



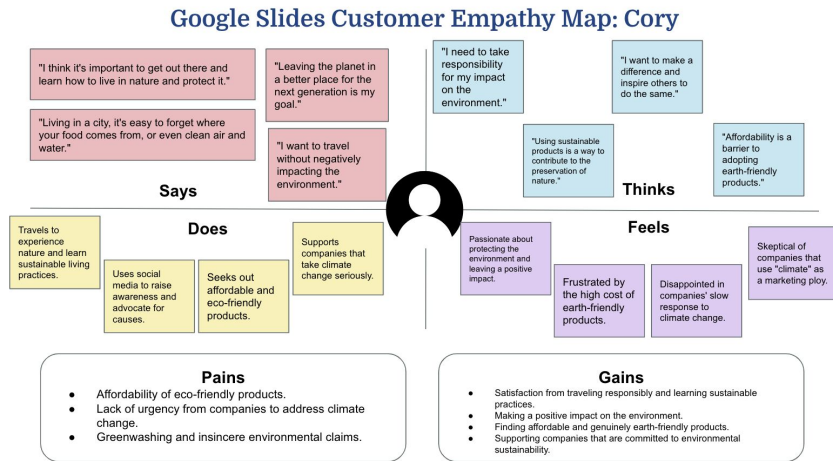
Nöz Sunscreen Portfolio

Jacob Fishman
June 23rd 2023

<https://globaltech-jacob-fishman.myshopify.com/>

Target Customer

- Cory
- Nöz offers reef-safe, vegan SPF to protect Cory's skin during outdoor adventures while aligning with his environmental consciousness. With availability in every shade of neon, Nöz allows Cory to express his individuality and stand out while enjoying the outdoors.

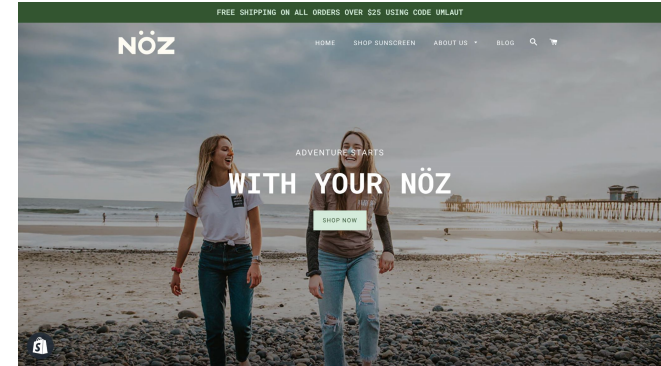


Value Proposition

Nöz: Your reef safe, vegan, and cruelty-free SPF formula designed for the adventurer who wants to explore nature responsibly.

Value Proposition

- Cory, the conscious adventurer, seeks to explore the world responsibly and with a touch of whimsy. With our tagline, "Adventure Starts With Your Nöz," we playfully emphasize the importance of protecting your nose with Nöz sunscreen as the essential and safe way to embark on exciting adventures.



About Us

At Nöz, we believe in leading with your nose. Inspired by advice from our childhood, we embrace the beauty and significance of this unique feature. Our mission is to provide your nose with the care it deserves, offering a reef safe, vegan, and cruelty-free SPF formula that protects your nose from sun exposure. With our range of vibrant neon shades, we invite you to celebrate and bring back the lifeguard nose. Be bold, be conscious, and proudly wear Nöz.



Nözscreen

\$19.99

Color

☒ light ☐ purple ☐ orange

view

SOLD OUT

Buy with **PayPal**

[See recent orders](#)

[Full details](#)












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NÖZ






Brand Visuals - Color Palette

- The primary color chosen for NOZ is vibrant green, symbolizing nature, eco-friendliness, and sustainability. This resonates with Cory's deep commitment to protecting the environment and making a positive impact on the planet. Complementary to the green, we incorporate shades of blue to represent clean air and water, aligning with Cory's passion for preserving and enjoying the natural elements while embarking on outdoor adventures. Together, these colors create a harmonious visual palette that reflects Cory's values and aspirations.

