

## H-E-B Mother's Day Crafts Pages

**Who:**

H-E-B

**What:**

Content for a Mother's Day crafts landing page and subsequent craft instruction pages

**When:**

April 2011

**Highlights:**

H-E-B needed fresh content for their annual Mother's Day landing page. Homemade projects are especially popular with their family-oriented customers.

- ⊕ Provided content for Homemade Mother's Day landing page, including brief introductions to each of the three craft projects.
- ⊕ Thoroughly tested craft ideas and put together easy-to-use instructions for three individual crafts pages.
- ⊕ Created digital illustrations to make instructions for two of the crafts even easier to follow, and provided image files to client.



**Web address :**

<http://www.heb.com/sectionpage/party-planning/holiday-ideas/mothers-day/homemade-gifts/sd30370139>