutes of Health (NIH) in the USA, one of the world's foremost medical research centres, states that "the study of alternative therapies for menopause symptoms is a rewarding and important area deserving of further inquiry". The NHS is also listing several herbs in their leaflet on alternative therapies for the treatment of menopausal symptoms.

As a qualified Medical Herbalist with diagnostic and clinical training at a degree level and degree level training in medicinal plant chemistry (phytochemistry), I have successfully treated many women, who come to me for help in alleviating uncomfortable and debilitating menopausal symptoms. I have found that in most cases it is easy to get significant results in a relatively short period of time. Most patients are feeling considerably better by the time of their first follow-up consultation, which is usually two weeks after the initial consultation.

[Download Full Article and Case Study](#) (PDF 145KB)

Article: Deborah Grant November 2008, Published in the Family Health Guide

Further information

- [What does Herbal Medicine Treat?](#)
- [What Herbs Are Used To Treat Menopausal Symptoms?](#)
- [Herbal Medicine Clinic.](#)
- [More Articles](#)



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[Detox Package](#)

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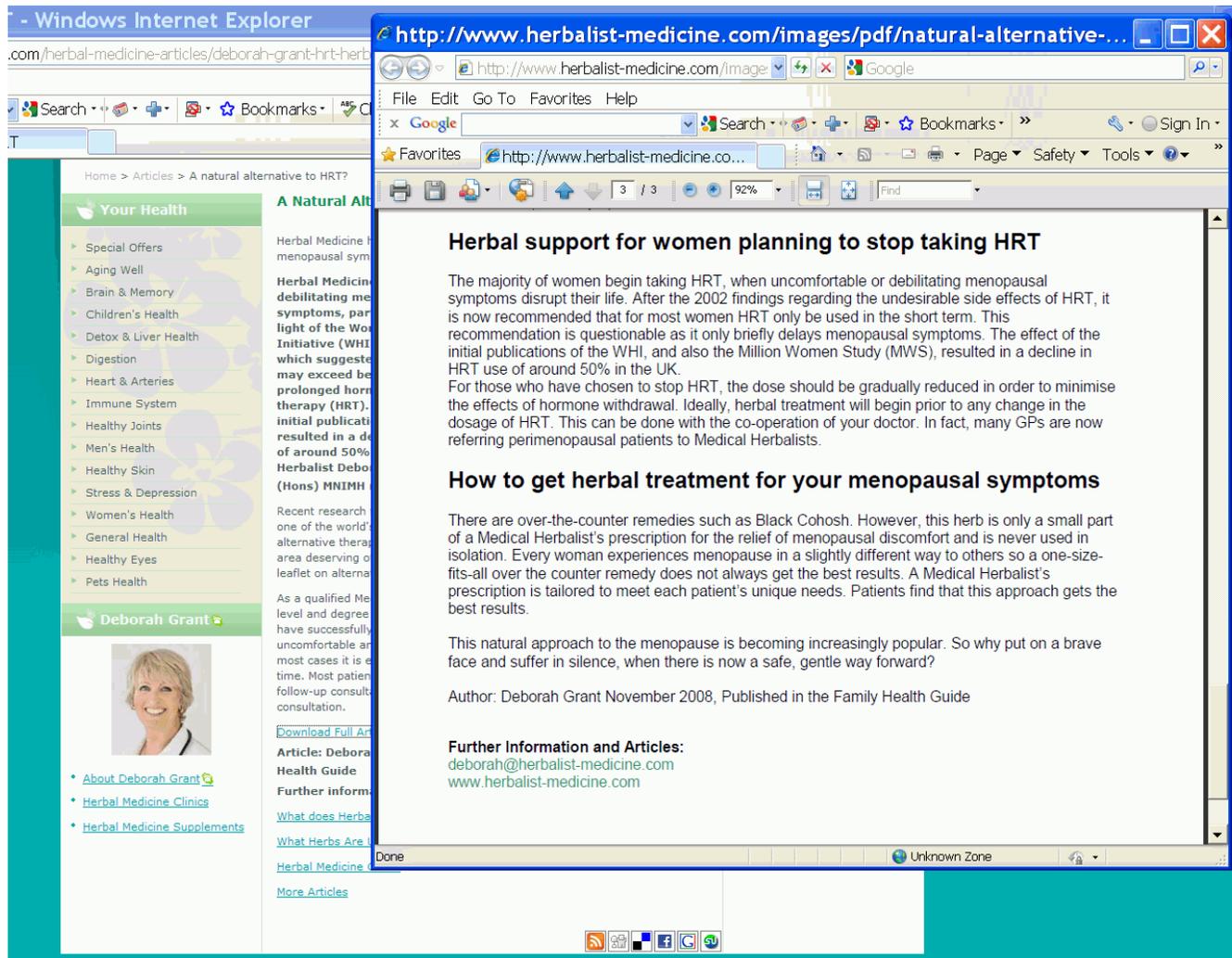


