

CASE STUDY WEB DEVELOPMENT AND DESIGN

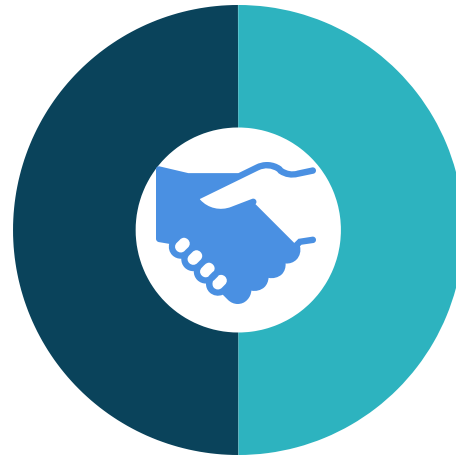


FUENTE DE VIDA

ABOUT THE COMPANY

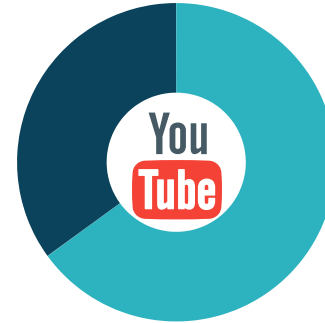


Fuente de Vida is a leader in the distribution of church goods in the USA, focused on the Spanish community. It serves churches, ministries, institutions and bookstores, as well as parishes.

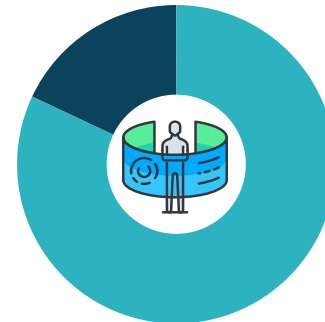


2700+

Current Clients



**WATCH THE
COMPANY
VIDEO**



15
Employees



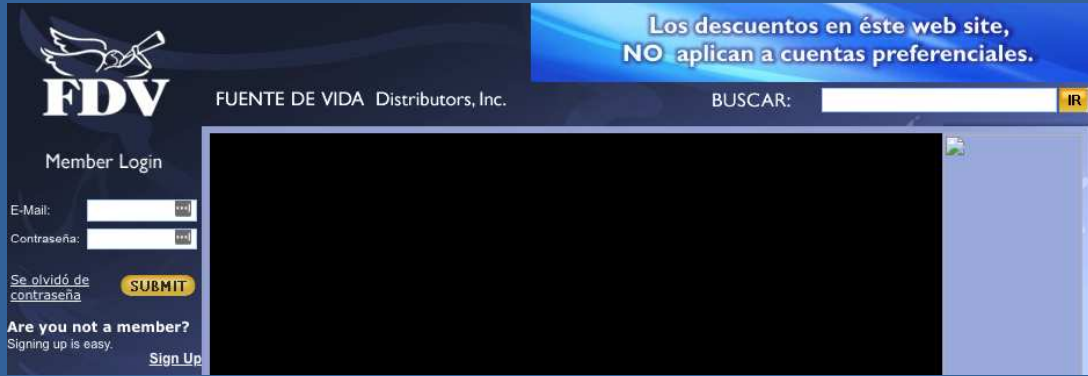
OBJECTIVES

Magento 2 Website

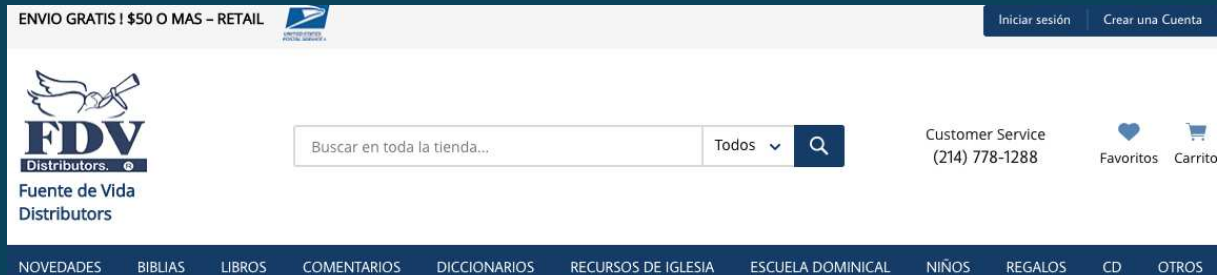
- Simple, modern and responsive design
- Improve overall site architecture and navigation
- Reach a new pool of eCommerce clients
- Expose the organisation's brand in the online environment
- Facilitate the process of online buying
- Improved SEO performance

Design Elements

Before



After



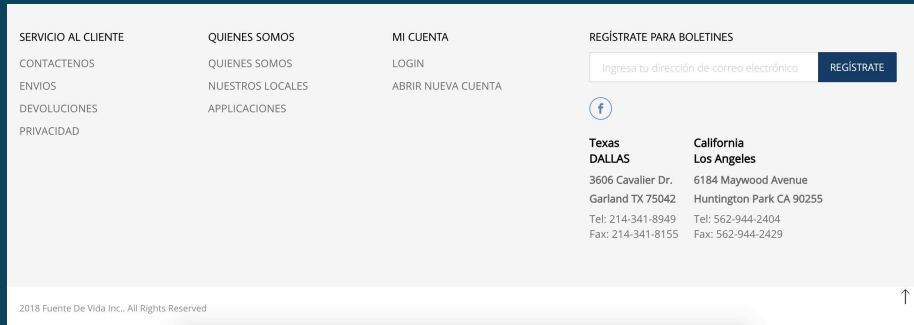
Improvements: easier navigation, cleaner design, promotional message

