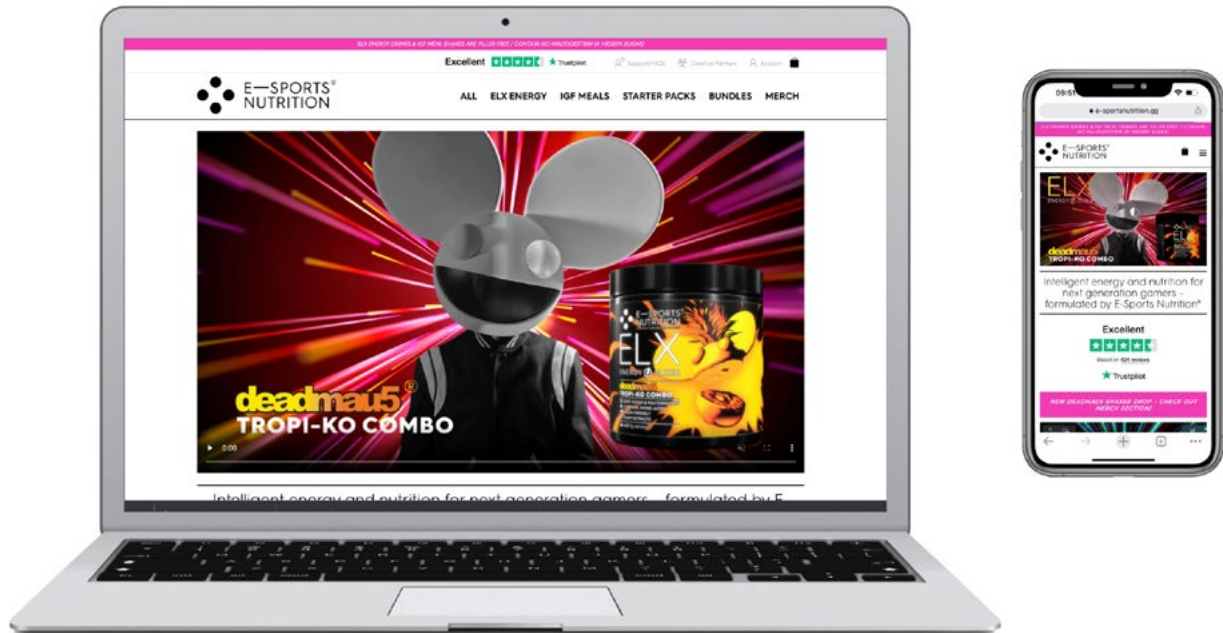


## E-Sports Nutrition Ecommerce website



### Ecommerce website

Following the creation of E-Sports Nutrition's brand and packaging, Neon Brand Consultancy was commissioned to design and build a high-performance e-commerce website that reflected the brand's gamer-first ethos of clarity, respect and transparency.

In a market dominated by visual clichés, we built something different — a clear, stylish, and credible platform that put gamers first. The site combined a sleek monochromatic aesthetic with in-depth product storytelling, featuring accordion-style content to communicate ESN's superior formulations, certifications and nutritional transparency.

Beyond sales, the website reinforces the brand's "Give respect to gain respect" ethos throughout, promoting healthier gaming culture and supporting community values.

The result? A site that performs exceptionally well, converting at far above Shopify benchmarks and earning unprompted praise from users for its clarity, usability and authenticity.

As the brand continues to grow, ESN's digital presence has helped prove that integrity, innovation and design excellence can win in even the most competitive gaming sectors.

