

# Case Study: Hearth Wellness

## About Hearth Wellness

Hearth Wellness focuses on providing practical tools and advice to help busy mothers achieve their wellness goals for themselves and their families. Through one-on-one coaching, personalized nutrition consulting and meal planning, a weekly meal plan subscription, kids nutrition education, wellness workshops and more, Julie Vincent, certified Holistic Health Coach and Founder of Hearth Wellness, focuses on real-life strategies to create long-term healthy habits.

## The Challenge: Design a User-friendly Resource Library

About a year after our initial engagement to design, build and implement a regular e-newsletter to her growing community, Julie and I agreed her website needed an updated, user-friendly content library to better support her online presence. Julie's clients and followers needed to more easily access her stories, advice, recipes and tips through her Squarespace-based website. The layout needed to be well-organized and visually appealing, the content easily accessible and searchable.

## The Solution: Workarounds

Julie and I first determined the need - a user friendly, searchable and visually appealing blog nestled into her existing website. Through my consulting work, I have gained considerable experience and developed a valuable competency with various web platforms, such as Squarespace, Wix and CauseMachine, and was confident that I could deliver what Julie needed.

I provided Julie with a list of assets to compile and proceeded to research how to accomplish our goals. Unfortunately, I quickly discovered that the Squarespace template her site is using wouldn't accommodate our desired outcome. Enter the workaround - through significant research and tutorial watching, I built public facing pages with the design aesthetic we wanted, while utilizing the less appealing content-heavy pages on the back end. I incorporated a search function by creating a system of categories and tags, which will not only help in direct user search-ability, but also SEO as Julie's business continues to gain traction.

## Results: The Site is LIVE!

Through research and various creative solutions we created a significant upgrade to Julie's site, providing her a tool to share with prospective and current community members, a marketing product and a wealth of content for her followers. We created a more user-friendly space for Julie to offer her invaluable advice, helping busy mothers everywhere take a deep breath, and incorporate some much needed, easily accessible, wellness into their lives.

View the Final Product: [Busy Mama Blog](#)

An added benefit to working through this challenge: I helped Julie strategically think through a new product offering she had been contemplating - offering her community a subscription based weekly meal plan. We workshopped pros and cons, discussing the resource requirements, commitment, ROI and logistics of an online subscription. Intended to create somewhat passive income, Julie launched this new offering within a couple months of our brainstorm and received four times as many subscribers as expected in the first month!

## About Bridget Mariner Consulting

I combine a background in administration, operations, community building and strategic planning to help entrepreneurs, small businesses and nonprofits amplify their impact for good. I've worked for some amazing brands, people and change-makers, and love to see ideas become reality through careful planning and organized, thoughtful execution. By analyzing the challenge, and the resources and systems in place, I am able to create a sustainable, strategic path to operating more productively and efficiently, and achieving your goals and objectives with greater ease. Personally, I chase two boys (ages 5 and 1.5), bake bread, dig in the dirt and dream about streamlined processes and social and environmental impact.