



# PORTFOLIO

e-commerce industry

By Thabang Makhele





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# Overview

## My Project Mission

I took on a project to dive deep into the e-commerce and dropshipping world With Sportgear 360. The client needed someone with solid experience in paid campaigns, website and logo design, email marketing, and digital reporting—plus the skills to set up tracking across all campaigns. Luckily, that was right up my alley. With a good budget in place, I got the green light to implement the project, which I managed successfully for 10 months. It was a hands-on experience where I got to optimize campaigns, track performance, and make sure everything ran smoothly. A great mix of strategy, execution, and results!



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# Sportsgear360

SportsGear is an e-commerce brand all about top-quality sports shoes. Their goal? To provide 100% premium footwear for everyone—toddlers, teenagers, young adults, and adults—who love sports or just need comfy, supportive shoes for everyday life. Whether you're hitting the gym, going for a run, or just keeping up with the fast pace of city life, SportsGear has the perfect pair for you!

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# Skilled Applied

1. Website Design
2. SEM Campaign
3. SEO (on-page and technical)
4. Email marketing
5. TikTok Paid Campaigning
6. Meta Campaigning
7. Digital data integration and reporting



# Website Design

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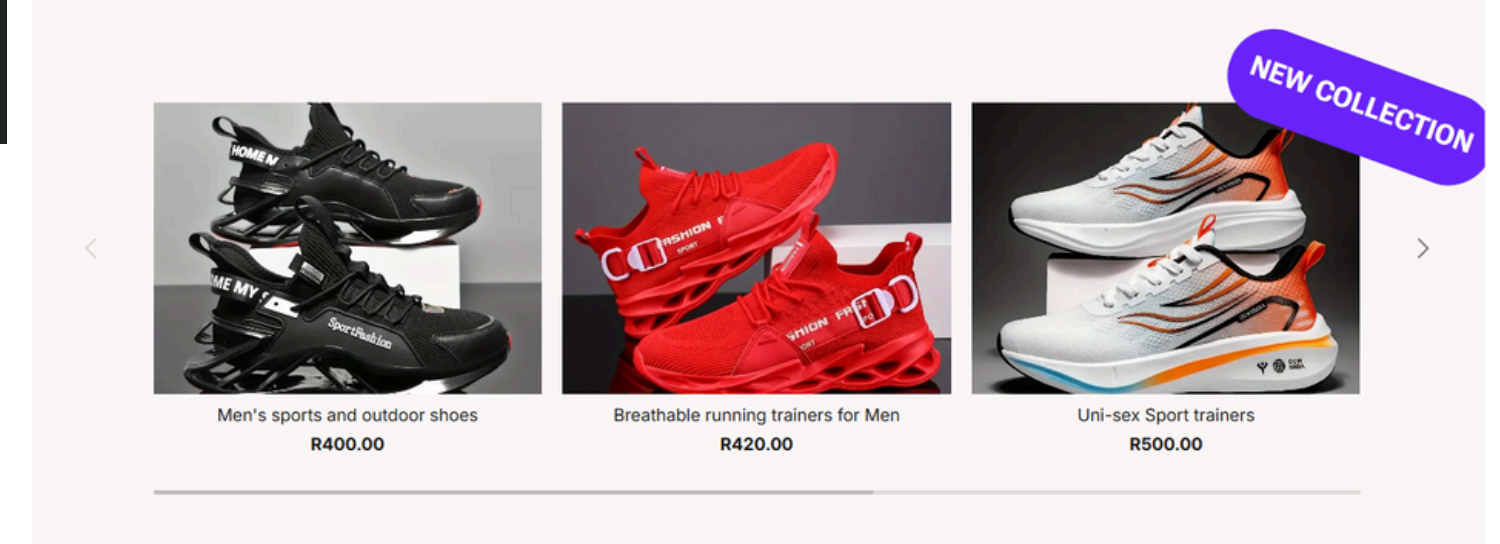
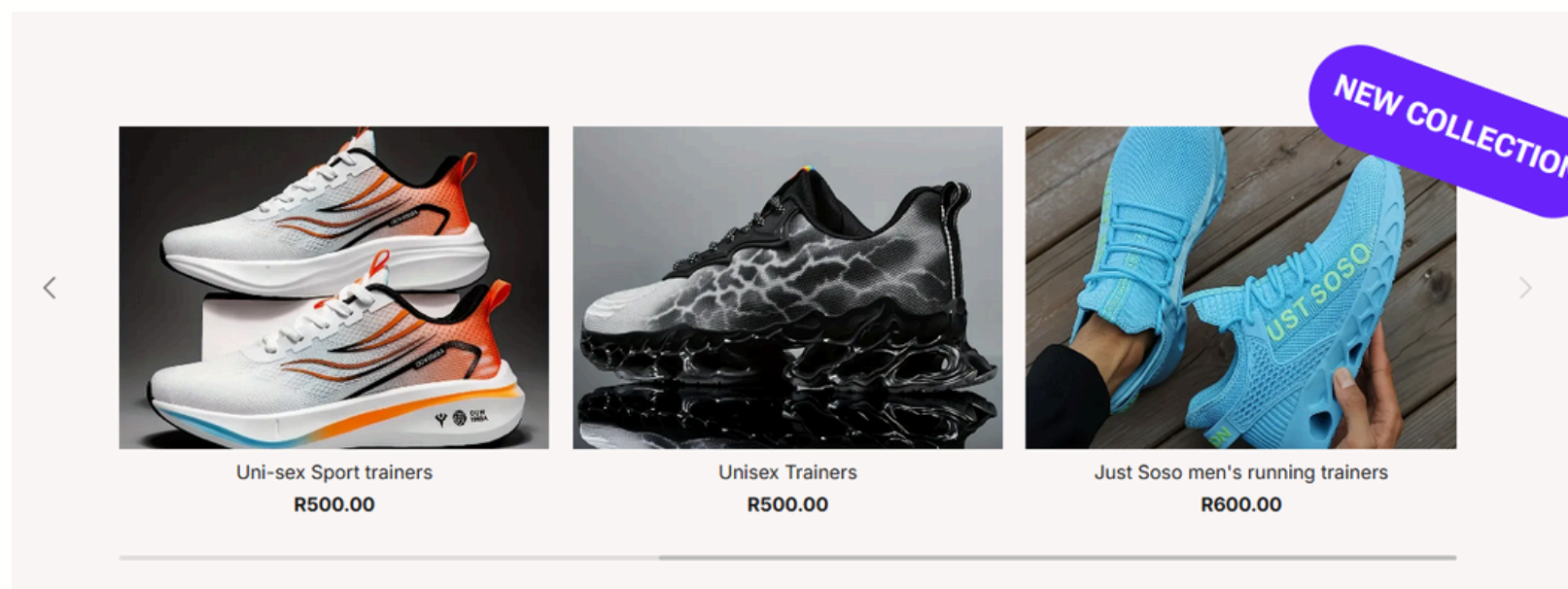
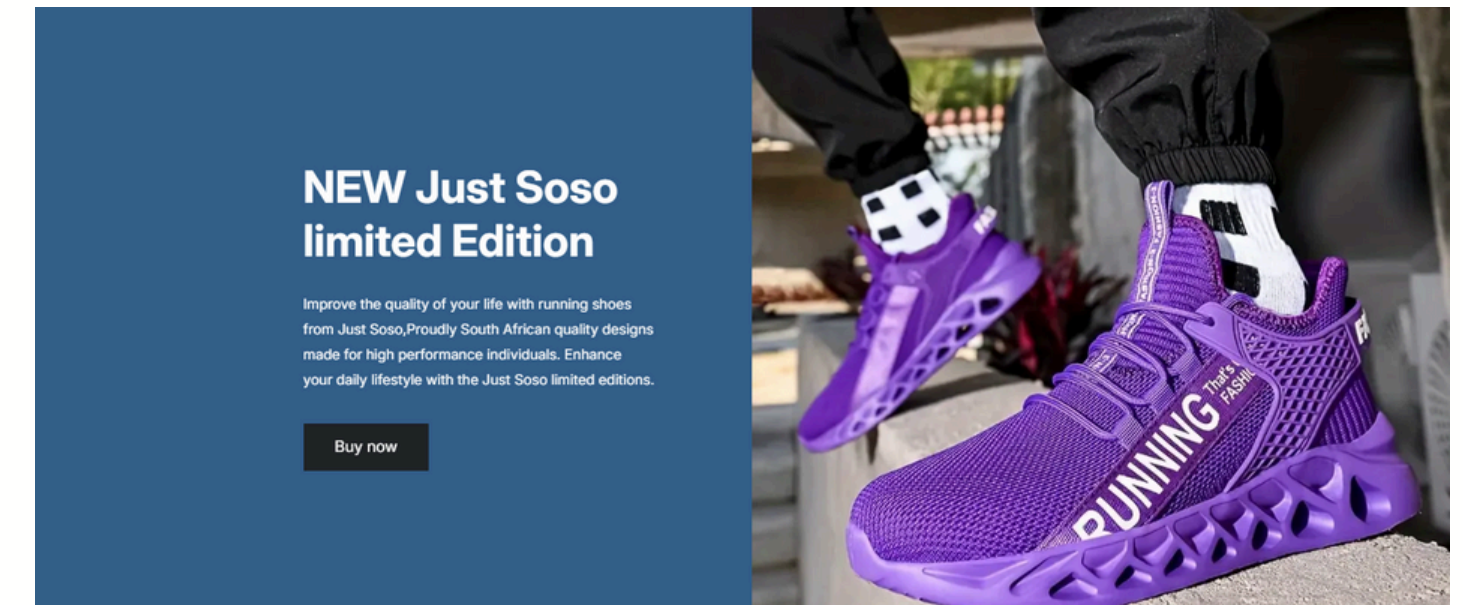
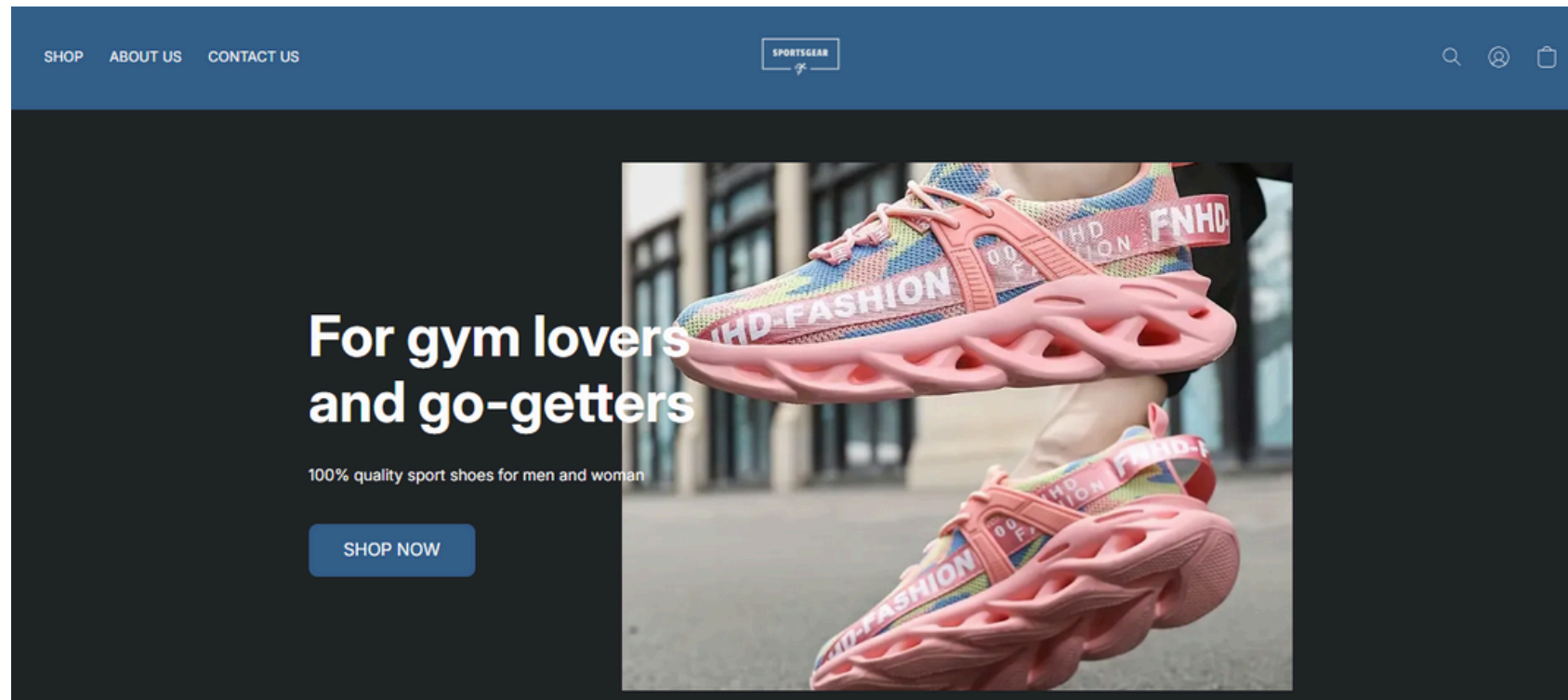
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The client wanted a design that reflected their three brand colors—red, navy blue, and black. So, I created a user interface (UI) that was both visually appealing and easy to navigate. When it comes to e-commerce sites, I always follow a key rule: keep non-product-related CTAs (calls to action) to a minimum. This way, customers can browse seamlessly without distractions. The result? A smooth shopping experience that the client was more than happy with



