Case Study

Designed, developed & launched a responsive DTC eCommerce store highlighting a complete catalog in 14 days

Industry: eCommerce Kitchenware  |  Location: Norwalk, CT

Project Opportunities

For more than 200 years, global knives retailer, WÜSTHOF provided customers cutting edge products through brick and mortar and online retail partners. Amid a global crisis, WÜSTHOF asked us to design, develop and launch their first direct to consumer eCommerce store in brand history in record time.

Services Utilized:

- Web Design
  - Responsive Website Design
  - User Interface Design (UI)
  - User Experience Design (UX)
- Development
  - Responsive eCommerce Website Development

The Strategy

We worked with WÜSTHOF to create a high-level responsive, easy to navigate site that allowed customers to find their desired products and check out in a few simple steps. We ensured the website was search engine optimized to promote product specific search results pages, and category and knife application-based product landing pages. The agency’s development team architected a launch migration plan ensuring existing pages moved to the new Shopify site. Working against the ticking clock of the pandemic, we completed the project in a two-week timeframe.

The Results  
60 Days Post Launch

Website Users

39.24% 🔷

Organic Traffic

>50% 🔷

Revenue

~50% 🔷

of Gross Revenue is from Organic Traffic