[Subscribe Now](#)

Testimonials

"On the initial consultation, I felt as if someone was at last listening to what I had to say, taking me seriously and genuinely wanting to help me."
- Linda, Ilford

- Posted first few paragraphs on the web page itself.
- Created PDF article template for Deborah.
- Posted whole article within an easily accessible Adobe PDF file, which we tagged for the search engines.
- Placed call-to-action and relevant links useful to reader at end of article
- Placed an RSS and social media bar at the bottom to allow visitors to interact with web content, bookmark and add to applications such as Facebook.
- Article name appears in the clickpath at the top left, so that reader can click back to the articles section.
- 'Your Health' section takes visitor to health categories with an overview and links to suitable herbal medicines and supplements.
- Detox package is strategically positioned on the web page to support selling. The Newsletter subscription also placed in a strong call-to-action position.



Downloadable PDF Article

- Great for the Search Engines
- Portable and Printable
- Easy to read
- Tangible product – feels valuable

The Herbal Medicine Store – Buy Supplements

The screenshot shows the homepage of the Deborah Grant Herbal Medicine website. The header features the logo, navigation menu, and shopping information. The main content area is divided into several sections: a large hero image of a woman in a field, a 'SPECIAL OFFER!' for a Detox Package with a 20% discount, a 'Welcome to our Herbal Medicine Store' section with a headline about quality supplements, a 'News & Events' section, a 'Receive Newsletter' section, and two 'For People' and 'For Pets' sections with photos and product links. The footer contains social media icons.

deborahgrant
HERBAL MEDICINE

YOUR SHOPPING INFO
My account View Shopping Basket Checkout

Home About us Herbal Medicine Clinics Patients Buy Supplements Articles Contact us

SPECIAL OFFER!
Detox Package
Save 20%
Detox Package
Buy Now

News & Events
10 08 2009
[Deborah Grant Appears on Sky TV](#)
Event Date: 10th August 2009
Deborah Grant was a guest on the morning health & lifestyle show on... [Read More](#)
[More News and Events](#)

Receive Newsletter
[Subscribe to our newsletter](#) for news and event updates, special offers and articles about herbal medicine.

Welcome to our Herbal Medicine Store
Are you tired of poor quality supplements that don't work?
If you are serious about improving your health and well-being, you've come to the right place. Our high-quality, scientifically researched health supplements are endorsed by leading [Medical Herbalist Deborah Grant](#).
All of our supplements are:
• Scientifically researched and tested
• Pharmaceutical quality
• Practitioner-only quality
• Well-researched products from cutting-edge companies
• Product research published by manufacturer in scientific, peer-reviewed journals
Such standards clearly outshine what is typical in an industry where little is required but so much is expected. Our products can be used with absolute confidence.
[About Herbal Medicine](#)
[Herbal Medicine Success Stories](#)
[Herbal Medicine Clinics](#)
[Herbal Medicine Articles](#)

For People

[View Products](#)
[Book Consultation](#)

For Pets

[View Products](#)

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- Homepage feel for the online store, appeals to visitors landing on this page.
- Focus on engaging visitors to browse products in the store.
- Content in two sections - 'For People' and 'For Pets', appeals to two different types of audiences, but also cross-sells to consultations for patients.
- Ideal place to cross-sell pet products without confusing visitors seeking medical help for people.
- 'For People' photo demonstrates patients both young and old.
- 'For Pets' photo, echoes the homepage photo on the Medicine4Animals web site
- Main photo engaging and demonstrates well-being.