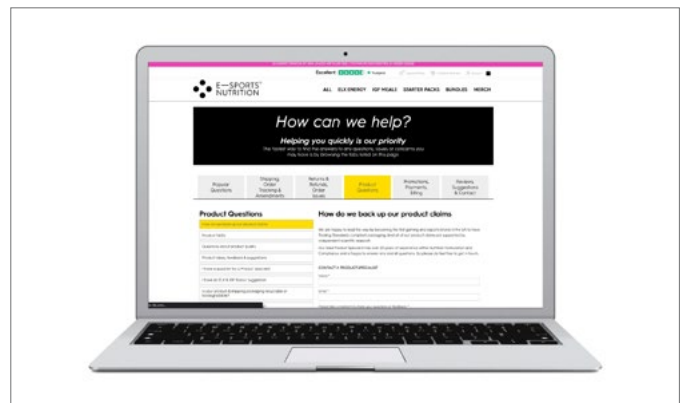
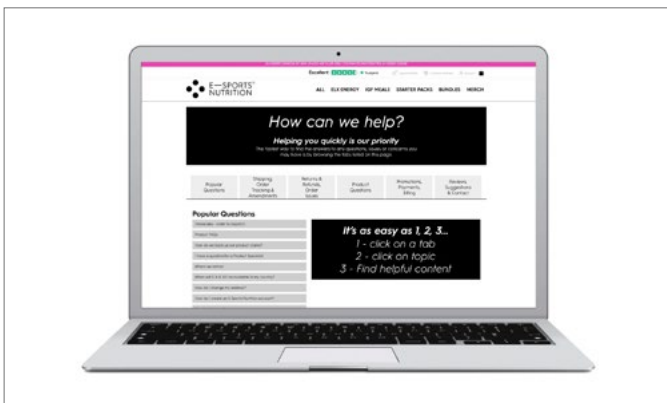
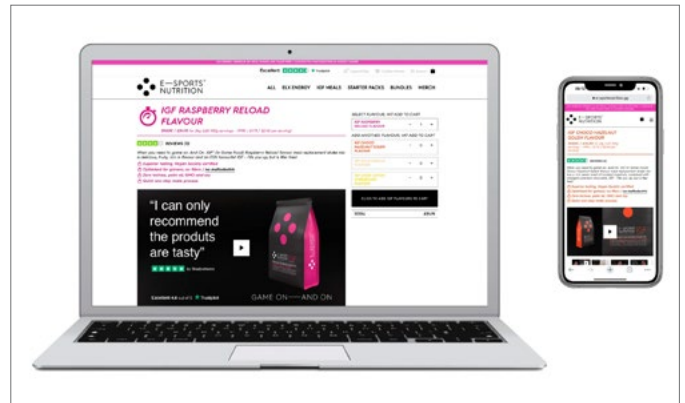
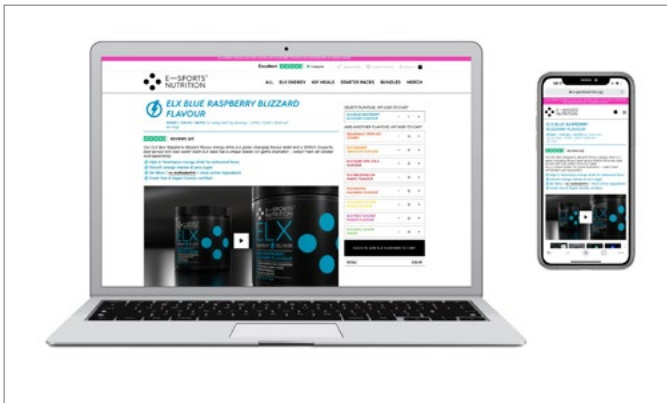
### Kind words...

*"The website was the most crucial project to get right, with our e-commerce platform trying to appeal to a very sceptical but also knowledgeable, contemporary gaming audience. Our website is very much the key driver for sales, especially in the formative months when we were exclusively an online B2C business. In all honesty we couldn't be happier and really feel Neon have absolutely nailed it! We have a gamer-centred website that oozes credibility which could only be achieved with a very well thought out plan from the beginning.*

*We have a gamer-centred website that oozes credibility which could only be achieved with a very well thought out plan from the beginning. The website includes accordion style drop-down sections on each product page so we can manage our USP's in a clear, organised, and professional way. Crucially, not only did this lead to a higher conversion percentage but we also noted a small but relevant increase in AOV. We also had the entire support section revamped which has cut down on customer reach outs, as everything is now clearly managed and easy for the customer to navigate. This time saving has made us more efficient as we have limited staff resources but plenty of tasks at hand. We're super proud about the end result, we have a platform that perfectly represents our brand and fact of the matter is it's a converting machine too!"*

**ANTHONY MILLAR**  
Director & Co Founder  
E-Sports Nutrition

## E-Sports Nutrition Ecommerce website



### PROJECT SUMMARY

- Website planning
- Site map
- Website design
- Wire framing
- Website programming
- Copywriting
- Image content generation
- Video content generation
- SEO

