



Customer Case Study: SuitYourself.com

“ With GoECart, our company got a best of breed storefront and outstanding professional services. Making the switch to GoECart is the best business decision I ever made ”

— Naresh Mansukhani, CEO



Retail Segment

Apparel

Requirements

- Zero investment in hardware and technical infrastructure
- User friendly site administration tools
- Custom design and branded user experience
- Highly search engine friendly architecture

Results

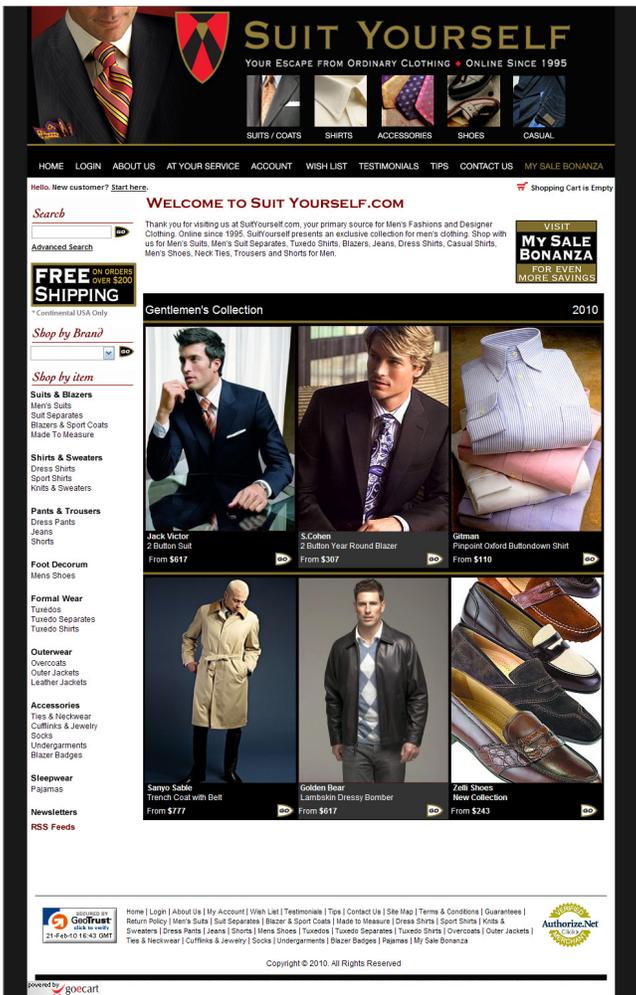
- Software as a Service (SaaS) Ecommerce Solution with Fully managed, tier-1 ecommerce hosting.
- Highly intuitive and user friendly web based administration
- Completely customized site design using built-in layout tools
- Intelligent SEO™ search engine friendly architecture with pages that are automatically optimized for display in the major search engines like Google, Yahoo, MSN, and Microsoft Bing.

SuitYourself is a leading retailer of men's formal wear. The company started as a brick-and-mortar retail operation. With online competition growing, the company realized a need to do more to protect market share and extend brand equity. In 1995, SuitYourself extended the store's brand and sales reach to a worldwide audience by launching its own ecommerce website. Years of nurturing relationships with valued suppliers and customers enabled SuitYourself.com to offer exclusive men's designer clothing at unbeatable prices. In 2002, the company's extensive search for a comprehensive and cost effective ecommerce solution led to GoECart. SuitYourself.com's CEO, Naresh Mansukhani, wanted a fully outsourced solution that would enable his company to launch SuitYourself.com quickly and customize the site to his specific needs.

The Challenge

SuitYourself.com's requirements for an ecommerce solution included:

- **Zero Investment in Technical Infrastructure** – SuitYourself.com wanted a solution that would not consume the growing company's precious human and capital resources. The company did not want to purchase, configure, and manage complex server hardware and software.
- **User-Friendly Site Management** – SuitYourself.com also wanted a solution that combined an easy-to-use software interface with tools that let staff manage all aspects of their online business. This included configuration of basic online store preferences to more complex functions like order management, reporting, and integration of shipping options.
- **Custom Look and Feel** – The company required that its solution seamlessly integrate with its own brand. The company wanted the user experience to emulate their current website design—without interfering with the software's functionality.
- **Search Engine Friendly** – SuitYourself.com carries over two dozen high-end brands. The company knew that getting top listings for those items in the major search engines would generate traffic to its site. The company saw this strategy as more cost effective than other marketing methods. Thus, another key requirement for the company's ecommerce platform was a solution that enabled them to get top rankings in the major search engines like Google™, Yahoo!®, and MSN®. It wanted to make every page in the store search engine friendly with minimal effort.