Product Categories

The screenshot shows the website for Deborah Grant Herbal Medicine. The header includes the logo, navigation links (Home, About us, Herbal Medicine, Clinics, Patients, Buy Supplements, Articles, Contact us), and a shopping cart section with 'My account', 'View Shopping Basket', and 'Checkout' options. The main content area is titled 'Aging Well' and features an image of an elderly couple walking on a beach. Below the image is text explaining antioxidants and their benefits. A sidebar on the left lists various health categories under 'Your Health'. At the bottom, there are three product images: 'Enzymatic Therapy's Doctor's Choice Antioxidant', 'Lambert's Alpha Lipoic Acid', and 'Lambert's Beta Carotene/Vitamin A'. A login section is also visible on the left side of the page.

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HERBAL MEDICINE

YOUR SHOPPING INFO
My account View Shopping Basket Checkout

Home About us Herbal Medicine Clinics Patients **Buy Supplements** Articles Contact us

Home > Buy Supplements > Store > Aging Well

Your Health

- Special Offers
- Aging Well
- Brain & Memory
- Children's Health
- Detox & Liver Health
- Digestion
- Heart & Arteries
- Immune System
- Healthy Joints
- Men's Health
- Healthy Skin
- Stress & Depression
- Women's Health
- General Health
- Healthy Eyes
- Pets Health

Login

Username

Password

Login

- Lost Password?
- Forgot your username?
- No account yet? Register

Aging Well

Antioxidants protect the body from the damaging effects of unstable molecules known as free radicals. The effect of free radicals on our bodies is called "oxidative stress." Think of it as a kind of cellular "rust" we need to protect against.

Fortunately, there are many nutrients with antioxidant activity. Some of the most well-known are antioxidant vitamins you've certainly heard about: A, C, and E; and now there are also well researched herbal antioxidants.

But why bother with antioxidants? Because they can protect your body's most valuable players--your heart, lungs, eyes, skin and brain--against the oxidative stress we face every day. A powerful weapon against ageing!

Have a look at some of our products

Enzymatic Therapy's Doctor's Choice Antioxidant

Lambert's Alpha Lipoic Acid

Lambert's Beta Carotene/Vitamin A

After assessing Deborah's old web site, and additional products for the new web site, we advised her on how to break down her categories into sub-categories that were meaningful to her customers.

Visitors have a choice to use the navigation or search from the top of the page for a specific health problem or product.

We changed the category titles to more engaging ones – e.g. from 'Skin Health' to 'Healthy Skin', and coached Deborah through breaking down her category content.

Product Pages

deborahgrant
HERBAL MEDICINE

YOUR SHOPPING INFO
My account View Shopping Basket Checkout

Home About us Herbal Medicine Clinics Patients Buy Supplements Articles Contact us

Home > Buy Supplements > Store > Pets Health > Medicines for Cats > Garlic tablets

Your Health

- Special Offers
- Aging Well
- Brain & Memory
- Children's Health
- Detox & Liver Health
- Digestion
- Heart & Arteries
- Immune System
- Healthy Joints
- Men's Health
- Healthy Skin
- Stress & Depression
- Women's Health
- General Health
- Healthy Eyes
- Pets Health

Garlic tablets
Price per Item (inc. VAT) : £5.60

[Ask a question about this product](#)

Size: 100 (€0.00) Quantity: 1 [Buy Now](#)

Description **Dosage & Instructions**

GUIDE TO DOSAGES			
Cat/Small Dog under 10kg	Medium Dogs 10 - 25 kg	Large Dogs 25 - 45kg	Giant Breeds above 45 kg
Daily Maintenance Dose			
1 - 2 tablets	3 - 5 tablets	5 - 6 tablets	6 - 8 tablets

Customer Reviews:
There are yet no reviews for this product.
Please log in to write a review.

