

WOOCOMMERCE MULTIVENDOR MARKETPLACE SOLUTION CASE STUDY



WHY US

We are a business with outstanding online marketing knowledge and expertise that focuses on important areas within online marketing such as Web Design & Development, Digital Marketing, Graphic Design and Content Writing. Our team are committed to delivering the highest level of Customer Service, skill and dedication with an underlying thread of ethical and transparent client management. Our purpose as a business is to help other businesses grow.

OUR KEY SERVICES

01

Website Design and Development

02

Digital Marketing

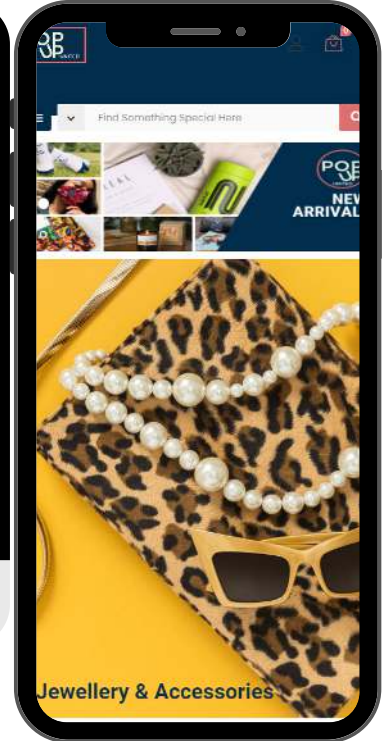
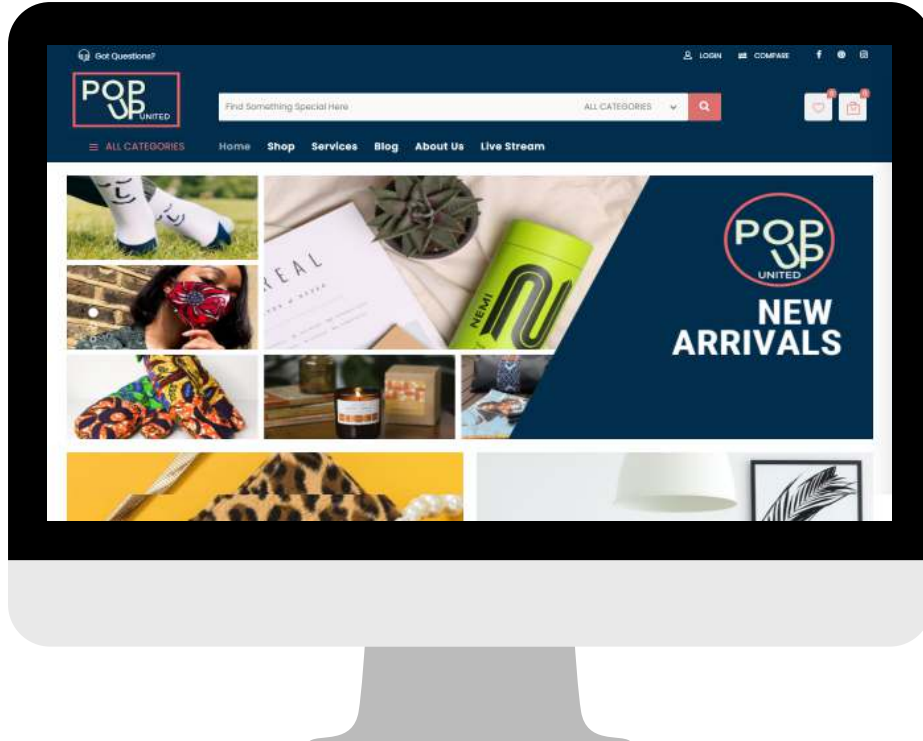
03

Graphic Design

04

Writing





THE PROJECT

This client came to us wanting to work on their SEO including Local, on-page and off-page when we looked at their existing site and analyses what they already had in place we noticed their previous development company had used a “crack” theme and 2 page builders which were conflicting with one another.

We also noted that for marketplace style e-commerce site that the website UX was inadequate as it had been built using a blog style theme and product search functionality was limited.

We spoke with the client to find out their long term business goals and offered them a website upgrade including a 6 month SEO package. It would have been difficult to start SEO works on a site that was poorly optimised and not suitable for the products they were trying to sell.

- A new look market place website similar to that of not on the high street or Etsy with full vendor and e-commerce management
- Move 250+ products and 60 vendors to new website with as little disruption to existing vendors as possible
- Domain name, Hosting and emails with 3 different providers so moved under 1 “roof”
- Strategise SEO, cross-selling and you-selling on new website
- 3 week turn-around time

THE BRIEF

Pop-up United is an online market place focusing on truly unique gifting and products. With a world wide cultural theme they really are an online marketplace with a difference. Pop-up United wanted to stand apart with a seamless and trendy website that would stand the test of time. They wanted to support their vendors growth with a long term SEO strategy that would see paid advertising costs dwindle with time and organise search and success grow.

THE CHALLENGES

Pop-up United has over 200 products and 60+ vendors. All of the images and word content was poorly optimised and needed systematically going through to make sure that the look and feel of the website remained professional.

Pop-up United old website was riddled with bad code, numerous unnecessary plugins and a live stream feed through twitch that needed moving over. We were on a really short time frame to deliver as they had already waited 6 months for their old site to be completed.

Online Marketing Help has several online meet-up calls to discuss progress, brand requirements, website key features and vendor set-up. The ultimate goal for this client was to create something they could be proud of to go along side their ambition business goals.

WHAT WE DID

- Created a new website look and feel
- Fully integrated Dokan and woocommerce WordPress website
- Optimised All Existing Data on The Website
- Undertook Keyword and Competitor Analysis.
- Worked on All Local SEO
- Improved on Page SEO
- Website content creation
- Rank math plugin set-up
- Google Analytics Set-Up
- XML submission
- Migration of 200+ products
- Set-up of Liberty streaming platform

HAVE YOU GOT A PROJECT?



WE WOULD LOVE TO HELP

This is our mission at Online Marketing Help. We aim to disrupt and challenge the “norm” with a forward thinking and transparent marketing approach that is easy for our customers to understand and evaluate. Marketing is the study and management of relationships with the purpose of creating meaningful connections. We accept nothing less than achieving this for our clients and their customers alike.

GET IN TOUCH

T: 0203 4893934

FOR TECHNICAL SUPPORT EMAIL

SUPPORT@ONLINEMARKETINGHELP.CO.UK

