



# Homepage Conversion Rate Increases By 9%

## Company Info

- Catmage Dice creates custom designed and handmade dice for tabletop and role playing games
- Owned and Operated by Alister
- New Brunswick, CA
- <https://catmagedice.com/>

***The Goal: Increase inquiries for individual commissions until they became the primary revenue source.***

## Problems

- Commissions were “historically a hard sell”, costing nearly 100% more than auctioned sets
- Lack of unique, relevant offer failed to grab and hold attention of site visitors
- “Homepage led nowhere”, turning away idea, excited customers

***The Fear: If nothing changed, Alister risked an exhausting workload to stay profitable and little hope of sustainable growth.***

# The Solutions

Alister responded to a cold email from Riley James Copy, wanting to circle back after he had gotten married. A few months later, Alister elected to upgrade his home/landing page: *“specifically... I want to promote commission sets to potential customers, and clarify/elaborate on how the shop updates work so it's more clear for first-time visitors”*

***Riley James Copy made the following changes and additions:***

## 1. Clarified Unique Sales Proposition

Everything that makes Alister, his dice, and his process special was identified. His ability to bring a customer's specific vision to life and maintain high quality with every set were targeted as key selling points.

## 2. Customer- Centered Brand Story

Alister's dice were framed in the emotional context of tabletop gaming. Instead of an accessory, they became an essential aspect of the character players' spend hundreds of hours role playing.

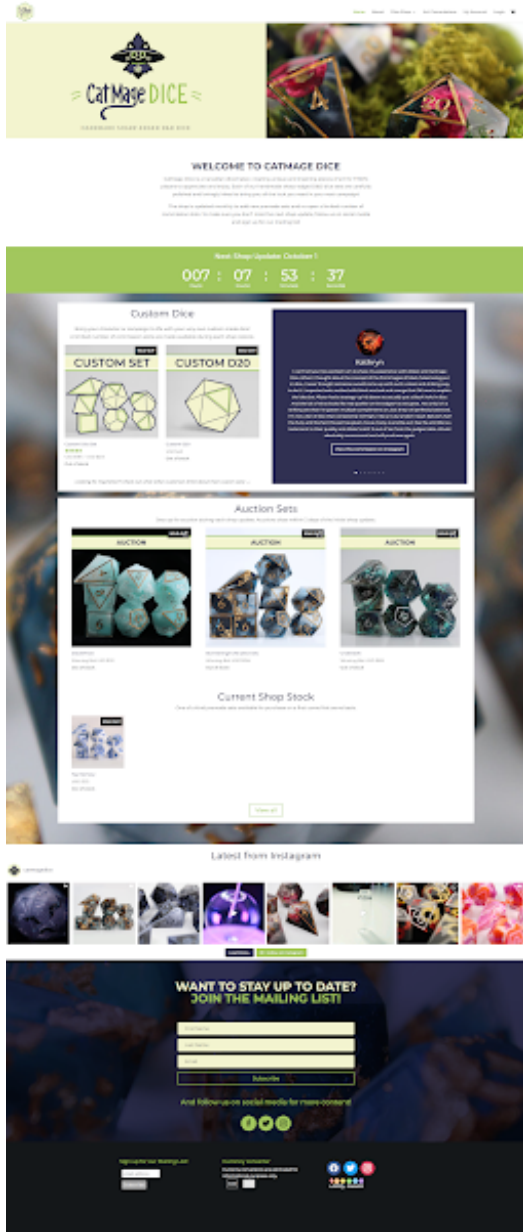
## 3. Redesigned Homepage

Riley James Copy wrote and organized every element of the home page in order to position commissions as the primary offering. Clear, relevant, interesting copy resulted in a page visitors couldn't help but to scroll and click.

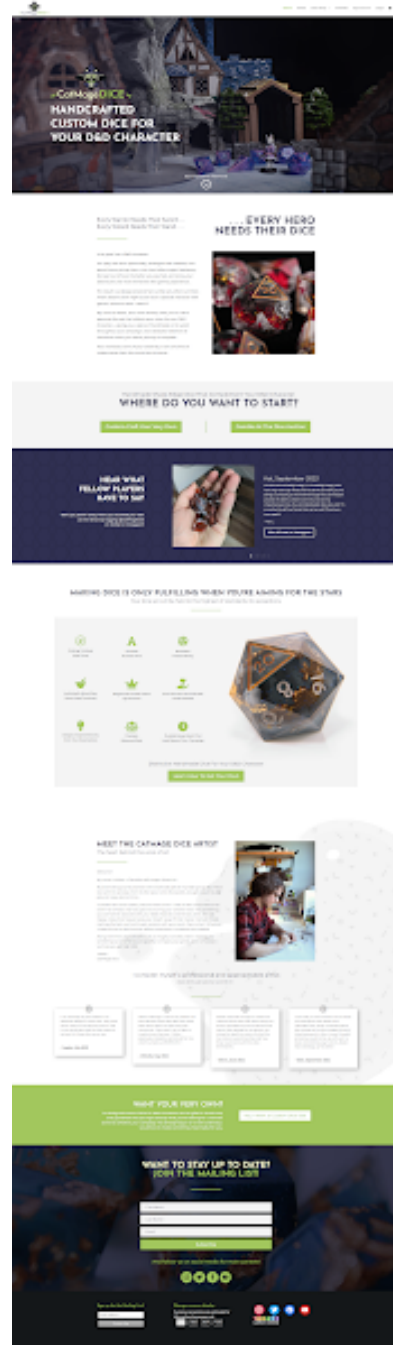
## 4. Simplified Sales Funnel

Instead of requesting interested customers return later in the month when availability opened up, Alister switched from 10 monthly slots to a waitlist queue with one-on-one email correspondence. The page had obvious redirects for those not interested in commissions but still interested in purchasing.

# Before



# After



# The Results

***Now, Alister not only has a backlog of individual commission requests that grows every month, but also continues to sell out his auction sets.***

- 8% more visitors to his site
- 17% increase in page views
- 16% increase in individual sessions
- 9% more commission inquiries



## Alister's Recommendation

"I'm so glad to have worked with Riley when redesigning my site's homepage—he took the time to really understand my too-complicated sales structure, and helped to streamline the strategy to bring in new customers with his copywriting. Now my site has a clear story-driven message and points visitors towards my commission signup page with no extra confusion. I've already seen a steady increase in signups in the first month of having the new homepage live, and can't even begin to imagine working with another copywriter besides Riley on future projects!"

## Recent Customer Success

"The dice arrived safely today, I'm incredibly happy with how they look fully inked and would like to thank you for being so amazing to work with through the commission process! It's been a dream come true to see my characters get one-of-a-kind dedicated dice sets, and I'm so excited to gift my friend their set as well! Thank you once again! – Kat L

***Would you like similar results? Reach me at [riley@rileyjamescopy.com](mailto:riley@rileyjamescopy.com)***