You may also be interested in this/these product(s)

Deborah Grant's original web site had long and often technical descriptions, which did not always engage every customer.

Although Deborah did gain clients through her old site, she was missing opportunities to market to a less knowledgeable audience.

Her products were merchandised using technical language that would appeal to more to doctors and the scientifically minded. We worked with Deborah to implement the following:

- Make content idiot-proof, without technical language or acronyms
- Write shorter and punchier content
- Links to articles for further description
- Break content down into common themes
 - Description
 - Ingredients (on products for humans)
 - Dosage

Social Merchandising

Your Health

- ▶ Special Offers
- ▶ Aging Well
- ▶ Brain & Memory
- ▶ Children's Health
- ▶ Detox & Liver Health
- ▶ Digestion
- ▶ Heart & Arteries
- ▶ Immune System
- ▶ Healthy Joints
- ▶ Men's Health
- ▶ Healthy Skin
- ▶ Stress & Depression
- ▶ Women's Health
- ▶ General Health
- ▶ Healthy Eyes
- ▶ Pets Health

Login

Username

Password

Login

- ♦ [Lost Password?](#)
- ♦ [Forgot your username?](#)
- ♦ No account yet? [Register](#)

Testimonials

"On the initial consultation, I felt as if someone was at last listening to what I had to say, taking me seriously and genuinely wanting to help me."
- Linda, Ilford



Mediherb's Withania Complex

Price per Item (inc. VAT) : £18.00

[Ask a question about this product](#)

Quantity:

[Buy Now](#)

[Description](#) [Dosage & Instructions](#) [Ingredients](#)

Calming and revitalizing in times of stress...

Compelling benefits of Withania Complex:

- Works as a tonic to benefit the whole body
- Helps the body to adapt to the changes of everyday life
- Maintain feelings of general well-being during temporary stress
- Promote healthy adrenal gland function
- Support nervous system health
- Promote relaxation
- Promote vitality and stamina in people of any age
- Support and maintain the body as it ages
- Support our natural defences against environmental and emotional stressors

60 tablets

Customer Reviews:

DebbieC (Wednesday, 29 July 2009)

Rating: ★★★★★

Deborah advised me to take these during a particularly stressful period, and to calm me before a presentation. I can honestly say that they helped. I had not been sleeping well, but the herbs relaxed me so I slept deeply and was calmer all round. I thoroughly recommend this product.

[MORE](#)

[You may also be interested in this/these product\(s\)](#)

One of Deborah's key concerns was about non-believers who did not understand the proven scientific properties of quality herbal medicine products. (Particularly as there are so many bad ones on the market).

We worked with web site developers to incorporate a testimonials and ratings facility to enable customer interaction and advocacy.

More Social Media Facilities

On the both the Medicine4Animals and Deborah Grant Herbal Medicine, we have implemented social media facilities in the form of a bar at the bottom of each page. Visitors can feed headlines into widgets, news feeds and web sites.

- Allows customer or visitors to interact with content
- Viral Marketing
- Increase in traffic



The Buying and Checkout Process

The screenshot displays the website's interface for the buying and checkout process. At the top, there is a teal header with a phone icon and the text "Call us on 0845 643 8785", a search bar with "Search entire site" and a "Search" button, and the "deborahgrant HERBAL MEDICINE" logo. A navigation menu includes "Home", "About us", "Herbal Medicine", "Clinics", "Patients", "Buy Supplements", "Articles", and "Contact us". A "YOUR SHOPPING INFO" section contains "My account", "View Shopping Basket", and "Checkout" links.

The main content area shows a breadcrumb trail: "Home > Buy Supplements > Store > Cart". A green notification box states "Info: The product was added to your cart." Below this is a "Cart" section with a table:

Name	SKU	Price	Quantity / Update	Remove	Subtotal
Enzymatic Therapy's Panax inseng	027	£16.55	1		£16.55
Subtotal:					£16.55
Total (Incl. VAT 15%):					£16.55

Below the cart table, there is a coupon code field with a "Submit" button. At the bottom of the cart section are two buttons: "« Continue Shopping" and "Checkout »".

