

A person is relaxing in a wicker hammock, suspended over a rocky coastline. The person's legs are visible, wearing light-colored pants. The background shows a vast ocean and a rugged, rocky cliffside under a clear sky. The overall mood is peaceful and scenic.

# **AN AGELESS WEBSITE FOR A LIFESTYLE FOCUSED BLOG**

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Jaunty Website Design & Development

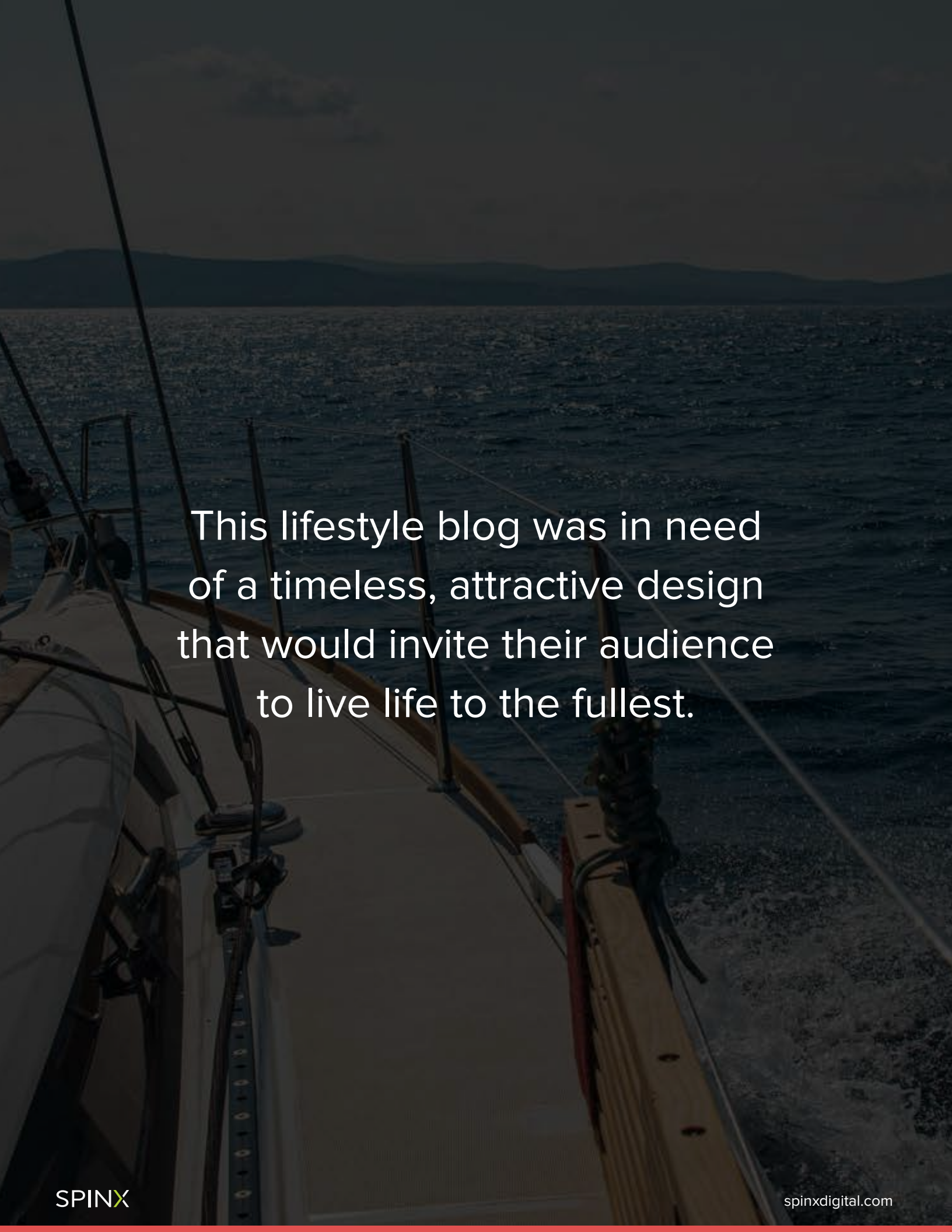
**SPINX**



## Overview

Jaunty is a lifestyle affiliate marketing site created for baby boomers and dedicated to providing content that exudes pride in one's age, rather than avoiding it. The articles written on Jaunty empowers baby boomers to enjoy their lives and their age and provides advice for living life to the fullest.





