



# CASE STUDY

HOW WE INCREASED OUR CLIENT'S GOOGLE SEARCH  
RANKING, TRAFFIC AND REVENUES

# Contents

● OVERVIEW	1
● THE PROBLEM	2
● OUR SOLUTION	3
● THE RESULTS	4

# Overview



## Client Background

SalonCare is a skincare brand that has been operating since 1995, providing an impressive combination of high quality, natural yet affordable products that work. Treatments are designed according to client specific needs, and as such customers are assured they are receiving the most personalised care possible.

Per their website, SalonCare's priorities are to educate and inform, dispense myths in the media regarding skincare, and provide individuals with quality orientated but cost effective products.

# The Problem

TIME-  
CONSUMING  
& COSTLY  
BUSINESS  
PROCESS

Before approaching us, SalonCare faced a challenge with their certification process for somatologists and cosmetologists. The process was originally paper-based, requiring students to take physical tests, which facilitators then had to grade manually before issuing printed certificates.

As the number of students increased, this approach became inefficient and time-consuming, creating a bottleneck in the certification process. Beyond administrative challenges, this manual system also limited scalability—Salon Care was unable to accommodate a larger number of students without significantly increasing staff workload.

To keep up with demand and modernise the process, Salon Care needed a digital solution that would streamline testing, grading, and certification, while also maintaining the integrity of their professional accreditation.

# Our Solution

COMPREHENSIVE  
DIGITAL  
PLATFORM  
CREATION

PAYMENT  
SYSTEM  
IMPLEMENTATION

AUTOMATED  
CERTIFICATE  
GENERATION

Salon Care initially approached us to digitise their certification process. We built a custom online platform that allowed students to take exams digitally, receive immediate results, and automatically generate certificates—eliminating the need for manual grading and distribution.

After experiencing the success of the digital platform, Salon Care returned to us with a new goal: to monetise their certification program and create a new revenue stream.

To achieve this, we introduced a tiered, paid certification system that allowed students to choose between different accreditation levels:

- Basic Certification
- Intermediate Certification
- Advanced Certification

To support this monetisation strategy, we also integrated a payment gateway (Payfast), enabling students to pay for their certifications online and receive their credentials instantly upon completion.

# The Results

FULLY  
AUTOMATED  
PROCESS

NEW INCOME  
STREAM

INCREASED  
BRAND  
STRENGTH



The new digital certification system transformed the way Salon Care managed its testing and accreditation process, while also turning it into a profitable business model.

- Instant certification & efficiency – Students now receive their results and certificates immediately, significantly reducing the workload for facilitators.
- Scalable solution – The platform allows Salon Care to process more students without increasing manual administration.
- New revenue stream – The introduction of tiered, paid certifications turned the program into a profitable offering, generating additional income for the business.
- Increased accessibility – By moving online, Salon Care’s certifications became more widely available, making it easier for students to enroll and complete their accreditation from anywhere.

By evolving from a manual certification process to a fully digital, revenue-generating platform, Salon Care not only streamlined its operations but also expanded its business model, ensuring long-term sustainability and growth.



Working with JCKFRUT was a pleasure.  
Reliable, approachable and willing.