# Purchase CTAs and Checkout Design

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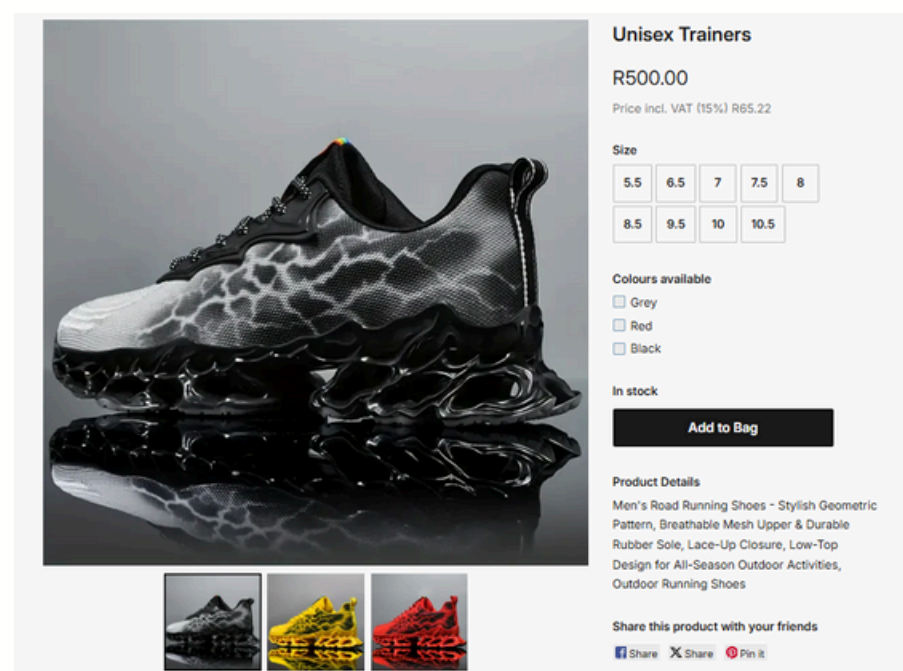
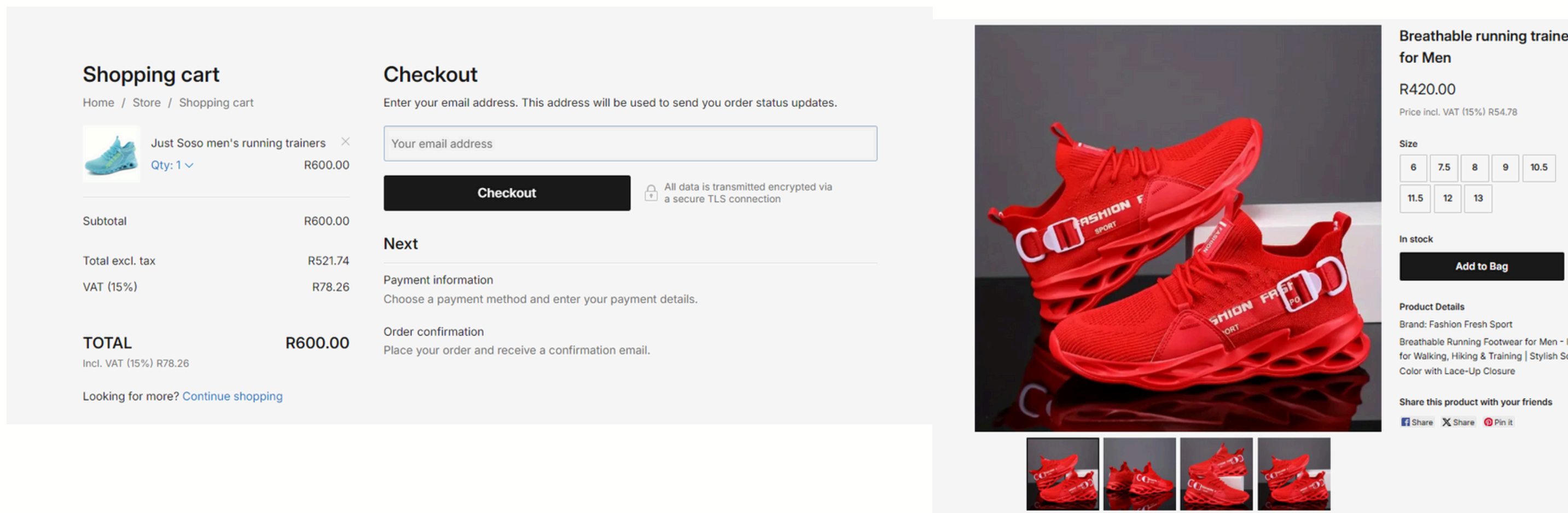
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Easy to use product purchase system connected to Paypal ,credit services and stripe.The UI allows customers to choose their size,shoe colour and more based on the product specifications.

