

PROJECT CASE STUDY

Kevin Daniel Comedy website development and hosting



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Redcentaur

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2.

PROJECT DETAILS

STORY

Kevin Daniel heard about Redcentaur from one of our clients and approached us to create a website for his comedy business. Kevin did not have an existing website and was keen to develop a professional, well-designed, clean website that was uniquely suited to his style as a performer and his personal preferences. He provided examples of other comedians' websites that inspired him and we had an initial discussion about how he wanted his website to look and feel.

SCOPE

Kevin wanted to be able to update the site himself, without relying on others to do it for him, so he wanted something that would be simple to use, and he wanted me to provide him with step-by-step instructions on how to go about updating the content on his site.

The project was developed from the ground up, from discussing potential domain names, to the specific platform we would use to develop the site. Kevin was pleased to host his site on our servers and to enable us to set everything up for him.



The principle objectives of the project were to:

- **Showcase versatility:**

We focused on creating a website that would highlight Kevin's range as a comedian. While Kevin is concentrating on developing his stand up career, he is also mindful of developing new avenues in the world of comedy, and his website needed to allow the flexibility to reflect this;

- **Emphasise experience:**

Given Kevin's experience in the industry, it was important to create a website that projected professionalism and highlighted his accomplishments. This meant incorporating testimonials, press mentions, and a clear and concise biography;

- **Drive bookings and enquiries:**

The website needed to be designed to encourage bookings and enquiries from event organizers, promoters, comedy clubs, and other potential clients. This meant making contact information readily accessible and showcasing his professional credentials;

- **Content-rich platform:**

We gave Kevin the tools to continue adding new content to his website easily so his website continued to be fresh and engaging, including video clips, and other media. This would not only attract visitors but also demonstrate his comedic voice and growth over time; and,

- **Easily updatable:**

From the start, Kevin wanted to be able to update the website and publish content himself, so we had to ensure that we used a platform that enabled him to input his own gig dates, and provide new content. Additionally, as Kevin already maintained his own YouTube™ channel, we were able to link to it so that the video clips of his stand up routine could be watched directly on his website, helping him to use the tools he already knew to keep his site fresh with new content.



QUOTE

“ ”

I contacted Glenn at Redcentaur Design in January [2024] to discuss the help and support I was looking for in relation to a new professional website to help promote my comedy business. Over the next 10 weeks Glenn walked me through everything that had to be done from buying a domain name, to options around web design and content. We discussed progress and ideas each week and I am absolutely delighted with the end product and have had lots of fantastic feedback from my business contacts. I can't recommend Glenn and Redcentaur highly enough. 5 stars all round.

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SOLUTION

WHAT WE DID

We developed a website using WordPress because it offered the flexibility and user-friendliness to enable Kevin to easily update the site himself. We helped Kevin to select a suitable theme and then heavily modified it to suit Kevin's professional needs and personal preferences. We were pleased with the resulting design and created the style for the site around the design we developed.

Our solution included:

- **Modern, professional design:**

We designed a clean, modern website that reflects Kevin's professional image and comedic style. The design is easy to navigate, allowing visitors to quickly find the information they need and to immerse themselves in Kevin's comedy;



- **Media integration:**

High-quality videos and photographs of Kevin's stand-up performances were prominently featured, providing visitors with a comprehensive view of his talent. We did this primarily by linking in to his existing YouTube feed and using it to provide content directly on Kevin's website;

- **Testimonial integration:**

We incorporated testimonials from satisfied promoters and industry professionals, adding credibility and social proof to Kevin's online presence. These testimonials serve as powerful endorsements of his talent and professionalism;

- **Clear call to action:**

Prominent contact information and a clear call to action were placed throughout the website, encouraging visitors to get in touch for bookings and enquiries. This streamlined the process for potential clients to connect with Kevin; and,

- **SEO optimisation:**

The website was optimised for relevant keywords, improving Kevin's search engine rankings and increasing his visibility to potential clients and fans. This included optimising page titles, meta descriptions, structured data, and website content.

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CONCLUSIONS

SUCCESSSES

Kevin was really pleased with the initial screenshots of the design as we developed it. And as we progressed, all involved were pleased with the modern, professional, and clean design.

Our relationship with Kevin during the project was excellent: Kevin was clear on what he wanted, what he liked, and what he disliked. Because we were able to have a frank and honest discussion of design points with Kevin, listen and talk through issues, we were able to reach decisions quickly and to progress with the project. We had regular meetings with Kevin on video-call, and also kept in contact via emails and messages.

Some of the overall successes of the project include:

- **Enhanced professional image:**

Kevin now has a polished and professional online presence that effectively showcases his experience and talent;



- **Increased bookings and enquiries:**

The website streamlined enabled promoters to get in touch with Kevin more easily and will streamline the process for promoters and event organisers to get in touch with him;

- **Improved fan engagement:**

The content-rich platform has helped Kevin connect with his fans and build a stronger online community with his newsletter subscription; and,

- **Centralised hub:**

The website serves as a central hub for all of Kevin's online activities, providing a single destination for fans, industry professionals, and media contacts to find information about his work. The more he uses his site, and promotes it with his email signatures, word-of-mouth, profiles, social media, and business cards, the more it will work for him.

CHALLENGES

Creating a website for a comedian is a challenging project because you have to reflect the personality of the individual in the website you create as well as allow him to expose his talent and skill in a relatively dry and unsupportive medium. Expressing comedy in a website can be difficult, so it is essential to emphasise the comedian's style through their professionalism and ability to entertain.

Some of the key challenges and how they were overcome include:

- **Self-maintenance website:**

Providing a website for a client to maintain themselves can be difficult. In Kevin's case, we used a recognised platform (WordPress) that is user-friendly and mostly intuitive to use. In addition, we provided Kevin with detailed step-by-step guides to help him go through some of the most important aspects of the website, such as adding new gig dates, for example. He followed these guides and is able to update the website himself;

- **SEO optimisation:**

We knew that with Kevin updating content himself, he may not be able to focus on some of the technical needs of his site, such as optimising new content for SEO (Search Engine Optimisation). So, we made good use of structured data, and other optimisation techniques to maximise the benefit of the content we were starting with.

IMPACTS

By partnering with us at Redcentaur Design, Kevin was able to create a website that effectively showcases his talent, highlights his experience, and serves as a powerful marketing tool for his comedy career. This case study demonstrates Redcentaur's ability to help established comedians like Kevin enhance their online presence and achieve their professional goals.

Kevin's website can be found at <https://kevindanielcomedy.co.uk>.