This lifestyle blog was in need of a timeless, attractive design that would invite their audience to live life to the fullest.



## Discovery

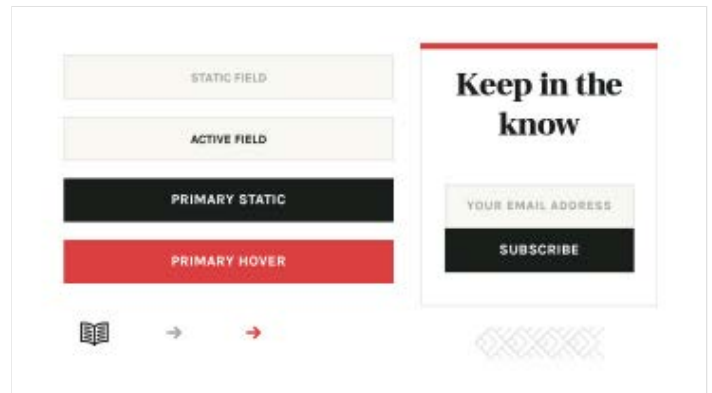
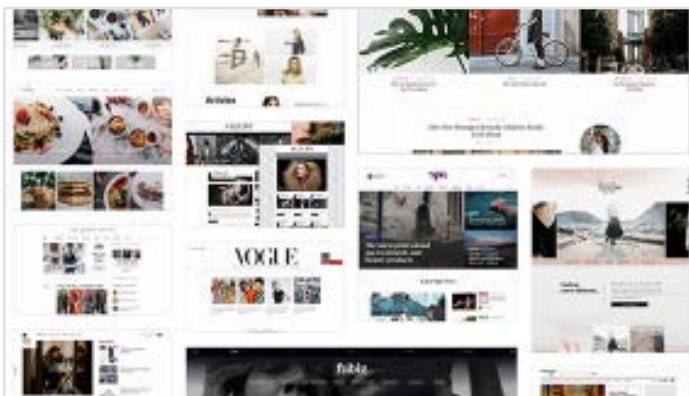
With Jaunty being a new company, they required a website that would reflect their joyful and upbeat brand. Jaunty was honed in on developing a reader base while marketing affiliate products through their articles and other advertisements on the website. During our discovery meeting with them, we discussed their three goals for the new website to have their audience read articles, sign up for their newsletter, and click on affiliate links (and make a purchase).

After our discovery meeting, we dove into some additional research to learn more about the shopping patterns of consumers within their target audience. In addition, we studied up on potential competitors within their target niche, and conducted design inspiration research to get our creative juices flowing by looking at other affiliate marketing sites.

# UX Strategy

Keeping their top goals in mind, we started to put together the structure for a website that would highlight their articles and affiliate products while keeping the website welcoming to visitors.

Pulling from UX patterns we observed during our research phase, we structured the site in a way that would encourage the user to browse through articles and organically discover affiliate products they could purchase. In an effort to maximize affiliate product discovery, we strategically included affiliate products in 3 key ways: within articles, called out in stylish ads across the site, and within a dedicated shopping section.



