

Demo site 9 - Car Stuff Direct

HTML clipboard

Carstuffdirect, a company specialising in delivering automotive components for selling via the internet.

Car Stuff Direct has a very close relationship with LightQuick Web Design. We recently created Car Stuff Direct's main website using the Joomla Content Management System. Car Stuff Direct has a working on-line shop created using the integrated shopping cart system, Virtuemart.

Testimonial:

"Dean, just a couple of lines to thank you for the great work on carstuffdirect. The design and functionality of the site is spot on and I'm glad I eventually bowed to your greater wisdom. Thanks again for your time and patience with someone who at times may have seemed a little slow of understanding and fussy.

A great job, thanks." - Ian Thompson, owner of CarStuffDirect.

The following image shows the simple and modern technical design in keeping with the image of Car Stuff Direct. It has two easy-to-navigate menus with content modules placed in appropriate locations allowing easy access to the on-line shop. The banner displays Car Stuff Direct's corporate image.

We are using the following information on Car Stuff Direct's Landing Page to ensure that the content is relevant to any google search terms likely to be used by the potential googling customer. Search engine friendly tools are in place to ensure that Google spiders and web bots find Car Stuff Direct website and rank it near the top of Google's first page.

Landing Page

The landing page is very important and must contain information relevant to the search term likely to be used Google. For Car Stuff Direct we used the following content:

"Welcome to Carstuffdirect, a company specialising in delivering components for selling via the internet. Visit the new online store now to view the full product range.

Browse our pages for the very best in car accessories and parts. We carry extensive ranges of tools, service parts, car care, cleaning and polishing products. We also specialise in Car Hi-Fi, Audio and Visual. We can advise and install everything from simple to complex systems.

You will also find Performance and Styling products from the world's leading manufacturers. So, if you are interested in a simple window tint or a fully-prepared adjustable wastegate for your turbo, then you have arrived at the right store. We will be updating our site regularly. Please make sure you add us to your favourites now and visit us whenever you want."

We created the graphics for carstuffdirect as well as the shop identity which will in time become the identity for the whole organisation.

Search engine optimisation will be in place for this site. We will use SEF tools (Search Engine Friendly) to optimise the way information is presented to the customer via google. This site is product orientated and will require specific marketing for specific products. This is already underway and manyof carstuffdirect's products can already be found on the top page of Google's listings.

Search engine optimisation can work for your site too. With these enhancements in place your website's position in the top of the sponsored and natural listings is assured.