General

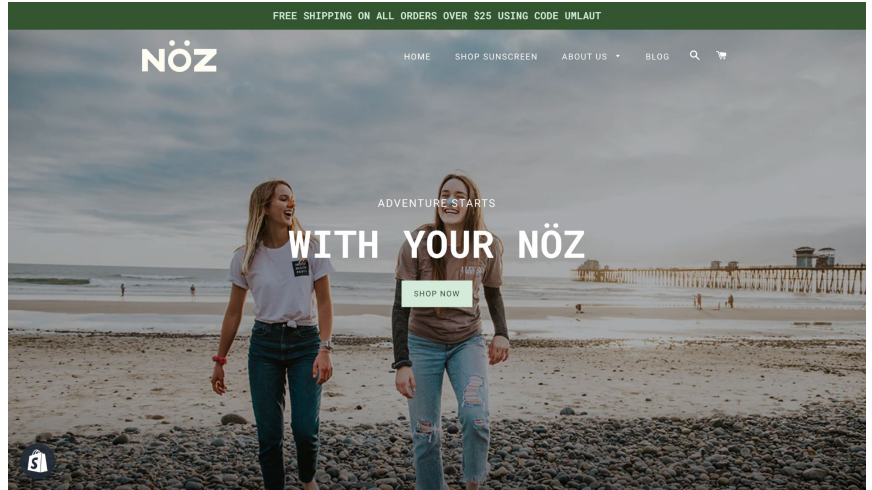
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	Headings #335530
	Body text #354C6F
	Line color #D3EBDB
	Buttons label #D3EBDB
	Buttons #335530
	Links and accents #354C6F
	Product background #D3EBDB
	Sale tags #354C6F
	Form fields #D3EBDB
	Newsletter and tables background #D3EBDB

Drawers

	Background #686769
	Text #FFFFFF
	Lines and borders #000000
	Buttons #335530
	Button text #FFFFFF

Brand Visuals - Photography

At Nöz, we believe in the power of imagery, and we take it seriously. To capture the essence of our brand and align with the concept of "bringing back the lifeguard nose," we carefully curate our seasonal imagery. As we launch during the summer, we embrace beach imagery to evoke the joyful feelings and spirit of summer adventures. Our visuals transport you to the sun-kissed shores, inspiring you to protect and enjoy your outdoor experiences with Nöz.



SEO - Keyword research

1. Reef Safe Sunscreen
 2. Zinc Oxide Sunscreen
 3. Best SPF for face
 4. dermatologist recommended sunscreen
 5. Is zinc sunscreen better
- After analyzing the trends and volumes of keywords, I carefully curated a selection of the most impactful and relevant keywords. By considering both their popularity and relevance, I have compiled a list of highly effective keywords that can maximize the reach and impact of our brand.

	Trend (Tool: Google Trends)	Volume (Tool: Keyword Planner)
Keyword brainstorm		
best spf for face	Up	1K – 10K
biodegradable sunscreen	Down	1K – 10K
dermatologist recommended sunscreen	Flat	1K – 10K
zinc oxide sunscreen	Up	1K – 10K
reef safe sunscreen	Up	10K – 100K
colorful sunscreen	Flat	100 – 1K
cool sunscreen	Flat	100 – 1K
eco friendly sunscreen	Flat	100 – 1K
environmentally safe sunscreen	Flat	100 – 1K
is zinc sunscreen better	Up	100 – 1K

SEO - Site Meta Tags

- A site's meta title is crucial for SEO because it serves as a concise and descriptive title tag that appears in search engine results, providing both users and search engines with an immediate understanding of the page's content, relevance, and potential value.
- Best SPF for face
- Reef Safe Sunscreen

Preferences

Title and meta description

The title and meta description help define how your store shows up on search engines.

