

SQUASH PRO SHOP

Customer Overview

Squash Pro Shop, Evanston, Illinois, offers nearly 500 squash equipments, and also educates new squash player about the squash game and equipments for over 18 years. Squash Pro Shop is owned by Anil Gidwaney, a PSA (Professional Squash Association) level 1 certified squash professional. He is “brick and mortar” retailer and also an authorized dealer for Dunlop, Prince, Ektelon, Head, Wilson and Ashaway. Now Squash Pro Shop wants to offers its 18 years unsurpassed knowledge of games and equipments to the general public.

Goals

Dots and Coms got an order for a website redesign in June 2005. We were thrilled about the redesign because Squash Pro Shop is a grand online and offline squash shop with so much to offer. The site design was not suitable with the current online business transaction hence making it difficult for the owner to sell his products.

Our goal for the redesign was to develop a new design that not only conveyed a more contemporary look and fit with new marketing materials, but also drove more traffic to the website and converted those visitors into orders. The old website had some navigation and organization issues which did not allow the visitors to easily find critical information, such as product descriptions and rates.

Strategy

In addition to navigation, we had some other big issues to handle as we headed into the first stages of the redesign:

- ✓ Change the background shell template and color scheme to a more captivating and softer appearance.
- ✓ Divide the navigation in two part first “Top navigation” which contains company information and other tips for new players and the second “product” navigation containing all product information.
- ✓ Create keyword-rich content and add <META> tags to give the pages higher keyword density which helps search engines find and index them

Additionally, the old home page was consumed with one large photo and a large navigation section. We were able to give the new home page much more appeal by creating a flash, inserting a product category area so that visitors can easily select the category and different product within it, and a "breadcrumb trail" on the home page, gave facility to jump from product to its sub category and main category.

Conclusion

The web site went live mid August 2005, so it is too early to start measuring the statistical success of the new redesign. Mr. Anil Gidwaney is very pleased with the results and adds, "Hi Bharat & Kishore, I want to thank you and your team for all the work you have done on my site this year. I get a lot of compliments on the site. I will continue to send prospective customers your way. I wish you a happy, healthy and prosperous New Year - Anil."



Since completion of the design, Bharat has extended squashproshop's relationship with Mr. Anil Gidwaney by signing up for a Google Adword plan which will include advanced internet marketing submissions, continued search engine and keyword optimization, pay-per-click management, and web analytics.

We have recently even designed Magazine Advertisement & will offer other Print design services from our partners www.dotcomprinting.in

View the new squashproshop web site at www.squashproshop.com