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CASE STUDY:

E-commerce Website Redesign

Stockholm Objects



>> Introduction

Stockholm Objects is a high-end Scandinavian boutique with two brick-and-mortar locations in Hinsdale, IL, and Harbert, MI. To complement their in-store experience, Stockholm Objects also operated an e-commerce website. However, the website was underperforming, failing to generate online sales, not ranking prominently for relevant searches and not effectively representing the brand's high-end Scandinavian style.

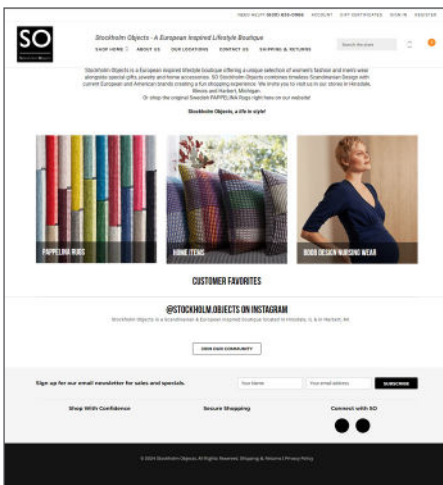


The Challenge

The owners of Stockholm Objects approached Force 5 to address several issues with their existing website:

- **Cluttered Design & Poor Navigation:** The site was difficult to navigate and lacked the clean, minimalist aesthetic that reflects the brand's offerings.
- **Low-Quality Imagery & Minimal Content:** Poor visuals and limited content negatively impacted the user experience and hindered SEO performance.
- **No E-Commerce Sales:** Despite having an online store, the site generated no online orders.
- **Lack of Brand Representation:** The website failed to capture the premium quality and style that Stockholm Objects offers its customers.

>> Original Website



>> Solution

Force 5 partnered with the Stockholm team to completely redesign their website and improve their online presence:

- 1.** Platform Migration to Shopify: After evaluating options, we recommended Shopify for its user-friendly interface and robust e-commerce capabilities. We collaborated with the Stockholm team to select and customize a clean, visually driven template that aligned with their brand aesthetic.
- 2.** Seamless Data Migration: We implemented a software solution to transfer all product and inventory data from the previous CMS to Shopify without disrupting operations.
- 3.** E-Commerce Focus on Pappelina Rugs: Stockholm Objects used this redesign as an opportunity to highlight their position as a premier distributor of Pappelina rugs. We helped source and integrate high-quality product images and optimized product descriptions to enhance SEO and user engagement.
- 4.** Google Merchant Center Integration: Post-launch, we set up and optimized Stockholm's Google Merchant Center account. This allowed their products to appear in relevant product searches and supported future paid ad campaigns. Additionally, we automated the process of syncing new products from Shopify to the Merchant Center for real-time updates.

>> Results

- Improved Search Rankings: Stockholm Objects began ranking between third and fourth on the first page of Google search results for "Pappelina rug."
- Online Sales Growth: The new website successfully started generating online orders.
- Enhanced User Experience: The redesigned site now offers clean navigation, high-quality imagery, and detailed product categories and descriptions, providing a premium shopping experience.
- Increased Product Visibility: Google Merchant Center integration boosted product discoverability and laid the foundation for successful paid marketing campaigns.



>> Conclusion

Force 5 transformed Stockholm Objects' online store into a sleek, e-commerce platform that reflects their sophisticated Scandinavian style. From a complete website redesign to strategic SEO and Google Merchant Center integration, Stockholm Objects now enjoys increased visibility and growing online sales.