Homepage title

Nöz: Protect your Nose with Reef-Safe SPF

41 of 70 characters used

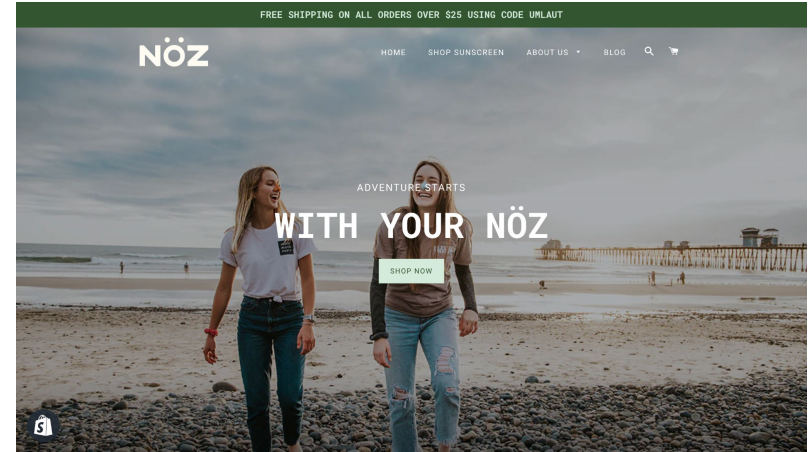
Homepage meta description

Nöz: Embrace your nose with care. Our reef-safe, vegan, and cruelty-free SPF formula protects your nose from the sun. Celebrate with vibrant neon shades and bring back the lifeguard nose. Be bold, conscious, and proudly wear Nöz.

229 of 320 characters used

Landing Page Optimization

- Trust Badges: Displaying trust badges, such as security seals, customer reviews, or certifications, can instill trust and credibility in visitors, increasing their confidence in making a purchase or providing personal information.
- Color Contrast: Enhancing color contrast between important elements, such as call-to-action buttons, and the surrounding content can draw attention and encourage users to take action.
- Whitespace: Effective use of whitespace around key elements can improve readability, focus, and overall user experience, making it easier for visitors to understand and engage with the content.



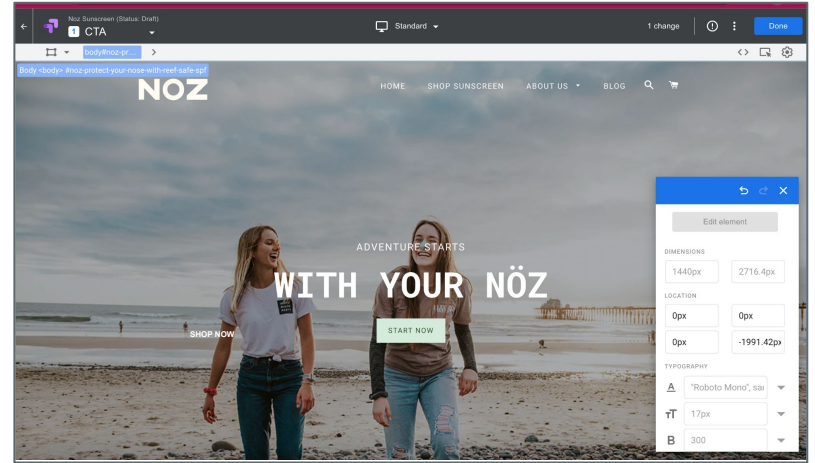
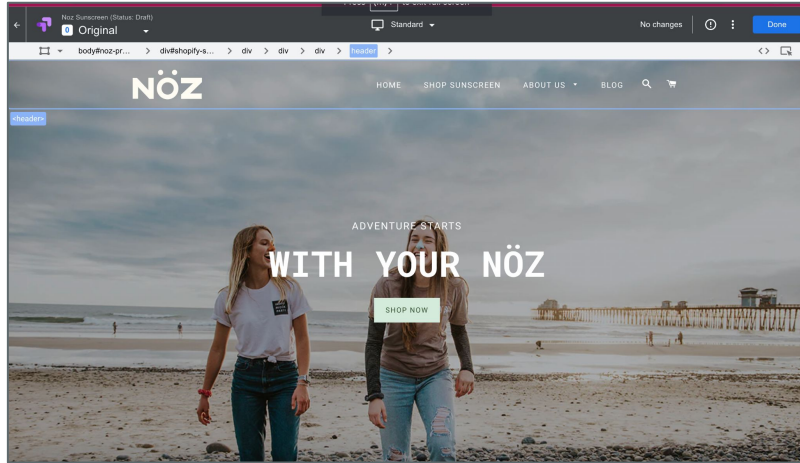
Nöz is vegan, reef-safe and cruelty free.



