

## www.danielfootwear.com

### Executive Summary

Established in 1993, Daniel Footwear is a UK-based fashion retailer with 27 branches throughout the country specialising in men's and women's designer shoes and accessories. Daniel Footwear's own label collection sits alongside designer offerings from Dior, Camper, DKNY, Juicy Couture, D&G, Armani, See By Chloe, Prada, Ash, Love From Australia, Ugg, Diesel, Stuart Weitzman, YSL, Prada Sport, Marc By Marc Jacobs and many more.

Daniel Footwear invited Blueclaw to redesign their website to gain an edge over their competitors, with a particular emphasis on developing a more SEO-friendly site. We were instructed to create a site which was optimised for conversion, incorporating practicality, improved administration and a better user experience.

The original CMS (content management system) did not give the company the ability to import or export data easily, search for specific orders at a specific period, or any of the increased usability functions like customer reviews and ratings, cross promotion boxes, product zoom or refine search that today's consumer expects from visiting the best converting sites on the web.

### Previous Store:



### Background

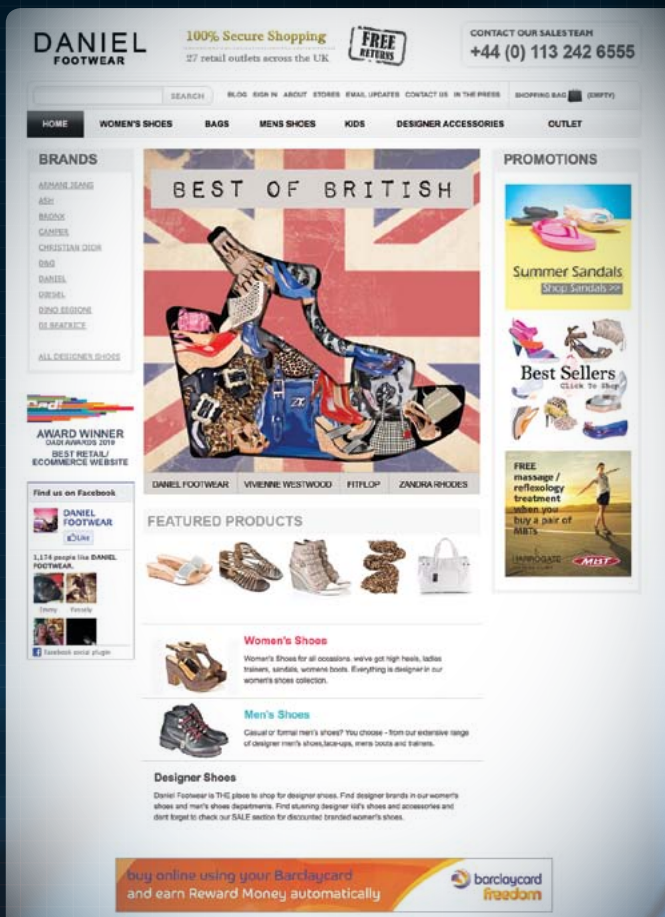
The client set us the following challenges:

- To design and build a new ecommerce website to improve sale conversion rate.
- To increase organic search rankings to boost traffic to the site.
- To deliver more sales.



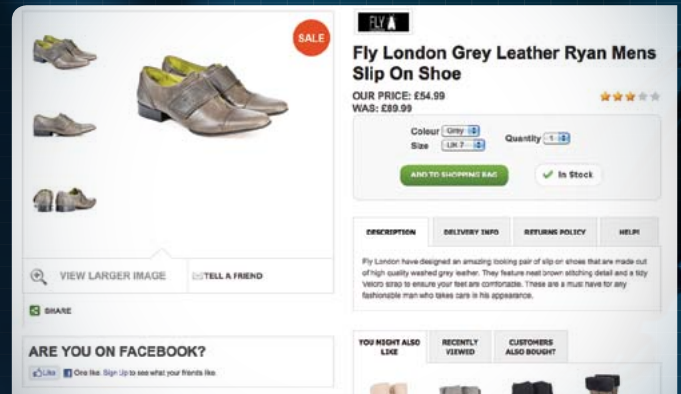
DADI AWARD WINNERS 2010  
BEST RETAIL/E-COMMERCE WEBSITE

## New Store:



## Product Pages Designed For Conversion

This included: big images, clean design and a neatly designed tab section for product description, delivery information, returns information and a help section. Call to actions: buttons are large and in an inviting positive colour.



- Facebook Like button added to products (encouraging viral promotion).
- Organising email marketing campaigns timed during the week between Mondays (for day and office wear) and Thursdays (to entice customers for the weekend).
- Building relationships with fashion bloggers selected by their influence (followers, no. of posts, networks involved, frequency of posts, no. of followers, page rank) and organising a linkbait strategy (product reviews, discounts, freebies and incentives).
- Extensive content creation strategy, via press releases and a blog dedicated to all things designer.
- One page checkout system: a simplified process, designed to reduce the number of pages a customer has to go through before seeing the end of the process.

## Strategy Implementation

- Extensive on-site SEO implemented and planned before the web build (optimised content, search engine friendly URL structure and search facets for example).
- Optimised and dedicated key landing pages for the principal keywords.
- Extensive benchmarking of top competitors in terms of SEO and site functionality.
- Implementing previously unavailable functions such as:
  - Refine search/filtering options (according to brand, price, colour etc).
  - Product sorting (sort by price, alphabetical order, popularity or a predefined value).
  - Product zoom (to enable the customer to view the product as if it were in front of them).
  - Cross promotions (such as other customers also bought, other colours available, other items you might like).
  - Customer reviews (to enable the site to benefit from QDF via user generated content).
  - Tell a friend / share function (allowing customers to bookmark or share the link of the product page to their favourite social bookmarking / social media sites such as Facebook).
  - Redesigned category pages (one click go - designed to reduce the number of pages a customer has to go before seeing a product).

## Results

Through a combination of a significantly higher conversion rate and increased organic traffic, online sales have improved by over 250% one year after the site's launch. Traffic from non-paid sources has improved by over 200% on an annual basis and site conversion rate to purchase has improved by over 100%.

**“Blueclaw have helped us to achieve our goal of significant increases in our online sales”**

**Laura Craven**  
Daniel Footwear

