

Demo Site 21 - GoodWood USA

HTML clipboard

New Page 1
HTML clipboard

Goodwood Antiques USA is a small country antique business specialising in good quality, practical antique furniture for the US market

We have just finished a new web shop for Goodwood Antiques at

goodwoodantiques.com. The new shop is based entirely on the UK/European version of the Goodwood Antiques shop to preserve the corporate look and feel on the two platforms. Once again, built using Joomla CMS using a traditional front-end template from JoomlaLashack. The on-line shop is provided using the well known and respected integrated Joomla shopping cart, Virtuemart.

The US version of this site will be targetted directly to those customers that want to buy only in US dollars although the site is also capable of taking payments in US Dollars* and Euros* The American market is potentially the largest market in the world for virtually any product. It makes sense for Goodwood Antiques to focus upon this sector with a unique and targetted site.

Testimonial:

"Just wanted to say how pleased I am with the new website & shop you have built me for Goodwood Antiques. I can't believe how many more hits it's getting, compared to the old site; this must be due to the high organic listing you have achieved with the search engine friendly software. Thankfully it is extremely simple to edit and update, which is a godsend for us technophobes !

"
- Tim Haworth, owner of
Goodwood Antiques.

racks. Goodwood antiques has been in existence for over 15 years specialising in good quality, practical antique furniture. Goodwood antiques have since become the largest importer and restorers of Antique Champagne Racks in the country.

Click on the image
below to be taken directly to the US version of Goodwood Antiques Online shop.

We use the following information on Goodwood Antiques Landing Page to ensure that the content is relevant to the google search terms likely to be used by the potential googling customer. Search engine friendly tools are in place to ensure that Google finds Goodwood Antiques sites in order to place them on the top page of Google.

Keywords: champagne racks, riddling racks, antiques, north moreton, oxfordshire, bear at home, pupitre, methode champenoise, french antiques.

Landing Page

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

Sourced from the cellars of French Champagne Houses

These old "riddling" racks can be used to hold almost any type of bottle, white or red wine, spirits, fine port or sherry, even Champagne! Available in sizes of

6, 10, 15, 20, 30, 60 or 120 bottles these characterful antique champagne racks will look stunning in any home. These 'méthode champenoise' racks are exclusive to Goodwood Antiques but now we are in a position to offer them to you at very reasonable prices. You can order now by clicking on the buy now button and using your credit/ debit card to have a rack delivered to your home. Alternatively you can phone us on +044 (0)1235 819125 to order directly from us.

6 Bottle Champagne and Wine Rack:

This wall mounted rack is one tenth of an original solid oak panel, and is secured to the wall in two places. It holds 6 bottles, and is ideal if space is at a premium, or bottles need to be beyond the reach of small hands!

Please note this must be firmly secured to a solid wall.

Measurements (approx) 250mm wide x 100mm deep x 400mm high

Price £40

As a working example of how search engine optimisation works for Goodwood Antiques, cut and paste the following search term into the google search box on the left of this page or click on this link.

Champagne Racks

We are confident that a google search for this term will bring up at least two pages from Goodwood Antiques' site on Google's first page: The high ranking of Goodwood Antiques shows how well search engine optimisation works when applied correctly. Goodwood Antiques is assured that the majority of people searching for this product will be directed to Goodwood Antiques.

Search engine optimisation will 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.

The US version of this site will be targetted directly to those customers that want to buy in US dollars. The American market is potentially the largest market in the world for virtually any product and it makes sense to focus this sector with a unique site. A google adwords campaign will be set up specifically to target the US market

*Goodwoodantiques.com is one of the few Virtuemart 1.0 shops capable of handling multiple currencies throughout. Lightquik has heavily customised the basic shop package in order to achieve this showing our capabilities to adapt Joomla and Virtuemart to your environment."