Project case study

Montezone UK
web site development

Redcentaur Design

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1.

Project details

Summary

We developed a catalogue web site for the client to meet their business launch date. The client wanted the web site to be modern, simple to use and secure to emphasise the point of difference of the new business when compared to its competitors. We had limited time in which to build and launch the web site to meet the client's business launch,

Scope

The scope of the project was to build a new web site that enabled the business to manage a catalogue of products, provide news and information and manage orders quickly and efficiently. The web site specification included a need for the site to be modern, fast, and user-friendly, as well as to perform well in search engine indexing. The site had to be everything that the client's main competitors weren't: modern, clear and simple to use.

Quote

"

Redcentaur designed and developed my web site and I have nothing but praise for the work they did. It was done on time and to budget and they also did a lot of extra development work which was not within the original scope. Altogether an excellent service that I can thoroughly recommend to anyone.

Story

The client came to us with a proposal to build a web site for their new business. The business was launching soon and they needed a web site that would attract customers and act as a catalogue for their products.

The client explained the market, competition, and the unique selling point for their business. The client was keen to ensure that their web site would be very different from those of their main competitors: they wanted a web site that was modern, used current standards and was well engineered. In addition, their site had to perform well in search engines and be attractive and engaging for their customers.

After discussion with the client, we agreed to develop their web site. We decided to use the latest web standards (including HTML5 and CSS3, both of which were emerging technologies at the time). We suggested ensuring that the site had high-quality accessibility as this would create a good foundation for search engine performance and customer usability.

2.
Solution

What we did

We built a web site for the client using the latest web standards, including the newly developed HTML5 and CSS3 standards, at the time.

The site was built using a PHP back-end with a database for content management and the products catalogue. The site was designed using the most modern techniques and with key features and accessibility built-in from the start to help its indexing with search engines and overall usability.

As we had a limited amount of time available to build the site, we used standard PHP without a framework, for fast and simple development (back then, frameworks required a considerable amount of additional configuration to get them to work as expected).

Throughout the project, we ensured the design was "cutting edge", using the latest technology and providing the site with a look and feel that was very different to the out-of-date and poorly developed sites of its competitors.

3.
Conclusions

Successes

The site was successfully launched on time and within budget.

Feedback from users was overwhelmingly positive and usage data confirmed that the site was being well used. Almost overnight, the site began performing well in search results, hitting the prized first position for every one of the keywords it was targetting. Additionally, users finding the site through search engines visited a large number of pages, and stayed on the site for a reasonable length of time; suggesting the content was interesting and useful to visitors. Also, bounce rates (the number of times a visitor leaves the site immediately on the first page they visit) were extremely low.

The combination of our skill with subtle web design and standards compliance has worked well to ensure that this site performs well, is fast to render and delights its users.

Challenges

The main challenge for the project was the short time available for the development, testing and launch of the site. However, we met the challenge and launched with a fully-functioning site that exceeded our clients' needs and their customers' expectations.
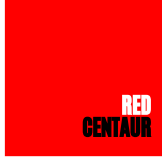
Impacts

The web site we developed has been important for the success of the clients' business. Evidence from site usage statistics demonstrates that the site has continued to perform outstandingly well in search engines and visitors to the site are able to find what they want and enjoy using it.

The site continues to out-perform its main competitors in its targetted keywords, several years later. The site has contributed to the clients' margins and has been a success.

Even now, the site continues to be used by the new owner of the business and continues to be successful.