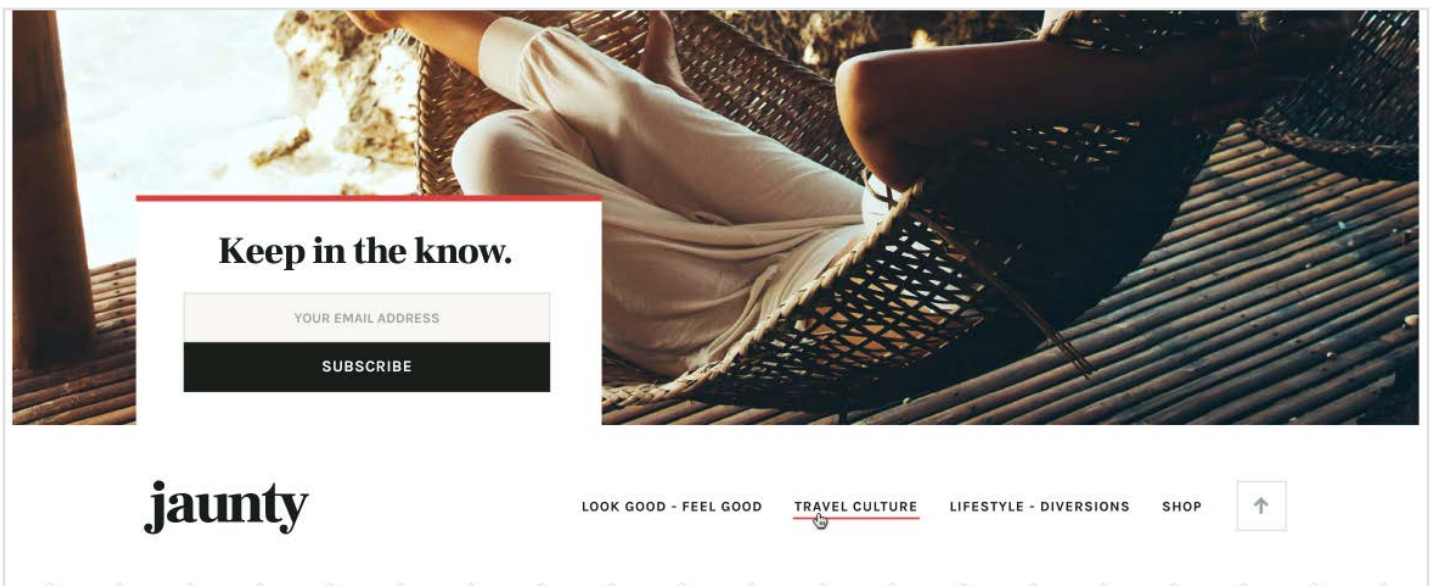
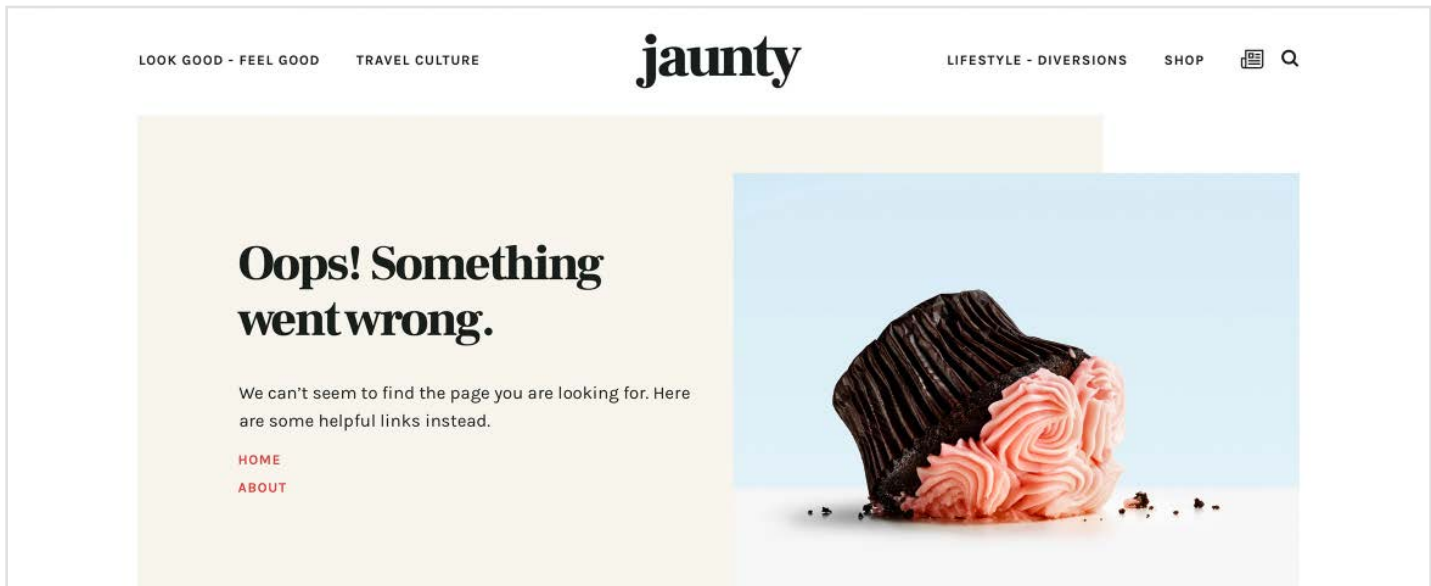
