ARTURO VILLAGOMEZ / PORTFOLIO CASE STUDY

Clarify the offer and measure the journey

Strategy, content and web design to guide the next step

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Conceptual scene · Original Spanish-language educational brand samples

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THE PROBLEM / MY CONTRIBUTION

Help people understand what to do next

THE CHALLENGE

People seeking support for their brand need to recognise whether an offer fits their situation, understand the process and know what to do next. The challenge was to build that journey and define how to observe its friction points.

MY CONTRIBUTION

I developed the offering strategy, brand system, site architecture and content around audience questions. I incorporated SEO principles and directed the configuration and testing of events and funnels in GA4 and GTM.



HOW I APPROACHED IT

Offer, content and measurement

Recognise Help people identify their situation.

Understand Explain the offer, process and next step.

Observe Define events and distinguish signals from outcomes.





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OUTCOME / CAPABILITIES

Communicate, measure and learn

I also designed a reporting pilot and rules to distinguish visits, enquiries, opportunities and commercial outcomes. The work established a communication and measurement foundation with quality controls and documented open items. My contribution connects design, content and analytics with the decisions the business needs to make.

CAPABILITIES

Service offering and content strategy

Web architecture and SEO

Events, funnels and reporting

SCOPE

Measurement configuration and testing, plus a reporting pilot. No increases in sales or conversion are claimed without evidence.



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