Design Elements

Before



After



Improvements: information visibility, newsletter subscription, user account information

Design Elements

Before

New Releases

CRECER EN CRISTO-ARNIE COLE MICHAEL ROSS
\$3.99

MUJER DE DIOS SET TAZA LAPICERO Y MINI LIBRETA
\$8.79

ROMPECABEZAS PALABRAS DE LA BIBLIA VOL. 77-78
\$1.80

Mailing List

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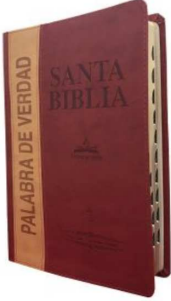
Subscribe
 Unsubscribe

PROXIMAS NOVEDADES

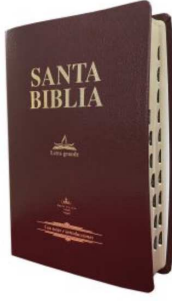
**** PROXIMAMENTE ****

After

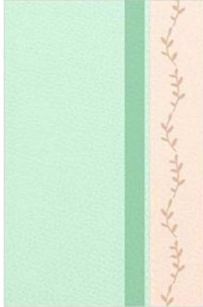
Novedades Biblias



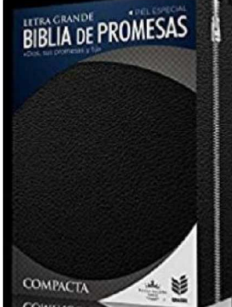
Biblia RVR60 Gigante Concordancia Piel Fabricada Rojo Beige con Indice
~~\$44.99~~ **\$31.49**
Su Ahorro: \$13.50 (30%)
Agotado



Biblia RVR60 Gigante Concordancia Piel Fabricada Vino con Indice
~~\$44.99~~ **\$31.49**
Su Ahorro: \$13.50 (30%)
Agotado



Biblia De Promesas Compacta Piel Especial Vintage Indice
~~\$32.99~~ **\$23.09**
Su Ahorro: \$9.90 (30%)
Disponible



Biblia De Promesas Compacta Piel Especial Negro Cierre
~~\$24.99~~ **\$17.49**
Su Ahorro: \$7.50 (30%)
Disponible

Improvements: product slider and visible product information, quick Add to cart, quick view, add to wishlist

Q&A with Robin Tumax, Managing Partner Fuente de Vida



What were the main pain points of your old website that drove you to create another one?

"The main pain point that we had is that our older website was not synced with our POS System and Server. There was an inherent disconnect of information we were providing on our customers at that time that was not in real time and in many times resulted in upset or displeased customers. Our old website would certify availabilities of products that were not in stock. Other issues also involved product pricing changes and the manually entering online orders into our POS System."

So with the decision making process when you decided to work with Ecomitize, what were the specific doubts or concerns you had about going ahead?

"The largest concern was our ability to understand the technicality of adapting our work culture to a rapidly changing eCommerce environment. It is something that we knew we had to do because of the changes that have happened in our industry and in general for business in the United States."

How would you describe the collaboration with Ecomitize?

"Ecomitize has played a very important role for our business to begin using the eCommerce platform properly. The manner that Ecomitize interacted with us has been extremely professional and very transparent. The way that the entire team has helped in developing the site made us feel that our company's best interests were always at their highest priority."



Besides design and functionality of your website, what were the extra services you signed up for with Ecomitize? How did they work out for you?

"PPC is an additional service that we are currently using in our website. The team that is helping us with this has been very detailed in asking us many preliminary questions and analysing our competitors in our space to better help in making our site more visible in search engines.

The Hosting is another service we are using with Ecomitize and we have been pleased with this as well. It is very fast and responsive. We have not had our site have any major prolonged issues of it being down or slow."

PPC Highlights

New Website (first 5 months)	Old Website
Acquired 1,000 new customers	2,000 customers gathered in 8 years
Generated \$67,000 in website revenue (approximately \$13.5 K/month)	\$26,000 total sales per year (approximately \$2.1 k/month)
Drove 60,000 clicks to the website	-



Was there a specific moment when you realized the new website is performing as expected?

"The first month we went live was a very nervous moment for all of us. But within the first month we realized how useful of a tool this new site had begun to be for our existing wholesale customers and of course the new online customers we had begin to receive orders from."

What are you considering as future objectives for your website?

"There are some checkout configurations that we wish to redesign to be yet more simple for our customers to use.

We want our website to be able to let the customer know in case the address they are placing on ship to is not a valid address and give them options to fix it to a valid one. Also when someone completes an order the last screen were it gives them their order number is needing more visual information of our process. We want to be more informative at this page with telling them to check their emails for the order confirmation and also as soon as we invoice their order we would be sending another email with tracking information. These are things we have noticed based on the way customers have interacted with our website in the last month."



About Ecomitize

Ecomitize LLC provides a complete eCommerce solution for online merchants. Unlike other eCommerce solutions, Ecomitize wasn't created by developers but by actual business owners who understand business needs as well as the world of eCommerce.

Ecomitize is capable of taking care of the market research and site design, search engine optimization (SEO), website development, marketing and hosting of your eCommerce website.

Contact us to see how Ecomitize can unlock your company's potential!



We are eCommerce made easy.

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