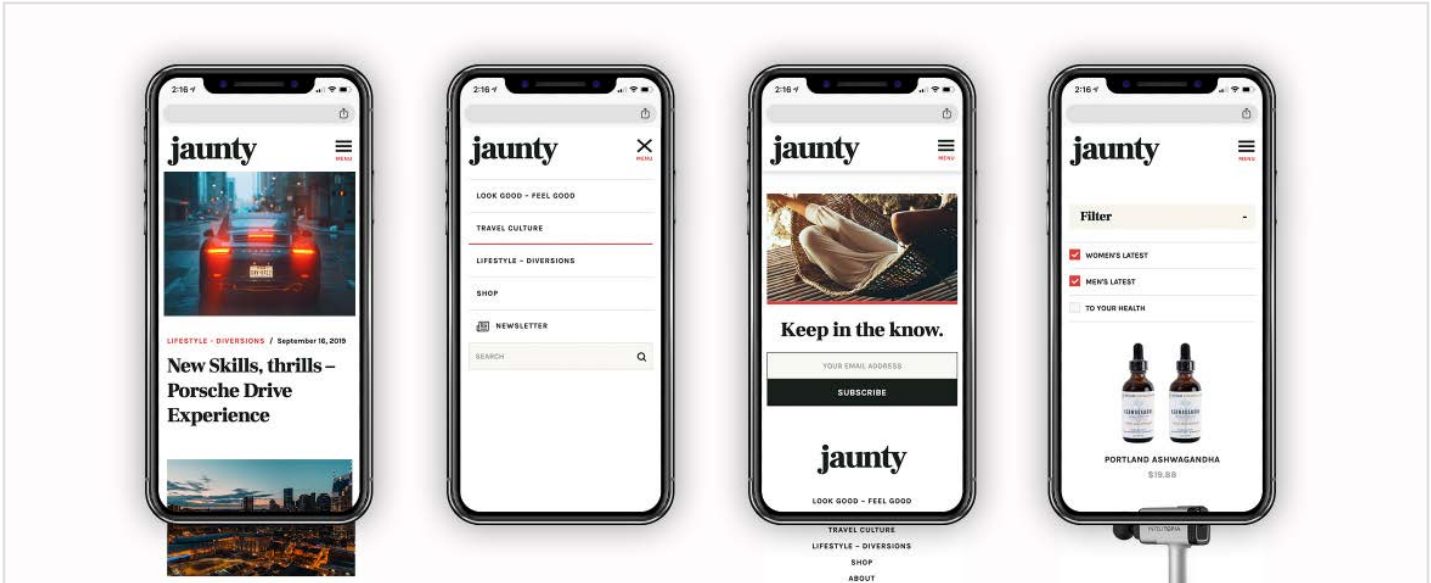




