



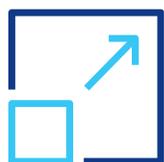
66k

more visits
than the
previous month



2k

more recipe
downloads



39%

increase in
recipe shares



American Egg Board

Web Dev & SEO

Using a data-driven approach to create an egg-cellent user experience

THE COMPANY

The American Egg Board (AEB) connects America's egg farmers with consumers, communicates the value of The Incredible Edible Egg™ and receives funding from a national legislative checkoff on all egg production from companies with more than 75,000 hens in the continental United States.

THE CHALLENGE

AEB's Incredible Edible Egg™ wanted a website that was just as incredible as its brand to provide customers with the best site experience across platforms. To achieve a more user-friendly website experience, AEB partnered with Rise to create a data-driven strategy that would best reach its goals.

THE STRATEGY

Rise first analyzed Incredible Egg's existing website and found that its recipe pages accounted for nearly half of all site visits. However, users were having to click through as many as five pages to get to their desired recipes from the homepage. Upon learning this, Rise identified an opportunity to enhance the user experience by centering the website's new design around its recipe content.

The new design made most recipes available within two clicks from the home page, enabling users to access their desired content far more quickly and easily. Rise also created condensed recipe collection pages and implemented features to improve the site's SEO, including filtering capabilities. Additionally, to ensure a consistent and user-friendly experience across platforms, Rise performed extensive testing on desktop, tablet, and mobile devices before launching the website.

THE RESULTS

Through a data-driven approach that married its knowledge of user experience with SEO best practices, Rise helped AEB achieve an incredible increase in site traffic and engagement within just one month. American Egg Board saw significant YoY improvements following the launch.