# Assuming a responsive design

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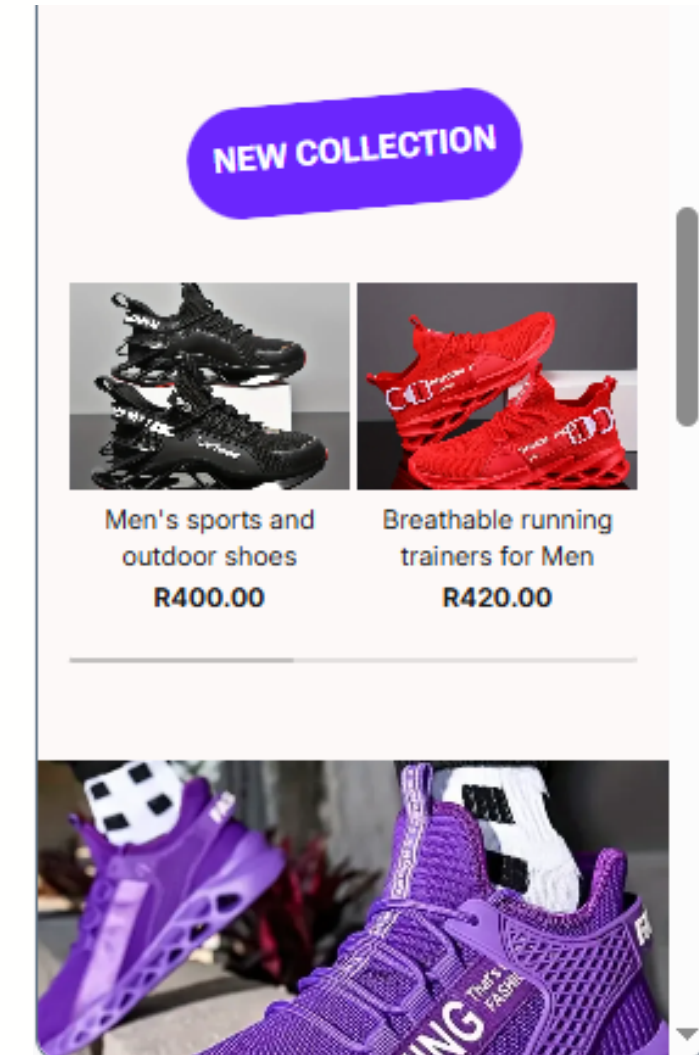
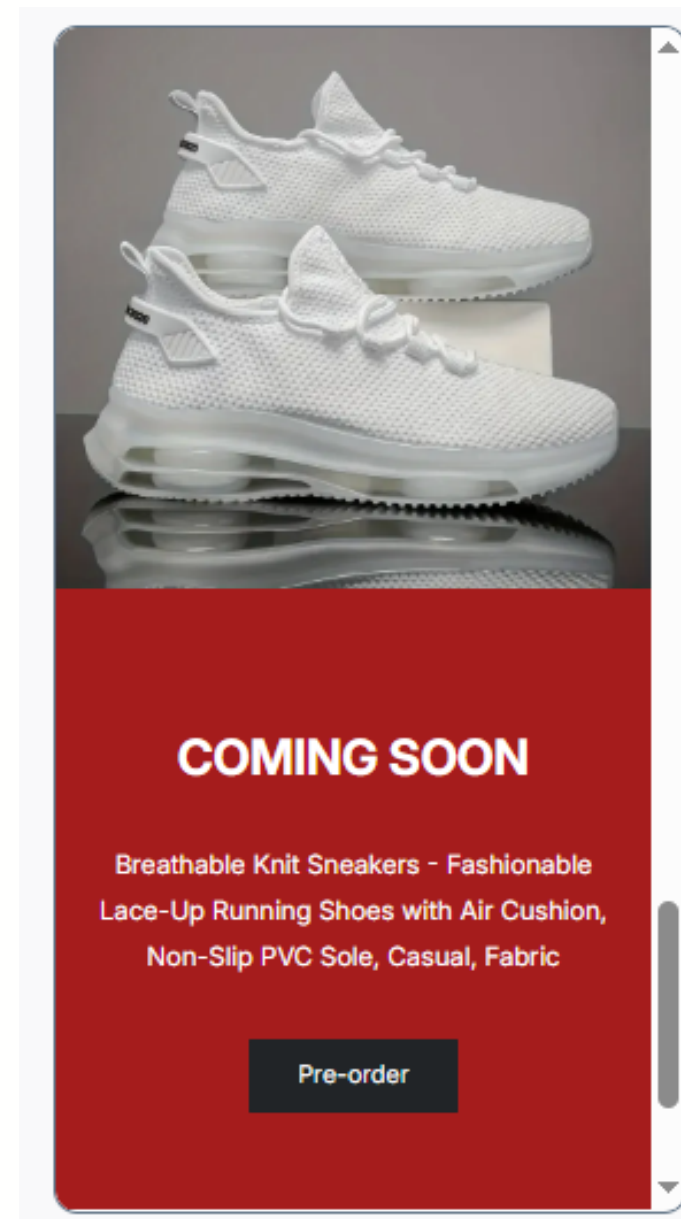
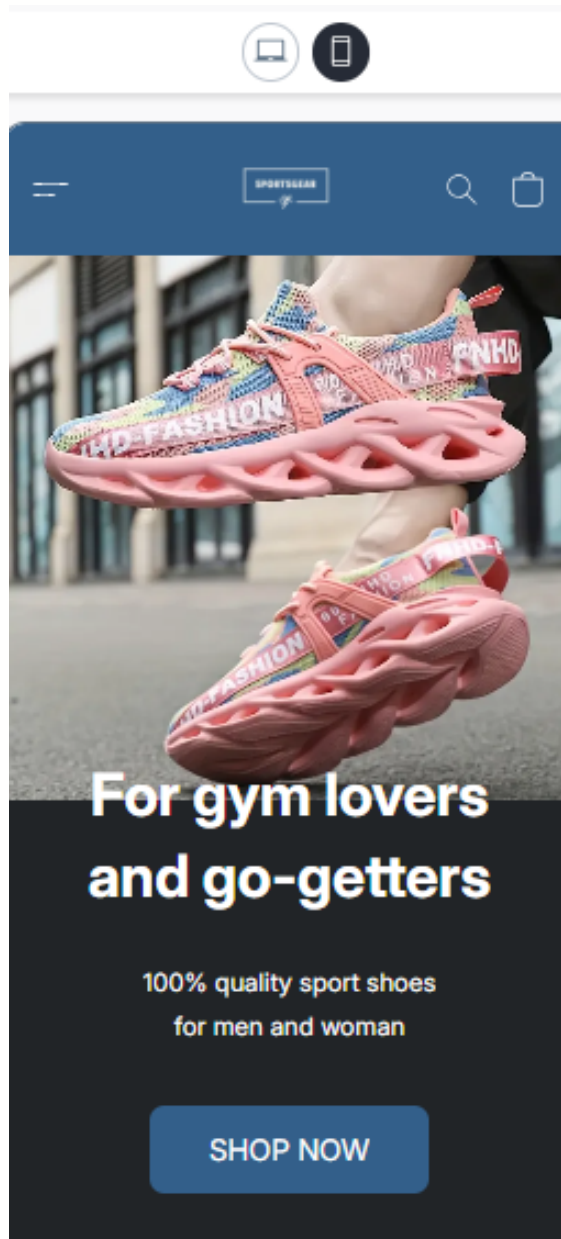
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According to research, users first make a search via their phones first before using a desktop as a final purchase, knowing this in mind I took into consideration the responsiveness of the website to mobile users and SEO as a technique.