On the left side, there is a "Your Health" sidebar with a list of categories: Special Offers, Aging Well, Brain & Memory, Children's Health, Detox & Liver Health, Digestion, Heart & Arteries, Immune System, Healthy Joints, Men's Health, Healthy Skin, Stress & Depression, Women's Health, General Health, Healthy Eyes, and Pets Health. Below this is a "Login" section with fields for "Username" and "Password", a "Login" button, and a link for "Lost Password?".

A buyer can add, update and remove products to their cart easily, as well as use discount vouchers

They can continue browsing and easily come back to their basket and checkout later.



Home > Buy Supplements > Store

Your Health

- ▶ Special Offers
- ▶ Aging Well
- ▶ Brain & Memory
- ▶ Children's Health
- ▶ Detox & Liver Health
- ▶ Digestion
- ▶ Heart & Arteries
- ▶ Immune System
- ▶ Healthy Joints
- ▶ Men's Health
- ▶ Healthy Skin
- ▶ Stress & Depression
- ▶ Women's Health
- ▶ General Health
- ▶ Healthy Eyes
- ▶ Pets Health

Login

Hi echoebusiness

- [Account Maintenance](#)

[Logout](#)

Checkout



[Shipping Address](#) Ship Methods Payment Method Complete Order

Name	SKU	Price	Quantity / Update	Remove	Subtotal
Enzymatic Therapy's Panax inseng	027	£16.55	1 <input type="text"/> ↻	🗑️	£16.55
Subtotal:					£16.55
Total (Incl. VAT 15%):					£16.55

If you have a coupon code, please enter it below:

[Submit](#)

Billing Information

Company:

Full Name: Deborah Collier

Address: 2 Southwell Gardens
London
London, EN SW7 4SB
United Kingdom

Phone: 07917710177

Fax:

Email: deborah.collier@echoebusiness.com

[\(Update Address\)](#)

Shipping Information

Please select a Shipping Address!

- Default (Same as Billing)

Add a new [Shipping Address](#).

[Next >>](#)

The checkout process is very simple and easy to follow.

The shopping trolley changes size and colour depending on what stage you are in the buying process.

Call us on 0845 643 8785 Search entire site Search

deborahgrant HERBAL MEDICINE YOUR SHOPPING INFO My account View Shopping Basket Checkout

Home About us Herbal Medicine Clinics Patients Buy Supplements Articles Contact us

Home > Buy Supplements > Store > Account Maintenance

Your Health

- Special Offers
- Aging Well
- Brain & Memory
- Children's Health
- Detox & Liver Health
- Digestion
- Heart & Arteries
- Immune System
- Healthy Joints
- Men's Health
- Healthy Skin
- Stress & Depression
- Women's Health
- General Health
- Healthy Eyes
- Pets Health

Login

Hi echoebusiness

- Account Maintenance

Logout

Customer Account: Deborah Collier

Account Information
Here you can update your billing information.

Shipping Information
Here you can add and maintain shipping addresses.

Order Information

Search

 View	Order Date: 06. July 2009 Total: GBP18.05	Order Status: Pending Order Number: 00000007
 View	Order Date: 01. July 2009 Total: GBP28.45	Order Status: Pending Order Number: 00000005

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Terms & Conditions | Useful Links | Sitemap | Web Site

As each user creates an account, they can update and reuse their shipping and billing address.

If they have abandoned an order, they come back and pay for it again later.

If the customer services team, notices an abandoned order, they can call the customer and help them through the buying process, even taking credit card details over the phone.

The current payment card processing solution, which was inherited from the old e-commerce site is Paypal. This has been integrated, with the ability to change or add a new payment solution provider in the future.

How does Deborah Grant feel about her new herbal medicine web site?



