

# GROWTH MARKETING AGENCY



*With Pedigree*

*The Concept of Creativity Upgraded to A Whole New Dimension*

TRGOVINA KRK - case study



# TRGOVINA KRK

## ABOUT / CHALLENGE

Trgovina Krk is the biggest retail chain selling food and non-food products in the Kvarner and Northern Adriatic area. They exist for more than 75 years and currently own about 330 stores.

## GOALS

- To design and develop a modern website
- To make a platform inside the website that is gonna allow the user to find the closest store and find basic information about that store, based on his location

## RESULTS

**6000**  
monthly users

**1.5 min**  
average session duration

**2-2.5 sec**  
website loading speed

# Project Activity

## WEBSITE DESIGN, BUILD AND OPTIMIZATION

The very first step was to standardize visual identity and build a new website from scratch. We have decided to use WordPress CMS, in order to make it as simple as possible for the client to add new content in the future.

A special emphasis was on the user interface and user experience design, through standardization and simplification of services landing pages and other relevant resources, in order to optimize the flow and simplify the user navigation through the website.

The primary services they offer were divided into subpages, and we have specially highlighted both food-related and non-food-related services that Trgovina Krk offers to its customers. We paid special attention to the subpage Catalogues, where we have enabled them to easily post new catalogues. This way the users can view all the catalogues online and download them.

We have integrated an interactive map where we have added all the stores. This way, users can search for the nearest store based on their location and get all the necessary information about that store.

The website satisfies all the Core Web Vitals metrics, with the website loading speed between 2 and 2.5 seconds, and it is hosted on the VPS hosting infrastructure.

Currently they have about 6000 monthly users, with an average session duration of 1.5 minutes.

The most visited pages are, besides Homepage, the above mentioned Catalogue subpage (16% of overall traffic), as well as the interactive shop map (10% of overall traffic).

Visit TRGOVINA KRK on the link below:

[www.trgovina-krk.hr](http://www.trgovina-krk.hr)

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