# SEO ON-PAGE RESEARCH PROCESS

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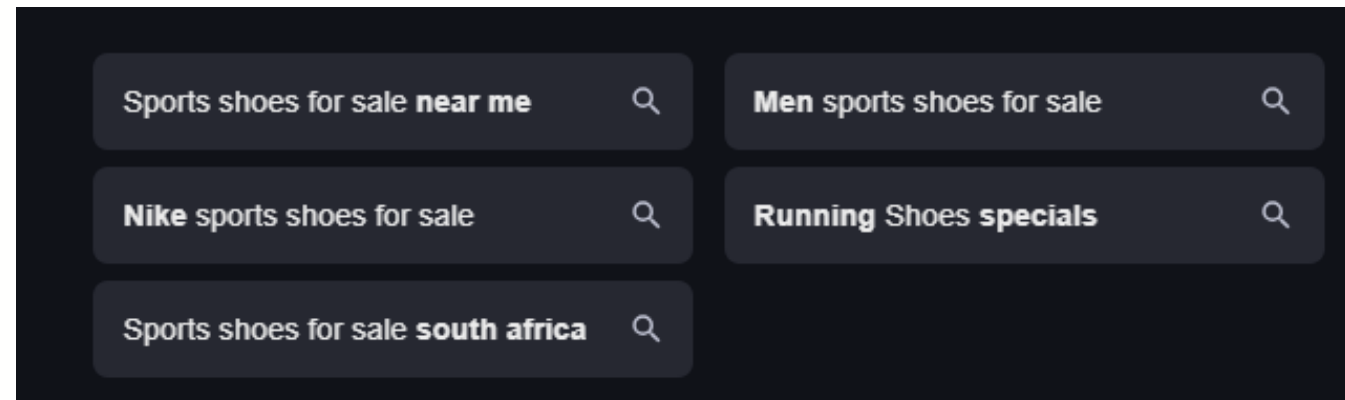
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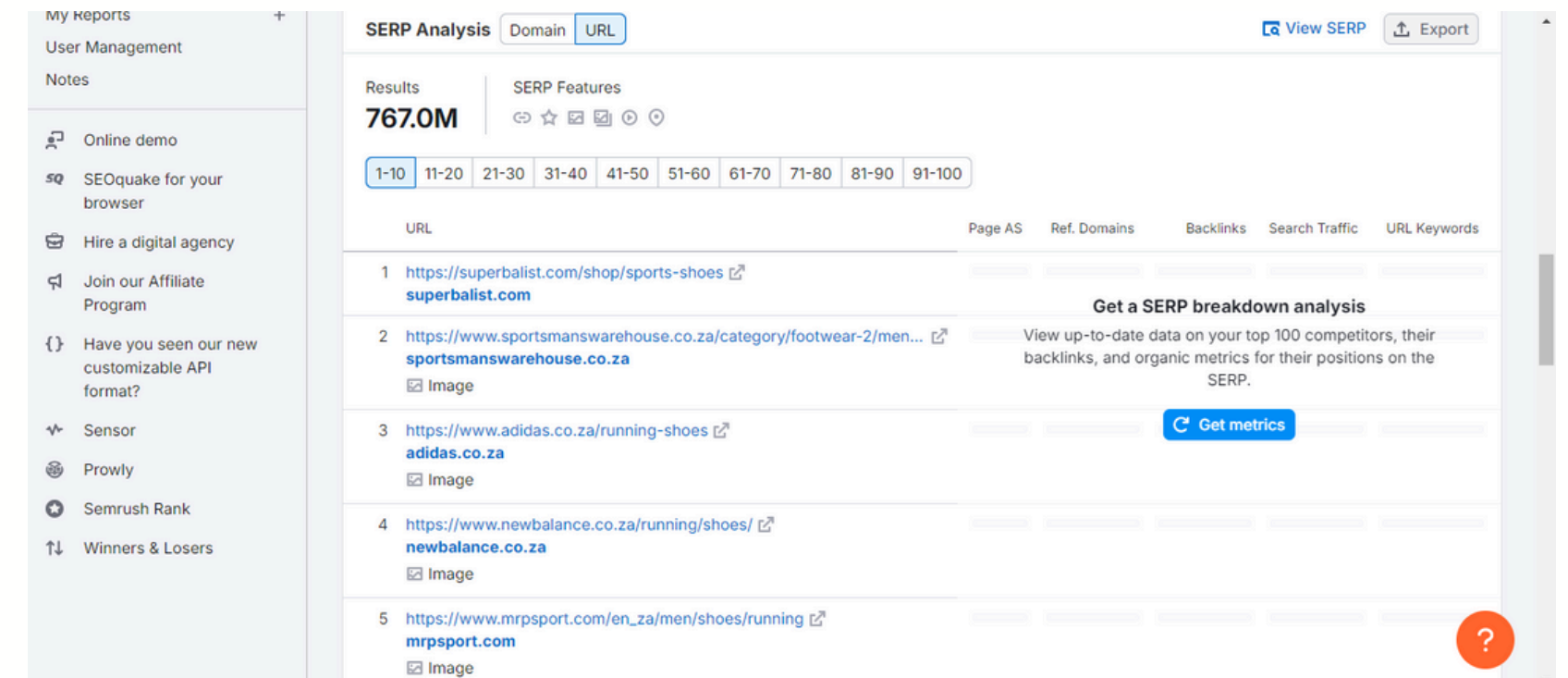
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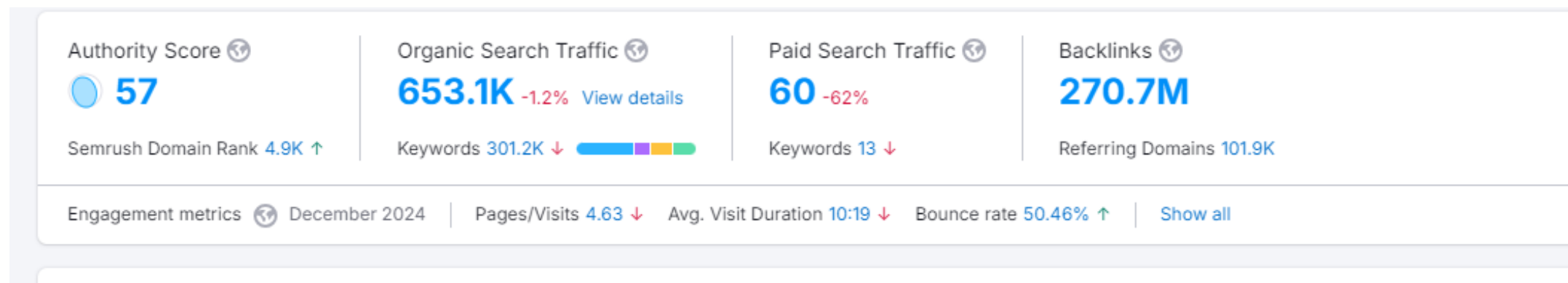
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latent semantics researching



Analysing Competitive keywords and domain authorities



I put together an SEO checklist, starting with an analysis of the website's domain authority and backlinks. Then, I ran a competitive analysis to see how other brands were ranking for the same keywords in my SERP. Using those insights, I made key improvements, and now the brand is performing 68% above the key threshold compared to three months ago. For me, it's all about focusing on strategies that deliver predictable, solid results



# Testimonials From Customers

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Great quality sneakers very reasonable prices too — Alice Abigaile

Boost my evening jogs — Tania Takeda

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Boost my evening jogs — Tania Takeda

Unbelieve service delivery,great product. — Cindy Clark

Perfect size and quick delivery time thank you!! — Jess Jack

Satisfied customers leaving their reviews.

# Sportgear SEM

I set up an SEM campaign across search, display, and shopping ads with one goal in mind—driving conversion value. Over three months, I fine-tuned the strategy by running A/B tests, adding negative and targeted keywords, switching between manual bidding, and making adjustments based on performance. Broad match played a key role in attracting quality traffic for this campaign. Despite working with a limited budget, the campaign delivered an impressive 78% ROI—far beyond what I initially expected!

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## "running shoes" - "sports shoes"

100% sports shoes crafted and designed in South Africa. All shoes are engineered and invented through trials and stages of quality control.

**Spring Sale: Up to 10% off AEFA limited editions** · On orders over ZAR 500 · Valid Feb 1 - Feb...



## Sport shoes for all ages



For individuals on the run,  
high performance trainers.



## Epic running shoes sale - Sport shoes for winners



All trainers are made with 100% quality odorless material. Sports shoes created in all designs for all ages delivered nation wide.



Sport shoes for winners. Best deals on sports shoes. Free shipping on orders over R700.

