



modernrugs

www.modern-rugs.co.uk

Key Features

- Phenomenally successful eCommerce site – number 1 in its market
- Highly interactive user experience including advanced search, favourites area, multiple product views, video to illustrate look and texture
- Integration with an advanced stock & user management system, allows the admin team to respond to their business needs quickly
- Number one rug site on Google for the last 3 years

When Ben Dale came to us with his first eCommerce site for Modern Rugs (powered by SiteBuilder) little did he realise it would become the leading site in the UK in this market.

Thanks to the use of thorough and persistent SEO techniques, the site became a phenomenal success.

Enigma have since worked with Modern Rugs on significant redevelopments to ensure that this powerful site continues to outperform competitors and delight customers.

With high interactivity and a host of features which add to the consumer experience, as well as bespoke tools to address specific needs of the Modern Rugs admin team, it is little surprise to us that the site is so successful.

What does the client say?

The site was designed to be completely bespoke to our needs. This meant our products could be presented exactly how we wanted and also makes processing and handling our orders very quick and efficient. Enigma were also extremely helpful with other important factors such as search engine optimisation. The website has proven to be a great success and Enigma have assisted us to develop the website with many new and innovative features such as our product videos.

Ben Dale - MD, ModernRugs.co.uk

The Nuts & Bolts

- eCommerce
- Secure online payment system
- Advanced meta-tagging and search facilities
- User favourites area
- SEO

- Video content
- Advanced Content Management System
- Product/asset libraries
- Bespoke promotional tools
- Advanced stock & customer management system