“My Herbalist Medicine website has a feel of professional, yet relaxed and friendly patient care, which is what I am about. It also has a great shop, which has more clever selling features than I had envisaged. The site is also clean and fresh looking. It has portrayed my business perfectly and I am thrilled with it.

My expectations were exceeded and I highly recommend Deborah Collier because she truly wants what is best for your business and is a pleasure to work with”. **Deborah Grant Medical Herbalist**

MEDICINE4Animals Call us on 0845 644 0843 or Buy Online

Home | About | Herbal Medicine | What it treats | Testimonials | Buy Medicine | Articles | Contact Us

HERBALCARE for a healthy pet!

SPECIAL Offer! Healthy Pet Package Save 20% Buy Now

Save 20% on Garlic & Fenugreek and Cod Liver Oil Capsules

Herbal Medicine for Dogs

Are you looking for a fresh approach to common health problems affecting your dog?

21st Century Herbal Medicine is now being underpinned by scientific research and as such is becoming increasingly popular with more and more dog owners turning to it for their pets as a safer, gentler alternative to pharmaceutical drugs with their sometimes unpleasant side-effects.

Many of the common health problems, which you would normally take to your Vet, can often be effectively tackled with a drug-free approach. Discover this alternative path to your dog's good health.

► [Success Stories](#)
► [Buy Herbal Medicine for your Dog](#)
Article: [Herbal Medicine and Dogs](#)

Herbal Medicine for Cats

Have you considered a natural approach to those common health problems that affecting cat?

Many cats are now benefiting from cutting-edge herbal treatment and also enjoying a better quality of life by taking herbal medicine and herbal supplements for health maintenance. We believe that prevention is the best medicine. This approach is suitable for kittens over eight weeks through to senior cats. We care about your cat's health as much as you do.

► [Success Stories](#)
► [Buy Herbal Medicine for your Cat](#)
Article: [Herbal Medicine and Cats](#)

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- Carefully selected engaging image on homepage to provoke emotion in both dog and cat owners.
- 'Special Offer' strategically positioned for maximum online sales.
- Personalisation in its simplest form – Content personalised for Dog and Cat owners (or those interested in treating dogs and cats).
- Thought-provoking title questions used to engage the visitor.
- Silhouette symbols used for the animals rather than cartoons - creates a more credible feel.
- Links to buy or call customer services, appear on every page at the top.
- Carefully architected navigation and content with one simple navigation at the top.



SPECIAL Offer! 🐾

Healthy Pet Package



Save 20% on Garlic & Fenugreek and
Cod Liver Oil Capsules

🛒 Buy Now

🐾 Welcome to the Medicine4Animals herbal medicine store

Are you looking for a fresh approach to your pet's health?

If you are serious about your pet's health and well-being, you've come to the right place. Our high-quality, scientifically researched veterinary herbal medicines and pet health supplements are endorsed by leading [medical herbalist Deborah Grant](#).

These Licensed Veterinary Herbal Medicines and herbal supplements are:

- Scientifically researched and tested
- Manufactured to pharmaceutical standards
- Product research published by manufacturer in scientific, peer-reviewed journals

Such standards clearly outshine what is typical in an industry where little is required but so much is expected. These products can be used with absolute confidence.

- ▶ [About Herbal Medicine](#)
- ▶ [Herbal Medicine Testimonials](#)
- ▶ [Herbal Medicine Articles](#)

🐾 For Dogs



[View Products](#)

🐾 For Cats



[View Products](#)

In the same manner as the 'Deborah Grant Herbal Medicine site' we have created a homepage feel for the 'Online Store' intro page.

A high-quality engaging photo of a happy healthy pet and owner was used rather than herbs.

We've presented content for the two audiences – cat owners and dog owners.

No search facility was required on this small starter web site.

Content and information related to pets is housed on this web site, but link to a product section for pets on the Deborah Grant Herbal Medicine site. This lowered costs of having two stores, and supports cross-selling.