NÖZ

A/B Testing

Hypothesis: By changing the call-to-action (CTA) button text on our home page from “Shop Now” to "Start Now," we hypothesize that we will observe an increase in the conversion rate. The new CTA text is more action-oriented and emphasizes immediacy, which we believe will create a sense of urgency and motivate visitors to take the desired action of signing up for our service.



Promos & Offers

Summary

UMLAUT

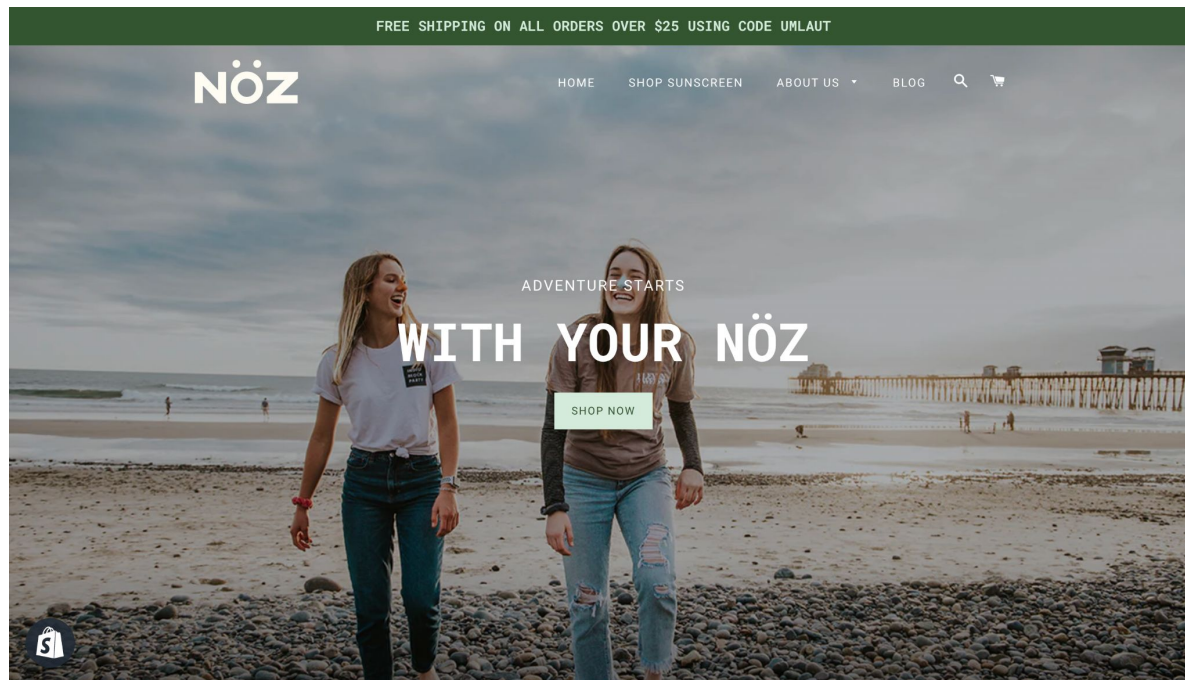
Active

Type and method

- Free shipping
- Code

Details

- For Online Store and 1 sales channel
- Free shipping on all products
- For United States
- Minimum purchase of \$25.00
- All customers
- One use per customer
- Can't combine with other discounts
- Active from Jun 21



Cart Abandonment Email

