



e-commerce Website Development

Case Study

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The client has been in the business of trading for over 25 years. The company offers clothes, boots, accessories etc. for the horse riders. Equestrian World also stocks brands for skiing. During the past 20 years, the company has been and still is one of the main sponsors of show jumping in Ireland. The company has also been the main sponsor of the Pony Owners Charity Show in Millstreet every October. This is the biggest charity equestrian show in Ireland.

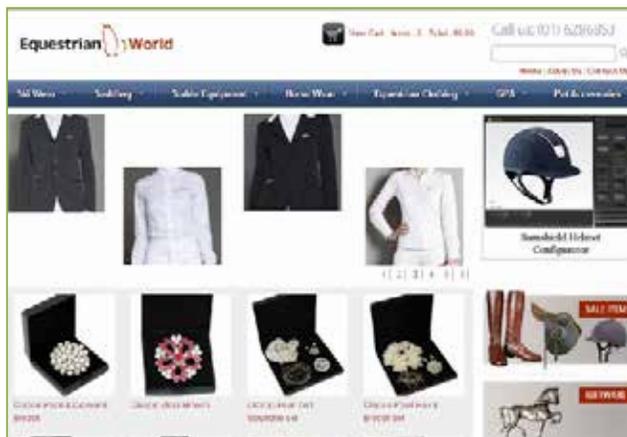
Requirements

The online store is to be designed in WordPress to make the site more users friendly. The client wanted a fun, attractive, and colorful website. The client wanted an easy navigation in the website. As the website is an online store, features like shopping cart, payments, and display of the client's products

along with its prices, and specifications was required. The website is very complex, as a number of features had to be installed, while also making the content attractive.

Methodologies

The site was developed using WordPress platform. The client developed the website and developed the site for its potential users most of them are horse riders. We have created the website with easy navigation and integrated payment gateway for online transaction. Photos of different categories of products are provided on the home page. When the user clicks on the image of any particular product he would like to buy, a detailed list of all the products under that category comes, with their photos. The website also lists out all the terms and conditions of the purchase.



DART's Website Development Services

DART team provides business websites for small and medium businesses. The team focuses on developing optimized websites to increase the count of unique visitors. The team's objective is to increase the conversion rates while reducing bounce rates. We have expertise in developing sites in WordPress and other CMS platforms.