Case Study Based Testimonials to Encourage Buyers

Home | About | Herbal Medicine | What it treats | Testimonials | Buy Medicine | Articles | Contact Us

Medicine4Animals Testimonials

Impressed with the way that Herbal Medicine had solved their health problems, patients of Herbal Doctor Deborah Grant, wanted the same approach to their pet's health. Our range of Herbal Medicines and Herbal Supplements for pets has given excellent results:



Skin Conditions

My Labrador has eczema and we had tried everything to relieve her symptoms. We have had Stella on the Garlic and Fenugreek tablets and the Mixed Vegetable tablets. Her coat is amazing and she is 100% happier in herself. I will certainly be ordering more tablets very shortly and will always recommend you to any one in the future.

- Mr M Weatherall, St Austell.



Excitability

I really must say I am delighted with both the service and the results! In less than 2 weeks of treating my Boxer bitch, who has always been very excitable, with the Scullcap and Valerian tablets the difference is quite, quite amazing. She just couldn't concentrate for more than 10 seconds. Now she's listening and concentrating, lively and happy. I'm so pleased I've found you! She's been transformed. I know you'll have many letters of thanks but I still felt the need to say THANK YOU!

- Ms C Gaved, Orpington



Travel Sickness

I previously had Scullcap & Valerian tablets from you for my kitten, whilst getting him used to travelling. They work a treat and he now no longer requires them on a journey as he has got used to travelling in such a relaxed state. Thank you for this monumental stride in owning and showing pedigree cats!

- Miss S Thornton, Oldham



Obesity

My cat had become quite tubby over the past few years and I wanted to find a way to help her shed the excess weight without losing her good condition. A friend recommended your herbal Kelp Seaweed tablets and Keeper's Mix. I gave her these, while I put her on a diet. The result was amazing. She shed the excess weight in a matter of weeks and was still as glossy and contented as she had always been.

- Mrs R Fitzgerald, London

Herbal Medicines and supplements combined with healthy food and exercise can help your pet stay happy, healthy and active for longer.

Medicine For Dogs



[View Products](#)

Medicine For Cats



[View Products](#)

What does Herbal Medicine Treat?



To support product and brand credibility, case study testimonials have been employed. We chose images to fit the testimonials.

How does Deborah Grant feel about her Medicine4Animals web site?



“Medicine4Animals is very attractive to pet owners. It is very captivating with its pet images but at the same time clean and fresh. It leads the buyer through the site to the point of purchase and is easy on the eye. I had seen some sites that throw too much information at you, which are not comfortable on the eye and lead to confusion. Echo E-Business have ensured that my customers have a very pleasant experience and will want to buy”. **Deborah Grant Medical Herbalist**

Internet Marketing and Training

As well as **online strategy development, digital branding** and web development we delivered some essential combined training and internet marketing services to Deborah Grant Herbal Medicine :-

- Search Engine Optimisation (SEO) and Publisher SEO Training
- Web Writing Best Practice Training
- Social Media Marketing Plan and Training
- Email Marketing Template and Best-Practice Email Marketing Training

Key Benefits – Within one month of launch

- We were able to maintain the existing search engine ranking for key phrase 'Medical Herbalist London'.
- Deborah's site appears on the first page for search term 'herbalist medicine'.
- Deborah gained 2 new patients within 24 hours of launch.
- Deborah informed us that as a result of the web site, her clients were noticeably more confident in credible herbal medicine.
- Further to the press promotion around the web site launch, Deborah was invited to appear on Sky TV.
- Deborah advised us that her clients were experiencing an improved ordering process and that she was able to refer her patients to purchase on the new web site successfully.
- Deborah is able to maintain her online store, and publish her own optimised web content.
- Deborah is able to edit her newsletter template and send her own newsletter, avoiding the common pitfalls.

deborahgrant
HERBAL MEDICINE

Newsletter August 2009

Home About Us Herbal Medicine Clinics Success Stories Buy Supplements Articles Contact Us

Dear Deborah

Welcome to my new newsletter. The look and feel matches our new and improved Deborah Grant web site and Online store. It also features products from our new Medicine4Animals brand, which was created as a result of satisfied patients asking me for help with their pet's health.

