

Honey Do's Cassandra Shepard Updates Website



Evanston, Mar 1, 2019 (Issuewire.com) - Honey Do hair product's owner and manager, Cassandra Shepard announces new and revamped Honey Do website and store page.

Cassandra Shepard, owner and proprietor of Honey Do hair products, has announced that her company will be updating the website and hosting page for her family-owned hair-care-products business. The old website has not been updated for several years, and has not been optimized for modern-day website needs. It was also not well-equipped to handle e-commerce and sales, and as such, proved a hindrance to the company's business.

The update introduces an improved layout and better performance for most devices. Shepard, who is a PhD candidate at Northwestern University, runs the business as a side project to supplement her income from her teaching and research careers. Because of this, she states that she has difficulty finding time to maintain her store's web domain and much of the marketing content associated with it. Between her dissertation, teaching, academic research, and producing her product, Shepard's new web update has been a long-time coming.

Honey Do Products' new website now has improved e-commerce functionality on its storefront, including a PayPal-based payment system. There is also an updated photo gallery and video section highlighting the company's products and hair-care solutions. An updated contact page allows interested customers to directly message the company's webmaster with questions and interested queries about the different products offered online.

About Honey Do Products

Honey Do Products has offered homemade hair care products since 1971. Founded originally by Alma Shepard – known affectionately as Honey – the Shepards use the company's products in their daily lives. Cassandra, for example, used Honey Do hair care products to grow her hair out (she didn't get her first haircut until age 21), because of her love of the products' quality.

Today, Cassandra runs the business as a side operation to her academic career. She runs the sourcing, production, and company management herself. Honey Do offers two major products, a daily treatment for damaged or thinning hair, and a lightweight serum that is intended for more styled, manicured hair such as perms. Honey Do's hair care products offer hair healing treatments that are low-ingredient and use natural ingredients meant to counteract harsh chemical damage from shampoos and gels.

For More Information Visit - <https://harri.com/cassandrashepard>

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