



Alaska Glacial Mud



Overview

Industry: Skincare & Spa Therapy

Website: [Alaska Glacial Mud](#)

Shopping Cart: WooCommerce



Our Solutions

Service Name: Digital Marketing Services

Key Features – Site structure and development optimization, SEO optimization, Analytics setup for Website, eCommerce Tracking, Keyword Analysis, and Site Speed Optimization.



What The Company Is All About?

Founded in 2006, Alaska Glacial sustainably hand-harvests the pure glacial mud full of minerals from the vast Delta formed with Copper River. The minerals are deposited at the delta by the copper river flowing from the timeless glaciers at an impressive rate of 60-100 million tons annually.

These glaciers have grounded the remote mountains into an authentic mineral-rich powder supply that is supplied as the raw material to the manufacturing units of the glacier derived natural skincare and spa therapy products.

What Were Their Challenges?

They have started their journey in 2006 but were unable to take a step forward as their business growth graph was stagnant to the same scale from where they started. Lauren, the founder of the business, was confused about how to proceed out of this stagnant growth and take a charge.

What Is The Solution And Where Did They Get That?

Digital Marketing Services from MakeWebBetter

How Does Digital Marketing Services Help Them Achieve Their Sales, Marketing, And Business Goals?

Analyzed Website Structure –

Optimizing site speed issues and structure resulted in better Average Page Time and reduced the bounce rate.

SEO Optimization –

Competitor analysis, keyword research, site-ranking analysis, etc. helped their website to rank on search engines.

Google Analytics Setup –

Created different events, segments to analyze the user engagement

eCommerce Tracking setup in Google Analytics helped Lauren to learn about her audiences' behavior who convert after visiting the site.

How These Digital Marketing Services Improved Their Marketing Conversions?

According to Alaska Glacial Muds, they have witnessed great changes in their user behavior and the rate of engagement when compared to the "before service period".

Now! With better market understanding, they can focus more on their efforts and results they achieve.



A Short Quote From Alaska Glacial Mud

Connecting With MakeWebBetter was a turning point for my business. Their dedicated services and customer support simplified my team's marketing approach and certainly, we witnessed a line upwards in my business's growth chart. The advice from MakeWebBetter on content marketing and social marketing has really boosted the morale of my team and the way we used to work earlier."

[Lauren Padawer, Founder](#)

Is the Digital Marketing Services Worth Recommendable?

In the words of Alaska Glacial Mud, "Yes! We would definitely recommend it every time. Our experience with the team MakeWebBetter from the very first interaction to date has been an exceptional journey of collaboration. The services offered along with exceptional customer support, it's excellent! I'm glad I connected with the MakeWebBetter."



Results & Outcomes



↑ User engagement improved – 59%

↑ User behavior on-site increased – 81%

↓ User exit percentage decreased – 43%

↑ User stay time increased – 43%

(All data in % increase)