Sponsored

Sportsgear 360



# META Ads

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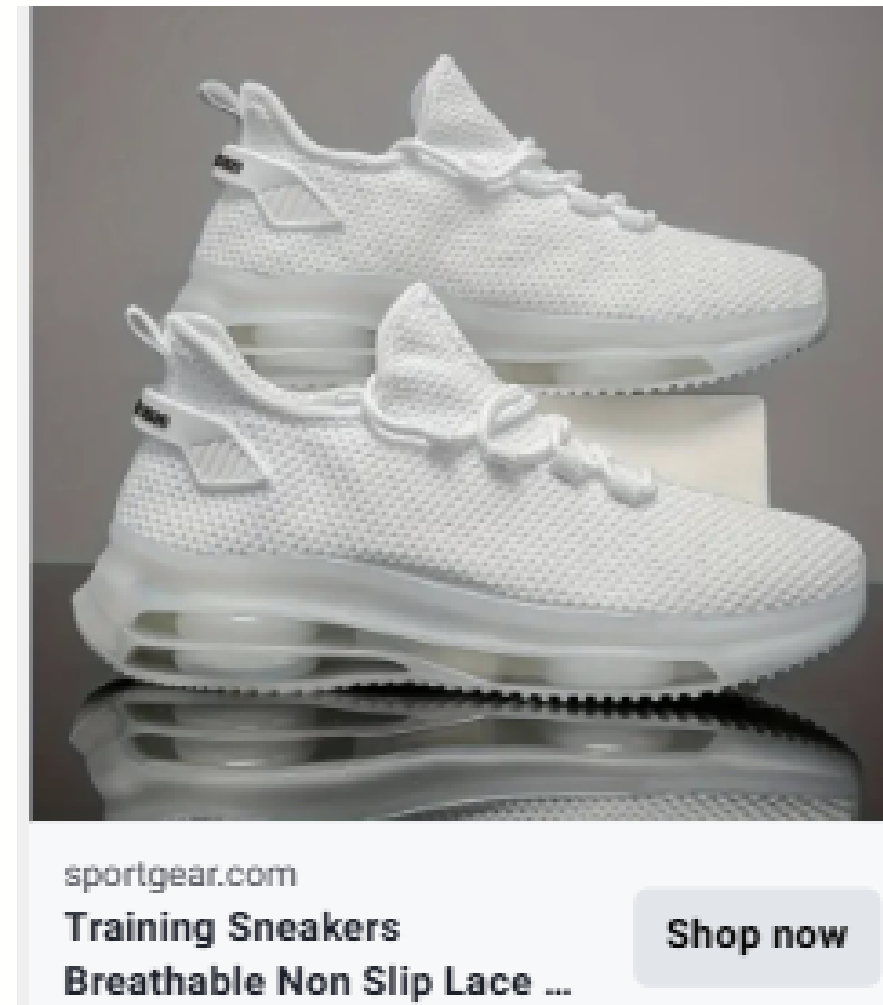
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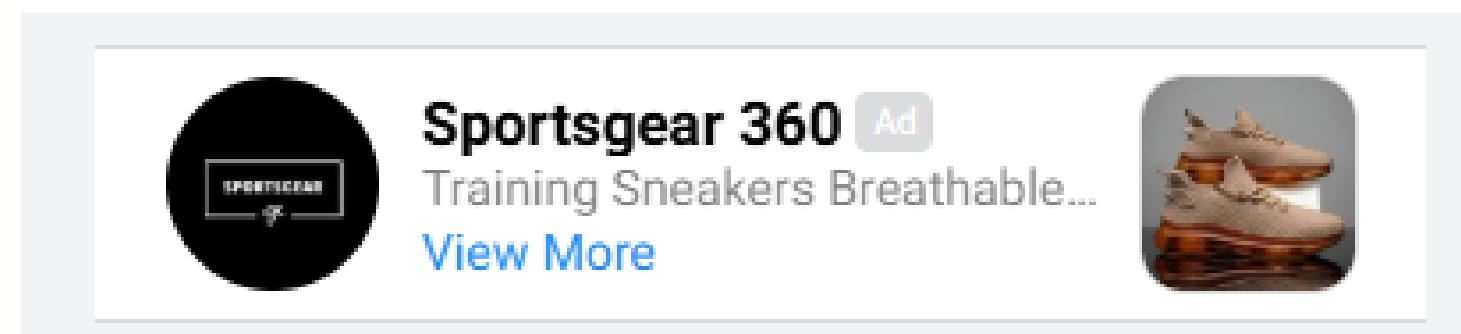
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The campaign was also launched on Meta, the roi was 76%