Deborah Grant
Medical Herbalist

Chink in your Armour? A Scientifically Proven Way to Boost the Immune System

Apparently, the average sneeze produces around 40,000 infectious droplets, which are spread at a speed of around 135ft per second. Bearing this in mind, it's little wonder that people are trying to find a way to avoid catching colds, flu and other infections, which seem to abound at this time of year. Unfortunately, we often find ourselves sitting in close proximity to someone in the train, who has a streaming cold and is sneezing the virus into the carriage. [Read More](#)

Patient Feedback

"On the initial consultation, I felt as if someone was at last listening to what I had to say, taking me seriously and genuinely wanting to help me."
- Linda, Ilford

[More Testimonials](#)
[Our Clinics](#)

Special Offer!
Detox Package
Save 20%
[Buy Now](#)

Insights

[Stress and How Herbal Medicine Can Help](#)
[Irritable Bowel Syndrome \(IBS\)](#)
[More Articles](#)

News & Event Highlights

29th July 2009 Deborah Grant Herbal Medicine are pleased to announce the launch of two new websites. [Read More](#)

Pets Corner

Read About Herbal Medicine for [Cats](#) and [Dogs](#)
[Browse Store](#)

Featured Products

[Mediherb's Withania Complex](#) [ReCall Vitamins and Minerals Complex](#) [Mediherb's Echinacea Premium](#) [Anti-Max Immune Support Supplement](#)

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The Deborah Grant newsletter was designed to promote 3 product and service streams -

- Deborah Grant Medical Herbalist Consultations
- Deborah Grant Herbal Medicine Products
- Deborah Grant – Medicine4Animals products

Key Points: -

- Deborah Grant Herbal Medicine Branding and Design
- Content sections strategically placed for maximum impact
- Best-practice newsletter is designed to avoid the spam filters
- Deborah Grant is able to edit her article content, links and products herself
- Deborah is able to monitor and measure the effectiveness of her email marketing, such as open, click-through and unsubscribe rates

How does Deborah feel about the training, advice and overall service from Echo E-Business?



Deborah Grant Medical Herbalist

Advice and Training

“Echo E-Business Consultant Deborah Collier always gave me sound advice and explained to me what best practice is and that made complete sense. I always felt she wanted the best for my business, which was very reassuring”.

“Deborah gave me one-to-one training on Best-practice Web Writing and SEO. This enabled me to SEO my content in a simple, step-by-step way. She taught me how to write for the web, breaking down content and giving readers nuggets, enticing them to read more. It was an interesting learning process, which gave me the confidence to edit and add to my sites, both articles and products. I was also given an invaluable list of key selling phrases pertaining to my business. I was taught how to merchandise products in the best possible way and, during the coaching sessions, Deborah was great at explaining everything very clearly until I grasped it”.

Service from Echo E-Business

“My working relationship with Echo E-Business has been very enjoyable. Deborah Collier is easy to work with and has a very happy and positive disposition. She always found the time to regularly keep me informed of progress and to make sure that I was completely happy with the look of the sites as they were developed. Nothing was too much trouble for her”.

The service I received from Echo E-Business was excellent in every way. Deborah Collier is in a class of her own and cannot be recommended highly enough.”

Summary

We hope the Deborah Grant Case Study has been a helpful as a learning tool or as a way of getting to know either Deborah Grant Herbal Medicine or Echo E-Business a little better.

When it comes to building an online presence, every strategy is unique and each implementation is creative. If you have any further questions about this project or would like help with your online presence, we'd be delighted to hear from you.

Please find below our contact details

Email: info@echoebusiness.com
UK Enquires: 0845 838 4869
International: +44 208 123 6357
Main Contact: Deborah Collier - Managing Director and Chief Strategist
Web: www.echoebusiness.com



END OF ECHO E-BUSINESS CASE STUDY

Deborah Collier

If you are interested in hiring Deborah Collier as Chief Marketing Officer, Interim Marketing or Digital Business Director for your organisation, please contact her via her web site at www.deborahcollier.com

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