

Website Redesign and SEO

The Client

Established in 1990, the Client is a popular Hardware Store located in Glastonbury, CT providing superior products and outstanding personalized services.



Business Need

The Client's main objective and business need is to build brand identity, product line and rental awareness, and community good will; Improve store operational efficiencies by increasing customer knowledge and thought leadership of Client's Hardware products and services expertise.

Solution

Microexcel suggested complete re design of Client's Hardware store's website, formulation of digital marketing (including but not limited to Social Media, Mobile, OOH, Web, e-mail Marketing strategy and SEO).



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Benefits

- Microexcel redesigned the Client's website, and through it now has:
- A visually pleasing and interactive website for its customers
- Website which loads quickly and operate for customers to get information in a timely manner
- An SEO Capable to drive traffic and track marketing campaigns

The store's customers could now access to:

- Easy and intuitive information
- Information on the products and rentals they are looking for across the seasons
- Customer privacy when they give information to get newsletters and coupons – i.e. give to get

Testimonial

"The re designed website look is very appealing to the eye and the visuals are pleasant. Our customers say that the navigation is pretty much easier now and can access all the information what the store has to offer. The hits to the website have been increased multi fold too after the SEO, and e mail marketing efforts. We want to thank Microexcel and its team for its dedicated efforts in re designing the website is such a wonderful manner and for its marketing strategies"



-Owner of the Store.

About Microexcel Inc

Established in the year 2001, Microexcel, Inc. is a global management consulting, technology services and outsourcing company. Headquartered in Secaucus, NJ, Microexcel has branch offices near Chicago, IL, London, UK and offshore locations at Hyderabad and Bangalore in India. With over 450+ employees based in USA and India, Microexcel provides 24*7 support to Clients in the areas of IT Staff Augmentation, IT Audits, Systems Analysis, Maintenance & Support, Microsoft Technologies including .Net and SharePoint, SAP, Oracle Applications, QA Testing, J2EE, Linux technologies and Interactive Services. Microexcel is also a New Jersey Certified Minority Owned Business Enterprise. For more information please visit us at www.microexcel.com or e-mail us to sales@microexcel.com

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