



Web Makers  
Circle™

# CASE STUDY

## TEXAS GREEN BEE



### SITUATION:

Lauren Lear, the founder of Texas Green Bee came to us with a set of strong assets for her permaculture design business.

- A professionally designed site
- Great photography
- A strong brand
- And a compelling mission

#### **But her website still wasn't working for her.**

Her original site had 18+ pages listed in the top menu, but no clear customer journey map.

Her site wasn't helping her gain new clients or sell services.

She had no way to make updates on her website as her business evolved and had new offerings.

#### **People came to the site but they bounced.**

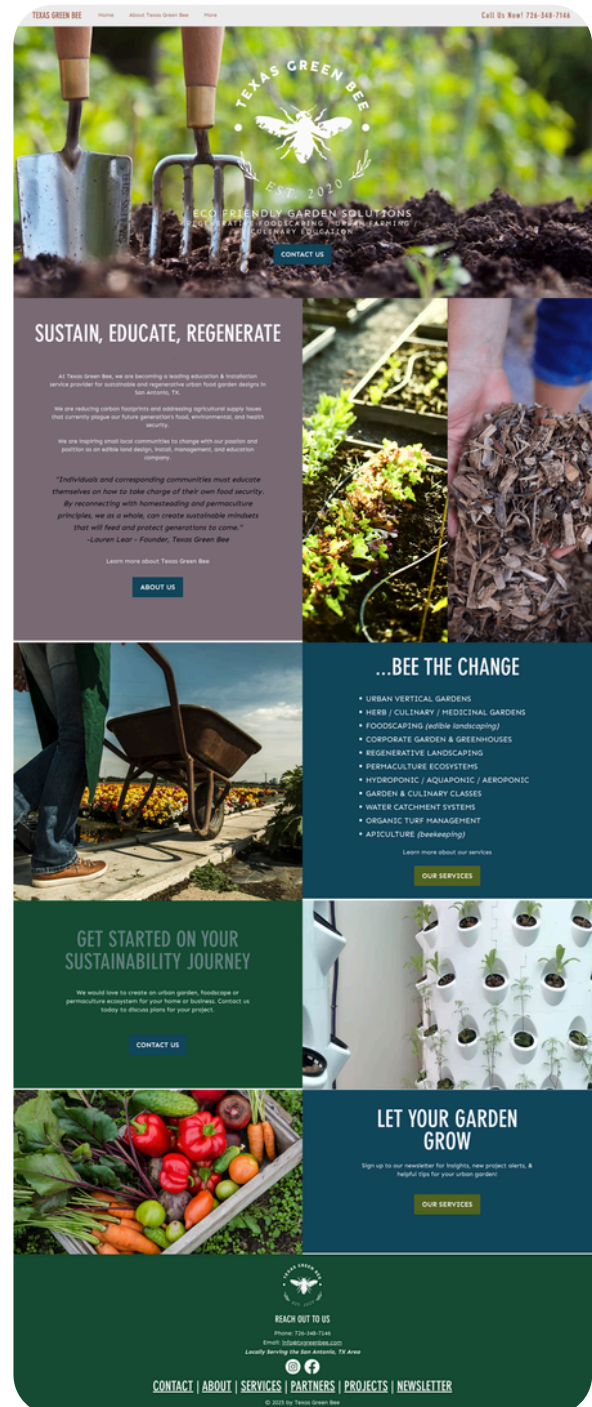
Despite all the hard work and investment she'd made, she still found herself building her business primarily through word of mouth.



## LAUREN'S CHALLENGES:

- She was **spending over \$200/month** on a tangled tech stack she didn't control.
- Her custom domain wasn't connected to her site.
- She didn't have a way (besides her phone number on the site) for customers to contact her. And she was getting a LOT of spam calls.
- She had no professional email, and her free email was landing her messages in spam.
- Managing the site felt overwhelming, and the stress of not knowing what to fix next was draining her time, energy, and confidence.

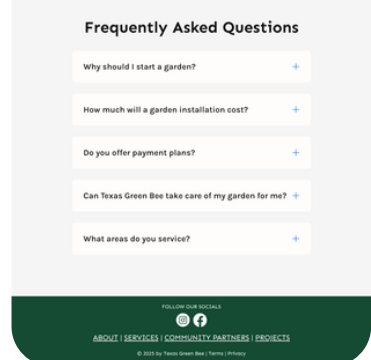
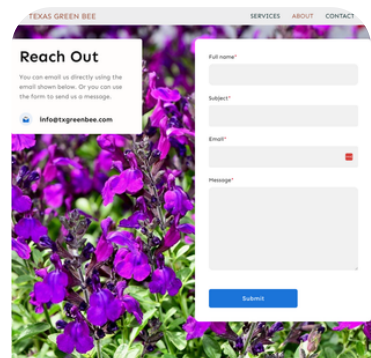
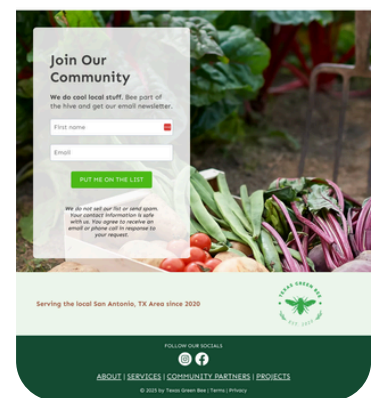
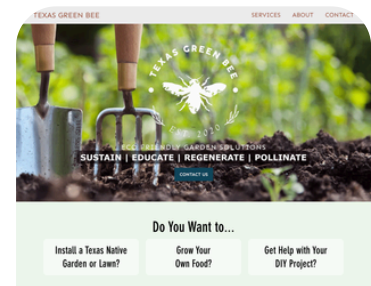
So her website was completely failing to support her actual work with her clients and students.



*the original site*

## WHAT WE HELPED HER IMPROVE:

- Identified and clarified the **core actions she wanted visitors to take.**
- Migrated her from Wix to Systeme.io a streamlined, low-cost hosting platform — **this lowered her operating costs from \$200+/month to \$26/month**
- Restructured her site **from 18 pages down to 4 core pages** with a simplified top menu.
- We added **online booking** that synced to the calendar on her phone.
- We added **automated email responses** so she didn't miss leads while she was working in the field.
- We added **a list building form** so she could send out a monthly newsletter to keep her community members up to date.
- We also **showed her how to update and manage her site** independently and confidently.



# THE RESULTS:

- Lauren now has a website that **costs less, does more, and is easier to maintain.**
- It guides visitors through a clear, customer-centered journey.
- It frees her to focus on what she loves most, which is helping people grow their own food.
- Her website stress is lower, her time is protected, and her business has a digital home that finally supports her instead of slowing her down.

