

- > Website Design & Development
- > Search Engine Optimisation (SEO)
- > Bespoke Web & Database Development
- > IT Project Management
- > Software Development
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## Fairhill Solutions

### > Case Study: Supply Only Bedrooms

*“Visitor traffic has increased 40%, revenue has increased by 600%. The value of my business has increased. The facts speak for themselves”.*

#### **Mike Shea, Supply Only Bedrooms**

##### > Customer Profile

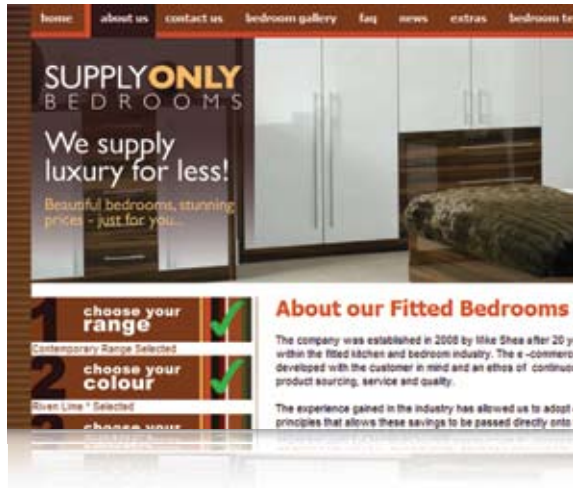
Supply Only Bedrooms is a leading online retailer that provides fitted bedroom furniture. Operating entirely through the internet, Supply Only Bedrooms enables trade and consumer purchasers to benefit from operational discounts achieved through lean retailing processes.

##### > Understanding the Issues

Successfully marketing and selling online is a challenge for any organisation with an ecommerce strategy. For Mike Shea, Managing Director of Supply Only Bedrooms, ensuring that his site was successfully marketed and customers could build their furniture order online was critical to the success of his business. *“It was really, really hard”*, says Mike, *“customers found it very difficult to navigate their way around the site. The ability to add different combinations of doors and units wasn’t possible. The site didn’t lend itself to SEO so it was impossible to fight competitors organically”*.

Organisations in the online retail and kitchen sector often struggle to overcome design and navigation challenges that involve the selection of multiple components. *“Prior to the new website”*, says Mike, *“It was such a complex process that I had never received an order through the site. Customers had always phoned or emailed*





because it was such a big ticket order". In the case of Supply Only Bedrooms, a solution was required that would enable customers to mix and match different door designs, colours and handles with units, ensuring the correct components had been selected.

Managing and updating the website was also an issue. Uploading furniture design images and regularly refreshing content on the site was time consuming and problematic. "I was always on the end of the phone with my last provider and it took ages to resolve issues".

### > Addressing the Issues

The challenge faced by **Fairhill Solutions** was not only to design an ecommerce strategy but to address the issue of getting interested customers to visit the site, improve navigation and give purchasers the confidence to complete the order process online.

To attract customers, website design and navigation were revised and a fresh, professional, contemporary design was implemented across the site. Pay per click (PPC) and Search Engine Optimisation (SEO) strategies were instigated to maximise online advertising campaigns. To address the purchasing issue, Fairhill Solutions



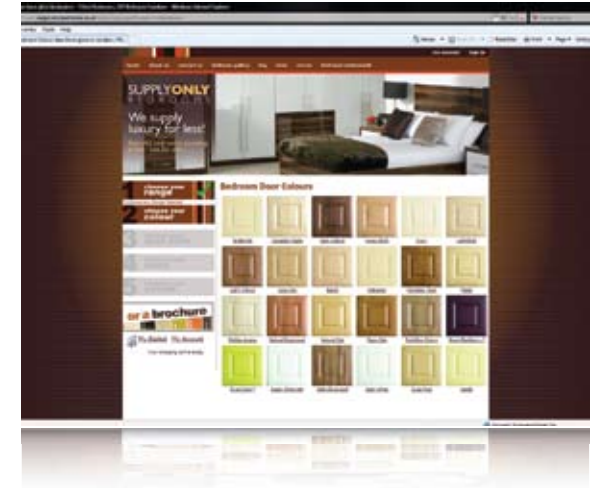
designed a bespoke ecommerce solution that simplified the navigation and ordering stages. A logical five-step process was implemented that covered design, colour, door style, units and extras, ensuring that customers could confidently build their furniture order.

As part of the solution, a new Content Management System capable of managing large quantities of imagery simplified and quickened the process of uploading the vast image library of doors, units and handles.

### > The Benefits

Supply Only Bedrooms has reaped the benefits since the launch of its new website. "Traffic volumes have increased over 40%. I have been consistently ranked at the top in terms of page views, time on site, bounce rates – it's amazing", comments Mike.

Simplifying the ordering and purchasing process has significantly increased orders and revenue which has jumped 600%. "The website transition was seamless and with any new solution you expect results immediately – and that's what I got. My website hits doubled and I had my first online order. Since launching I have only received orders through the web site which is fantastic" says Mike.



Other key areas that were of importance to Mike when selecting a web development and design partner was finding an organisation that was passionate about his business, delivering consistent, high levels of customer service. "Fairhill Solutions have far exceeded my expectations with customer service not to mention the technical, ecommerce and design attributes. The project has been delivered on time, within budget and Phil is always accessible".

### > Looking to the Future

The success of the website redesign and ecommerce solution has not only provided Mike with a platform where he can add further functionality but also an ecommerce model for taking the business forward. "The site is so flexible, it has given me some great ideas offering different types of furniture" says Mike, "it has significantly increased the value of my business. The facts speak for themselves."

> For more information about Supply Only Bedrooms: [www.supplyonlybedrooms.co.uk](http://www.supplyonlybedrooms.co.uk)

> For more information on Fairhill Solutions: [www.fairhillsolutions.co.uk](http://www.fairhillsolutions.co.uk)