# Tiktok Ads

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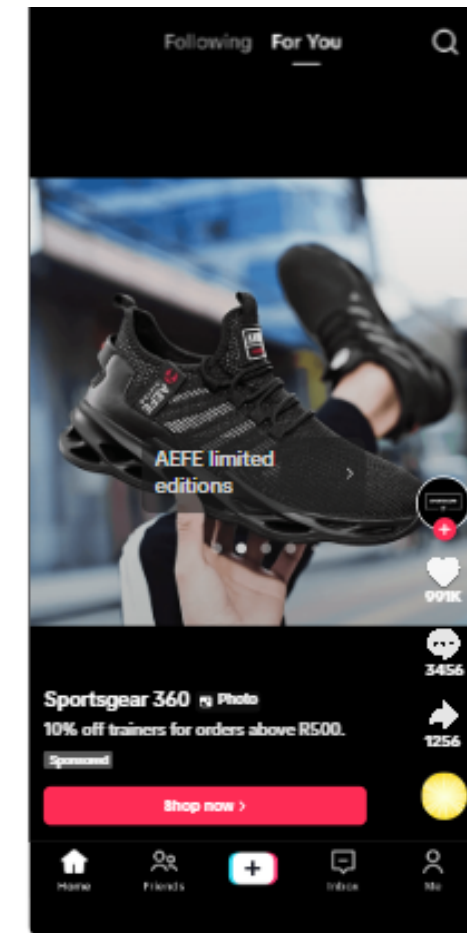
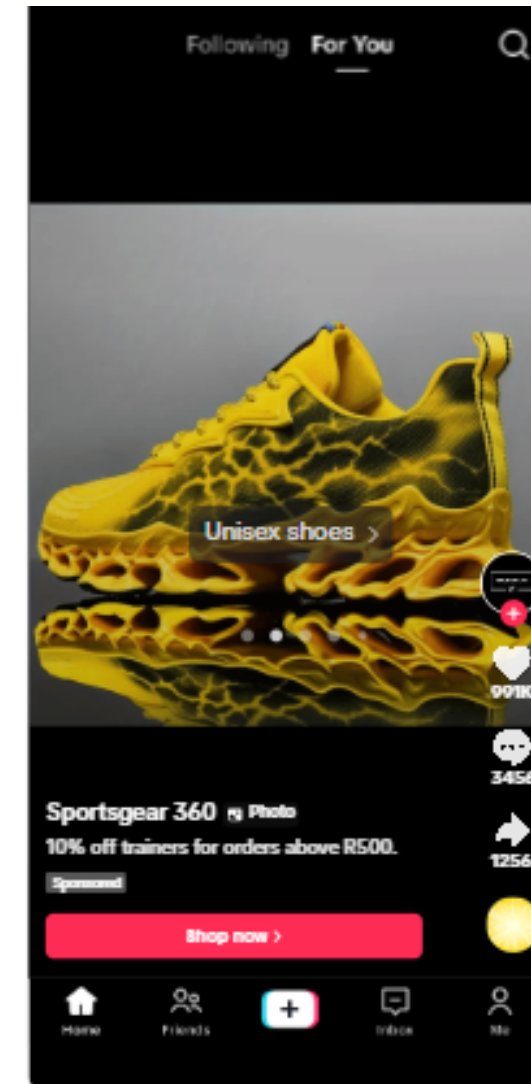
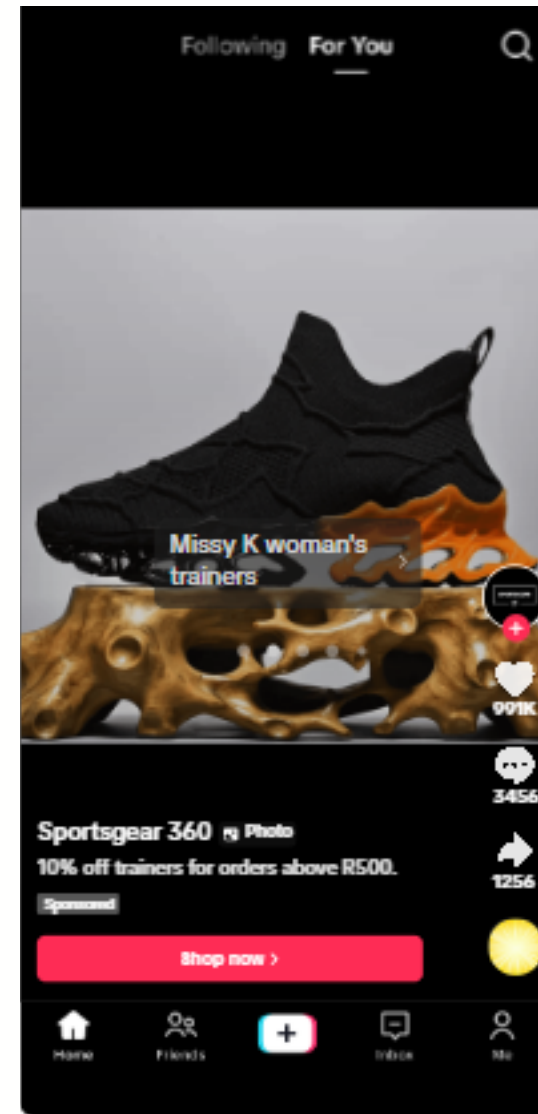
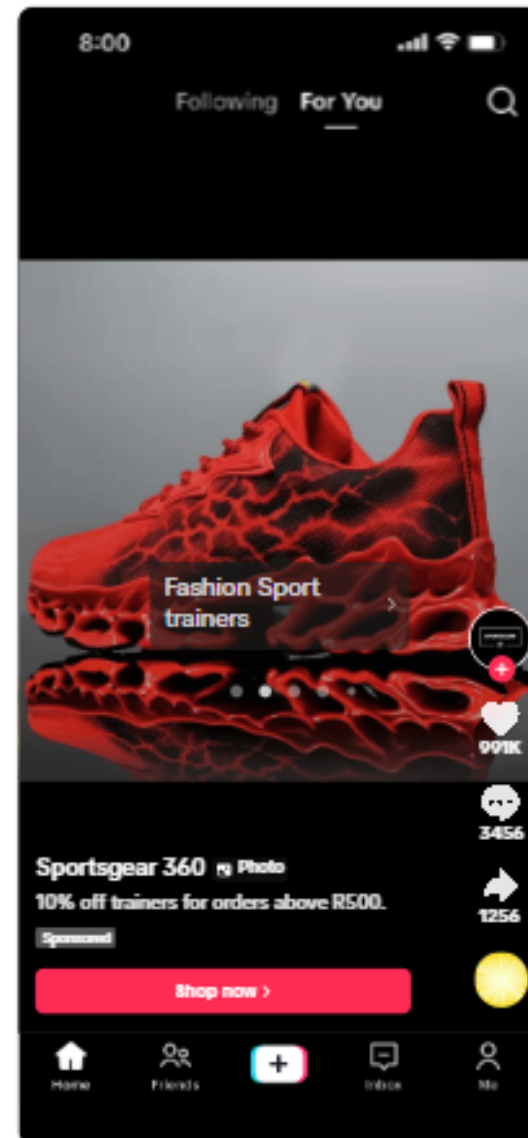
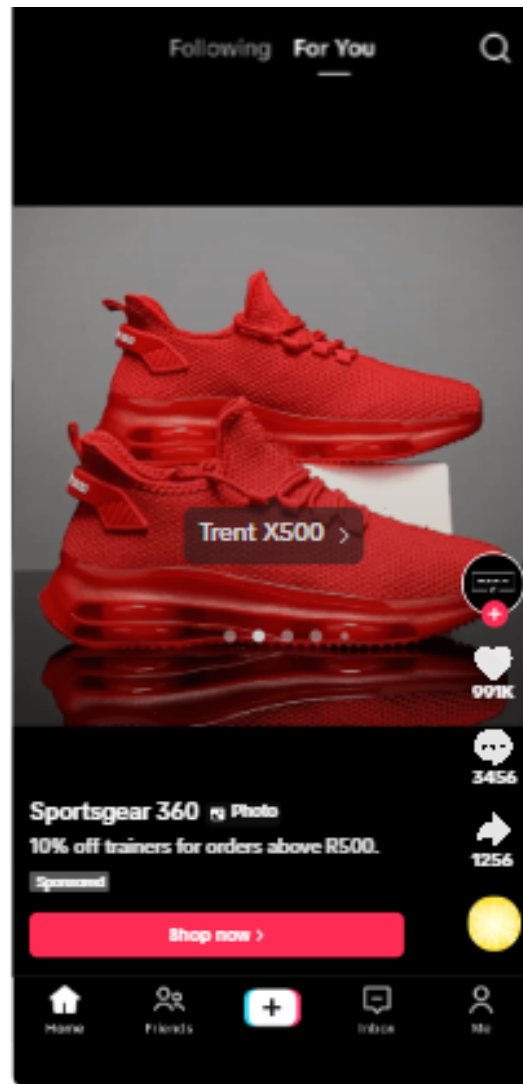
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Tiktok produced the highest form of ROI with 91% of our sales coming from that platform .The campaign spanned 5 months across testing and adjusting.