SuitYourself.com found that GoEcart's ecommerce platform not only met—but exceeded—their requirements. Some highlights:

Fully Managed, Tier 1 Ecommerce Hosting

In selecting GoEcart, SuitYourself.com immediately realized its goal of zero investment in technical infrastructure. The fully hosted, software as a service (SaaS) GoEcart solution eliminated all of the hassles related to hardware procurement, website hosting, server maintenance, and backup. What's more, GoEcart's tier-1, data center hosting environment provided SuitYourself.com with a 99.9% uptime guarantee and an unsurpassed physical and network security environment.

"Point, Click, and Sell" Store Administration

All aspects of SuitYourself.com are easily administered via an easy-to-use, web-based administration panel. Using the secure administration features of GoEcart, SuitYourself.com is able to list a full range of products; post detailed product descriptions and multiple images; customize price and quantity; manage inventory; process credit card orders, set payment and shipping methods, offer specialized promotions, and more—in real time.

Fully Branded and Customized Site Design

Using GoEcart's powerful design, WYSIWYG (what you see is what you get) authoring, and content management tools, SuitYourself.com was able to customize the design and content of its e-commerce storefront with zero programming knowledge. SuitYourself.com used GoEcart's flexible software architecture and built-in design/editing toolset to:

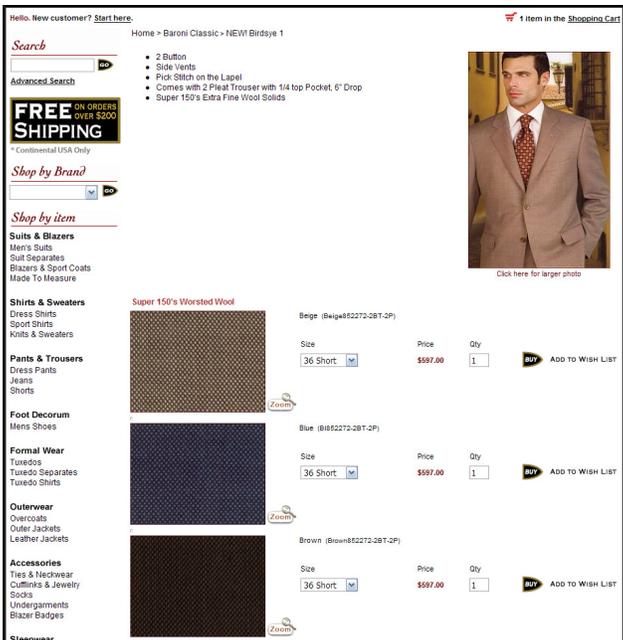
- Completely change the look and feel of the storefront with changes even in the checkout pages
- Customize the catalog layout to allow customers to make decisions based on a suit's design, color, and size (with swatches to show color and fabric detail)
- Add customized links and buttons for left & right navigation

True Search Engine Friendly E-commerce

GoEcart provided the ideal platform for SuitYourself.com to meet its requirement for a search engine friendly e-commerce site. Using GoEcart's ecommerce solution, SuitYourself.com was able to:

- Assign static URL's to all pages eliminating dynamic query strings that are un-friendly to search engine crawlers
- Add page-specific meta tags and title tags
- Add alt tags to products and other images
- Generate search engine friendly site maps

Moreover, through GoEcart's industry-leading, SEO-Friendly Intelligent SEO™ architecture, SuitYourself is able to leverage the power of advanced keyword research and search term suggestion tools from Google and Keyword Discovery (Trellian) right within GoEcart Administration Panel. Alternatively, with GoEcart's AUTO OPTIMIZE feature, the company can opt to have GoEcart populate Meta tags automatically. The AUTO OPTIMIZE algorithm takes all important SEO criteria into account—such as product content, relevant keywords, search term traffic, competition level, and more—and inserts the appropriate meta content directly into the web page source code. Today, SuitYourself.com intelligently optimizes its web pages for display in the major search engines like Google™, Yahoo!®, MSN®, and Microsoft® Bing™ in seconds and with just a click of a button.



Award-Winning Ecommerce Solution:

