

# Many Can Design ... Few Can Promote

Attract ... Retain ... Convert

## CASE STUDIES – PlanetWOW.com

### The Brief

The PlanetWOW website had to be dynamic looking, whilst functional and able to cope with the vast number of products on offer as well as the anticipated traffic from users. From a user's perspective, it was essential the navigation remained intuitive and web pages were fast loading.

Marketing would also play a major role in the site's success. All products had to be visible to search engines, providing visibility to customers searching for book titles and authors.

Establishing a brand to compete with Amazon and Play.com was seen as a major objective for the site's long-term success. To achieve this goal, we developed a temporary site designed to get the brand name PlanetWOW indexed within the search facilities.

### The Solution

Microsoft's .Net framework was used to provide a flexible and fast development environment for the website. This proved a key advantage with integration required for multiple product suppliers.

Enhance also deployed their method of opening up product catalogue content to the search engines, allowing robots (Crawlers or Spiders) to fully index every page, maximising visibility of products to users searching the internet.

### Froogle

As part of the internet marketing strategy for PlanetWOW.com, all products have been submitted to Froogle (Google's product search and price comparison facility).

### The Result

The website went live late 2004. Although only partially indexed (it can take up to 6 months for some search engines to fully index a website) PlanetWOW.com received over 200 orders within the first month.

### Keywords and Positions

Keyword	Position on Google	Position on Yahoo!	Position on MSN
PlanetWOW	3	2,3,4	1 & 12

Resource: Enhance, Jan 2005

SUMMARY

ATTRACT

RETAIN

CONVERT

CASE STUDIES

NEXT STEP »