# Build

After planning out the foundations of the site in our UX Strategy phase, we jumped into design. We leaned heavily on the intention to use beautiful lifestyle photography across the site to accompany each article, and utilized a neutral color palette with a pop of red as an upbeat accent color. An elegant font pairing and a liberal use of whitespace lends to an upscale feeling. We tastefully designed ad spaces and product grids so affiliate products could be integrated seamlessly into the design (as opposed to obnoxiously intruding into the design).

We elected to integrate our custom designs for the Jaunty website with the Wordpress CMS to make it easy for a Jaunty admin to manage all of the articles and optimize them for organic SEO. Our custom development also makes it super simple for an admin to manage the affiliate products they link to across the entire site.



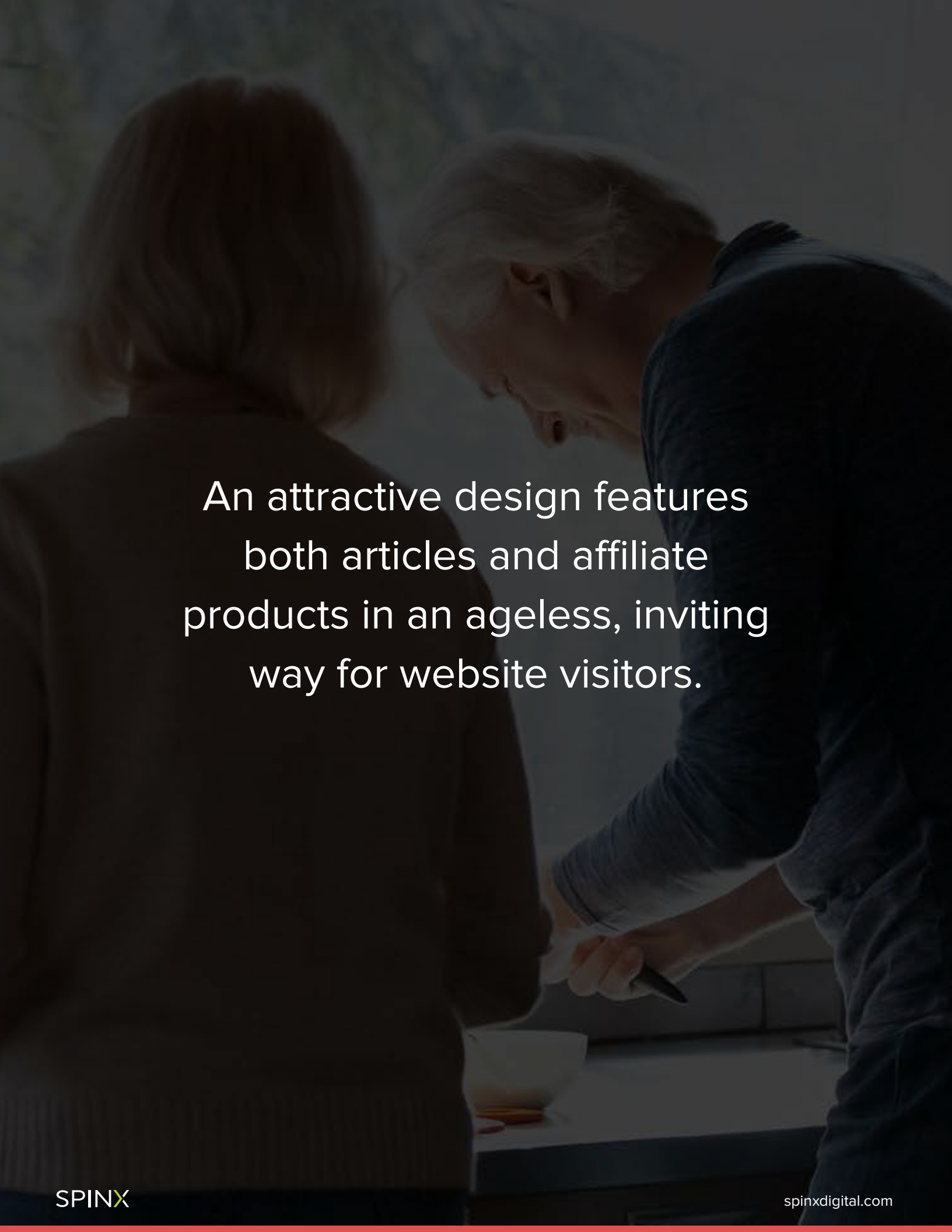


## Test & Launch

All testing for the website went smoothly as we ensured everything was working properly and responding optimally for all devices.

Once the website was launched, Jaunty was extremely pleased with the outcome and was excited to finally be able to share the site with the world.

