CREATING A CRAZY SEXY WEBSITE & MORE!

Oh, kale yeah! Best-selling author, speaker, filmmaker and wellness activist Kris Carr partnered with Overit on her mission to help individuals worldwide live healthier physical and spiritual lives.

Through the creation of a new website and multiple program-specific initiatives, we’ve supported Kris as she coaches tens of thousand of people through their wellness journeys.
THE RESULTS?

24,752
Additional Organic Sessions in the FIRST 6 MONTHS
(compared to the previous 6 month period)

203.22%
INCREASED Newsletter Sign-ups

113.48%
Average session duration increased
Kris Carr’s new website needed to not only “look like Kris,” but also provide the user with a fluid and intuitive experience, offering quick access to Kris’ blog posts, recipes and products. The new responsive website provides an exceptional experience on all devices.
RAW CARROT BITES

3 large carrots (yield 1 cup finely chopped carrots)
1/2 cup walnuts
1/4 cup sunflower seeds
1/4 cup pumpkin seeds
1/3 cup chopped dried figs
2 Tbsp hemp seeds
1/3 cup shredded coconut

There's SO MUCH MORE where this comes from!

Sign Up

Sign Up

Sign Up

My Natural Lipstick Review + 6 Lip-Smacking Tips

4 Major Signs You Have Gluten Sensitivity

I'm Kris Carr, New York Times and #1 Amazon best-selling author, wellness activist and cancer thriver. And I am passionate about…

This is my soul space where I share my experiences and reflections through blogs and videos about plant-passionate living, health, happiness, spirituality, compassion and all things Crazy Sexy. Whether you're a patient or someone who's interested in better well-being—mind, body and spirit—all are welcome to the sacred party.

CREATING A CRAZY WEBSITE

KRISCARR.COM FUNCTIONALITY

Kris Carr’s website also needed the flexibility to promote timely offers and encourage new visitors to subscribe for her newsletter, allowing her to consistently re-engage her followers. The new website features multiple integrations with Infusionsoft, her team’s CRM of choice.
Throughout the design process, our goal was to make better use of white space, escape from the cluttered environment of the previous design, and communicate a modern yet welcoming and peaceful environment in which to share her health and wellness content.

Beyond the initial design of the website, Overit’s designers continue to be involved in sourcing photography for blog content on a regular basis, having already chosen appropriate imagery for all blog posts migrated to the new website.
As Kris’ advice had evolved and her body of work had matured, it was time for her brand to mature, as well! We sought to create a logo that represented Kris: More refined and professional while personable. Her logo is used in a variety of formats and had to be easily applied in any situation.

Numerous script typefaces were researched, with 21 distinct style directions discussed. The chosen typeface was customized extensively to increase legibility, adjust its aesthetic and create a natural and cohesive signature mark.
Our engagement with Kris Carr originated with less creative needs - there were website performance issues to be addressed! Kris Carr had been featured on Oprah and in top publications, increasing website traffic exponentially. We helped by scaling the server and implementing advanced caching techniques. This solved their issues by keeping the site online and lowering page load and response times for all users.

After the initial server spike had been addressed, we turned our efforts to tackling bots, thwarting immense traffic loads from countries where fans weren’t actually present, handling CRM integrations and producing a site audit of the previous website.
For Kris Carr, search engine optimization was critical, as her content touches on a number of highly-searched topics. From vegan recipes to plant-based diet information to health tips and more, there was tremendous opportunity for Kris to gain organic traffic with the redevelopment of her website. Our strategy sought to ensure existing traffic was maintained, while new opportunities to reach individuals seeking better health habits were leveraged.
Kris Carr has an active following on a variety of social media platforms, notably including Facebook and Instagram. Overit's design team arms Kris Carr with a variety of social media graphics, including inspirational affirmations, with many shared hundreds of times and liked by thousands of people.
Interested in going on a 21-day journey to a healthier, happier you? Kris is ready to take you. Her Crazy Sexy You program, launched in Fall 2016, helps participants learn to eat better, sleep better and exercise more. Overit provided all web design and development services needed to launch the program, along with other programs, such as 2016’s Crazy Sexy Business.

During the Crazy Sexy You promotion period and through the start of the event, the server served more than 45 million requests, approximately 2 million pageviews, and over 4TB of traffic (not including video).
Today, Overit and Kris Carr frequently team up to optimize her online presence and promote new products and programs.

The Kris Carr project touched nearly every specialty within the Overit building. The collaboration between our departments and the Kris Carr team was literally life-changing for some of our staff. Personally, we were inspired by the messages of well-being and self-care. Professionally, the creative and intellectual challenges of the project brought us all together, daring us to be braver, bolder and more ambitious.

Kris Carr is a woman who loves unicorns and we aspired to build her one of her very own. Her website is one that is both powerful and spiritual. The new site and all of our current and future projects share one goal: to harness and deliver the passion of her voice to change lives and the world.

TELL US ABOUT YOUR PROJECT

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