# Email Marketing Automations

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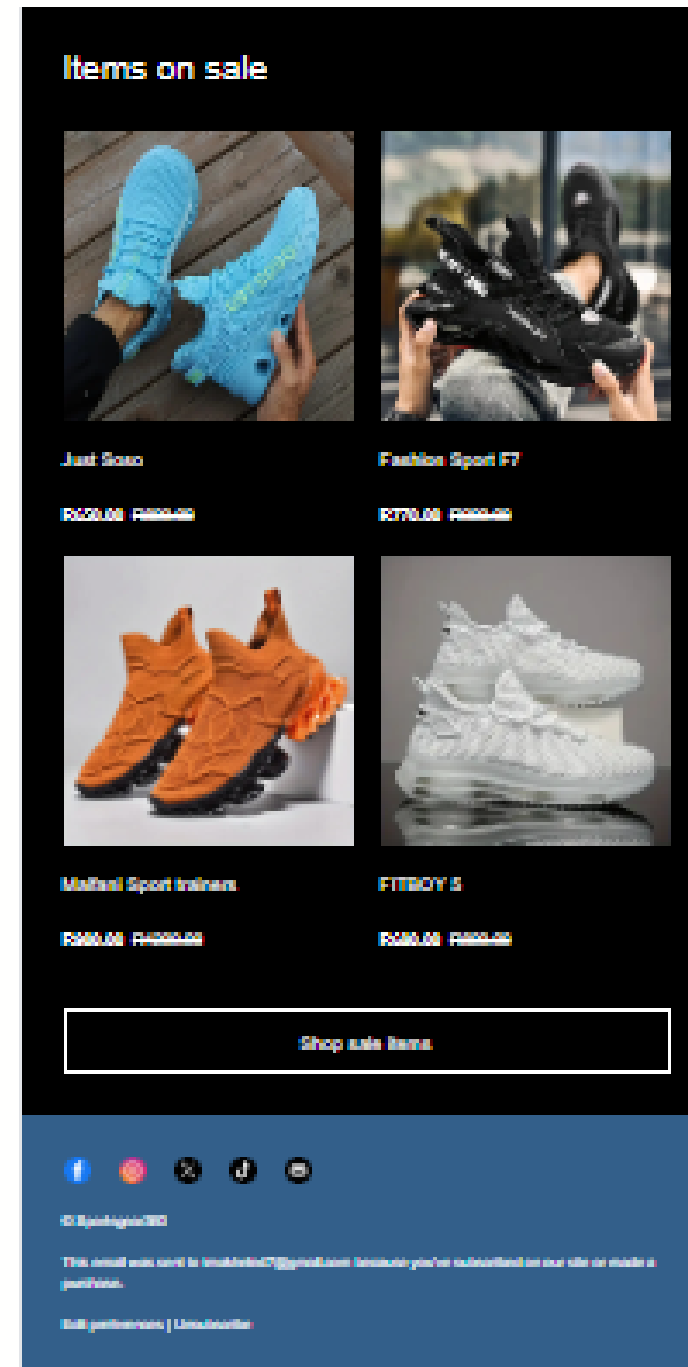
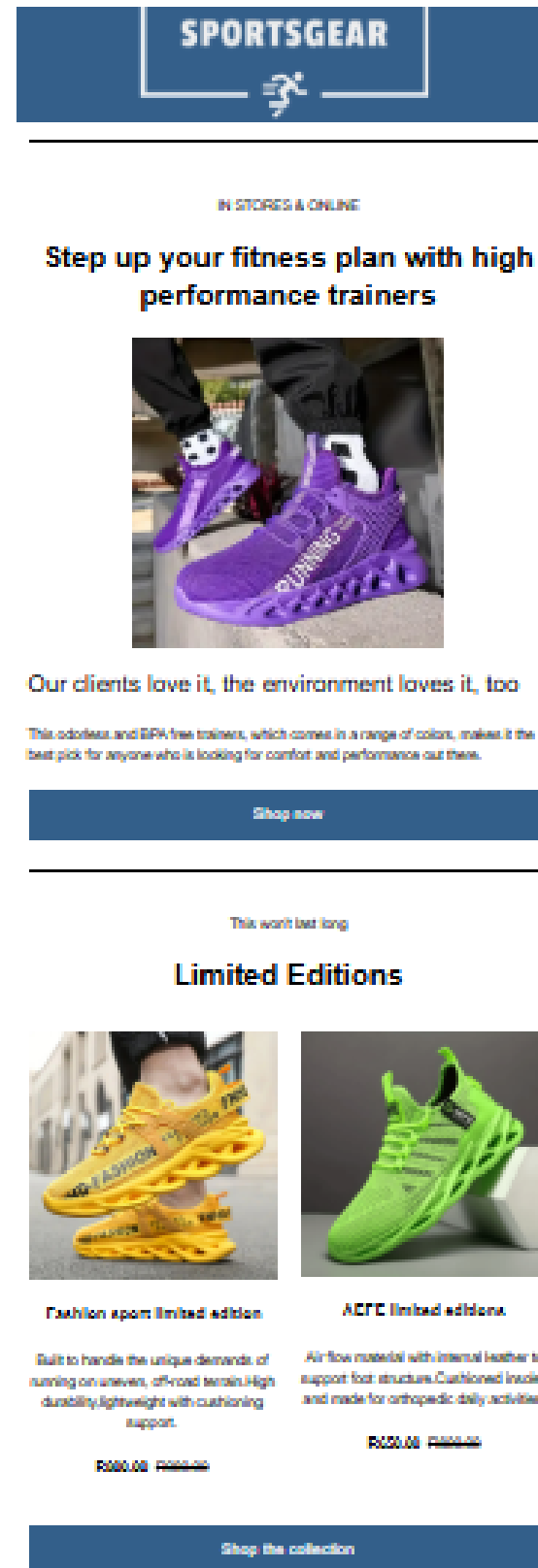
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Flash sale automation email sent to customers offboarding or have abandoned purchase. We had 3 campaigns for those who also purchased immediately and those who are already existing customers.

# Assuming a responsive design

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## Limited Editions



### Fashion sport limited edition

Built to handle the unique demands of running on uneven, off-road terrain. High durability, lightweight with cushioning support.

**R800.00** ~~R980.00~~



### AEFE limited editions

Air flow material with internal leather to support foot structure. Cushioned insoles and made for orthopedic daily activities.

**R650.00** ~~R800.00~~

[Shop the collection](#)

SPORTSGEAR



IN STORES & ONLINE

**Step up your fitness plan with high performance trainers**



Mobile Friendly use

# Tagging

Installing Meta ,Tiktok,Google Ads and Gtags on the Sportsgear website

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## Add Meta pixel to your website

The Meta pixel is a piece of code that you add to the header section of your website by copying and pasting the code below. The Meta pixel has two parts: the base code and the event code.

### 1 Copy code

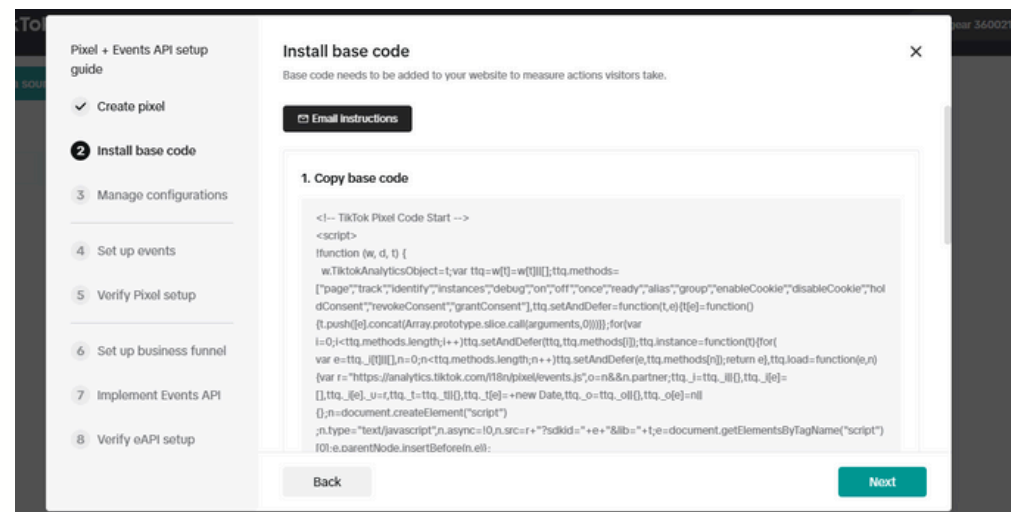
Copy the Meta pixel code below.

```
<!-- Meta Pixel Code -->
<script>
!function(f,b,e,v,n,t,s)
!function(f,b,e,v,n,t,s)
{if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)}};

```

Copy code Copied

### 2 Add base code to website header



# logo Design

## Clients Alternative Choice



## The Rejected draft



## Clients Suggested Change draft



The client hated the first design, Jason felt it was too dull but almost there. Initially the design had no runner in the middle thus we added the runner to symbolise the brands offering and navy blue and black as the main representatives of the brand colours.

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# *Testimonials*

## **Contact Details**

**Phone :**     *061 117 9125*

**Name :**     *Jason Moodley*

**Email :**     *Jason@outlook.com*

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