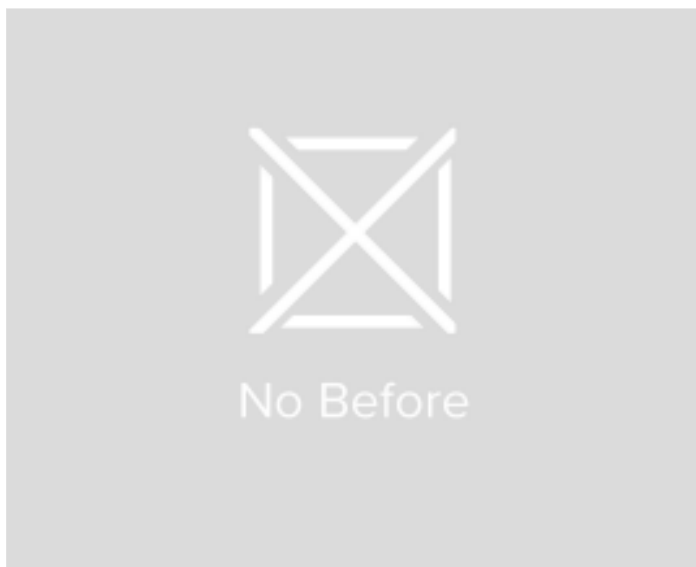




An attractive design features  
both articles and affiliate  
products in an ageless, inviting  
way for website visitors.

# Results

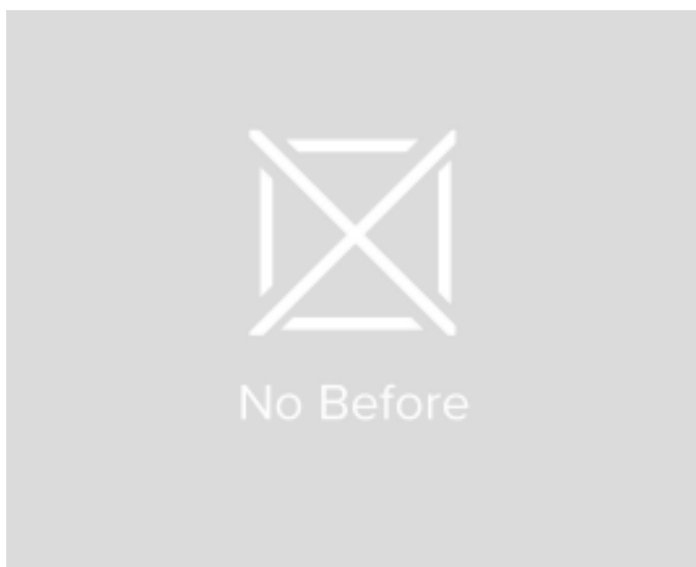
In the end, we were able to create a joyful website for Jaunty that allows them to step into the affiliate marketing space for baby boomers. By tastefully weaving together areas for engaging content and affiliate products, they are now empowered to enhance the lives of their target market and while keeping it classy.



