

CASE STUDY

Shopping Cart

"We gave the company website a facelift and created a dynamic e-commerce shopping cart for ordering the heaters online."

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The Client

A leading manufacturer and supplier of Heater and Accessories and who has been in the business for more than 40 years and has patrons from more than 81 countries required their website to be given a face-lift. The company has a wide range of heaters and accessories catering to different heating requirements of leading Rental, Restoration, and Construction Companies.

The Challenge

The client needed a website that offered more functional and interactive content to the visiting customers. The site content and navigation had to be made intuitive and easy. Also, to increase the visibility of the site, it had to be optimized for the search engines. A user-friendly interface to shop for heaters online was required to promote online sales and make the shopping process easier.

- ▶ Easy navigability of information online.
- ▶ Increase online sales of heaters.
- ▶ Defining the website in compliance with the best methodologies in web usability and search engine optimization guidelines.
- ▶ Driving targeted traffic and downloads from major search engines.

The Solution

Expert Outsource worked as extension to their client to develop detailed requirements and completely redesigned the website. Also, the website was integrated with custom web-based E-commerce Shopping Cart solution based on the requirements. The system provides up-to-date information about customer registrations, order information, and payment details and other transactions details to the management that would help them make business decisions.

To promote purchase of the heaters even from remote customer locations, a fully customizable shopping cart was developed and integrated with the new layout. The new website allows customers to order for and receive the heaters at their doorsteps, making the shopping experience a more convenient process.

The application has a CMS interface providing the Admin with a user-friendly GUI to add/edit heaters, descriptions, price, specifications and other details.

Following the research on Keywords, keyword density and internal links the site was best optimized for the search engines to spider and index for better ranking and visibility.

Technology

The website solution was achieved by developing the frontend using PHP and the database using MySQL. The design tools used were Macromedia Dreamweaver MX and Adobe PhotoShop.

Benefits

- User friendly interface with new look and feel.
- Online Shopping cart integration.
- Search engine optimized content.
- Better Admin control on the website content.
- Improved customer relationship management.
- Quicker turnaround after order placement.
- Improved service offered to the customers.