Before



After



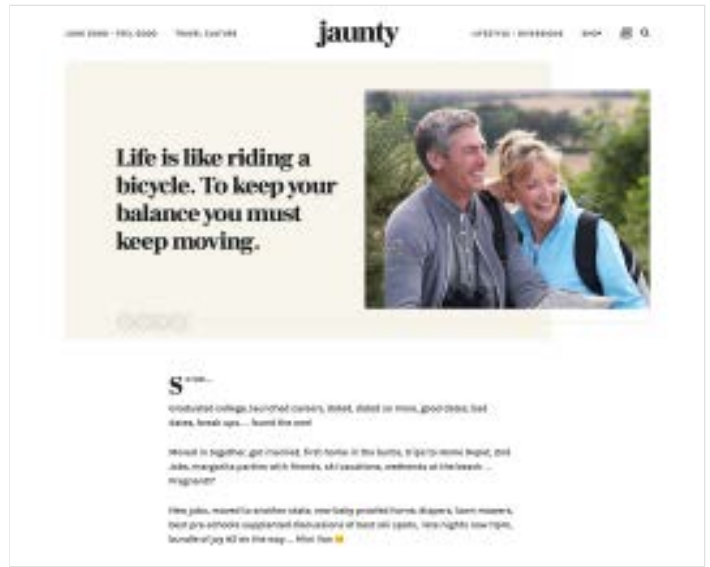
Before



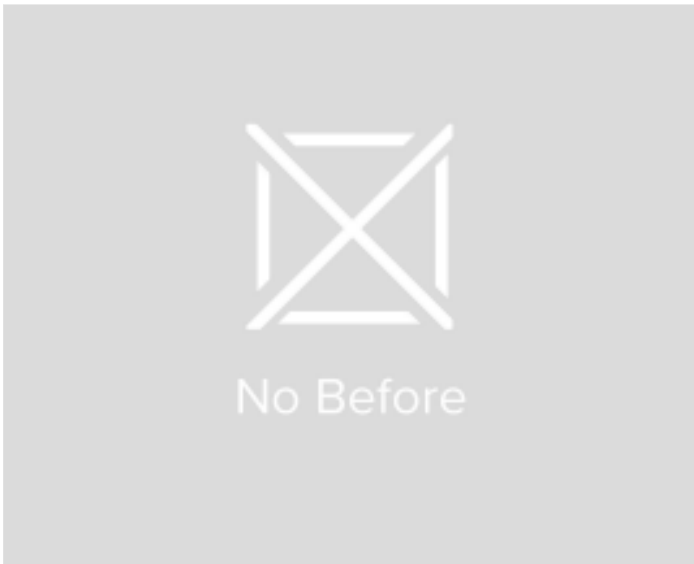
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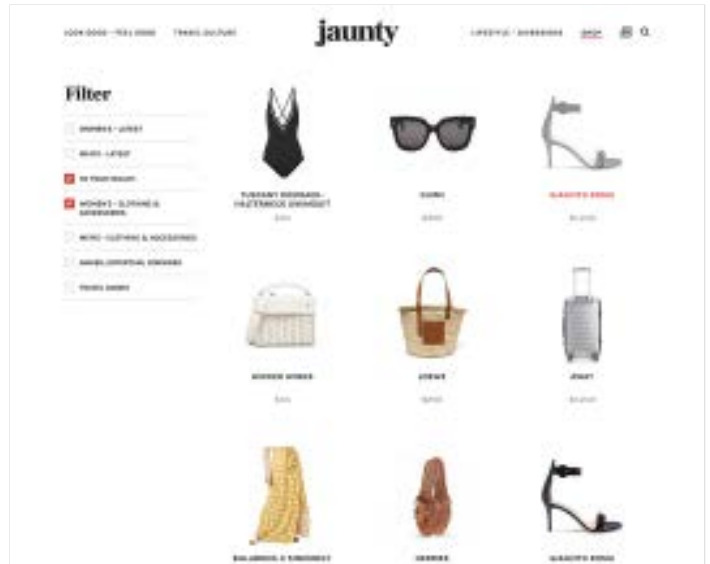
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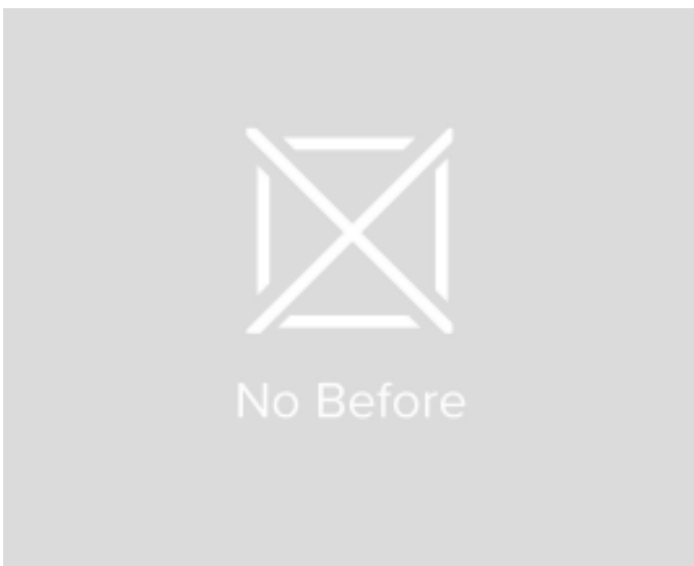
After



Before



After



Before



After





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