

STORE INSURE

CASE STUDY

DNN WEB DESIGN & DEVELOPMENT

THE PROJECT

“...As a specialist insurance supplier providing a new product in a small but highly competitive market, it was also necessary for Pure Systems to implement a Google AdWords campaign to coincide with the site launch to enable the site to be immediately visible in search engine results...”

Dan Rice, Director
Pure Systems



THE BRIEF...

Pure Systems were commissioned by Gavin Mead, MD of GM Insurance to create a new website. Existing client, GM Insurance are specialists in insurance for the haulage, skip hire industry and recycling industry.

The new DNN website was being built for a new product and a subsidiary company – GM Store Insure which was being launched to offer insurance for goods in storage for both the domestic and commercial markets

FLEXIBILITY AT THE CORE

The core of the site is the form which enables users to build flexible insurance cover for stored goods across a huge range of self storage sites, UK wide.

It was necessary to enable the site user to select cover limits, site location and cover duration to build a personalised quote and offer the ability to go ahead and get instant cover. The interface is simple and easy to use with minimal distractions and offers a great user experience.

The site features a news page which will be used to feature industry news, newly added storage sites and other relevant information. Adding fresh content to this page on a regular basis will also help with SEO and improve visibility in the natural listings.

THE RESULT

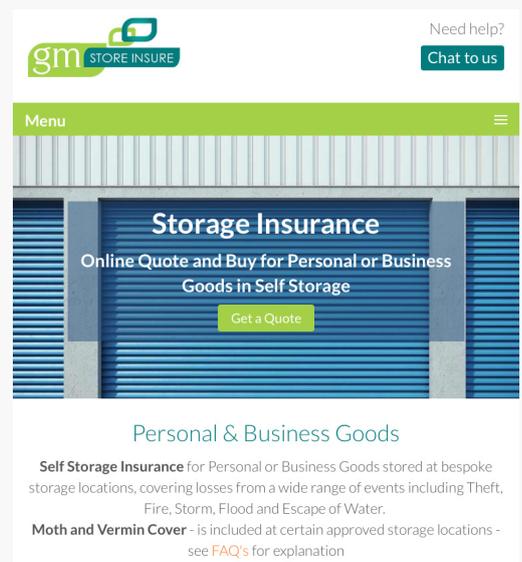
SELLING LIKE HOTCAKES...

As an e-commerce site it was necessary to integrate a great solution which was intuitive, responsive and offered a simple admin function and detailed reporting. Hotcakes was used to fulfil the brief.

“Hotcakes Commerce is a company that believes that e-commerce should be easier for everyone that uses or has a stake in any e-commerce website. We do this by providing a suite of e-commerce CMS solutions that developers, designers, and merchants alike can use to manage their website presence. Our e-commerce CMS solution empowers e-commerce website owners of all sizes to be able to service their customers in the various ways that best work for their company, business objectives, competitiveness, and industry, including providing valuable insights in how to grow the business without lifting a finger.” – Will Strohl – Hotcakes Commerce

Dan Rice of Pure Systems, said of the newly launched site “The site was launched early in December and has enjoyed a good first month’s trading. As a specialist insurance supplier providing a new product in a small but competitive market, it was also necessary for Pure Systems to implement a Google AdWords campaign to coincide with the site launch to enable the site to be immediately visible in search engine results The AdWords campaign needed to try and differentiate Store Insure from it’s direct competitors by focusing on the quality of cover, high cover limits and wide acceptance criteria. This has enabled Store Insure to stay at the top of the sponsored results and gain new customers until the site begins to become visible in the natural listings. We are pleased with the site and look forward to our continuing relationship with Gavin at GM Insurance”

The responsive design looks great on mobile and tablet and offers simple, clutter-free functionality even on the move.



The Store Insure website can be found online by visiting <http://www.store-insure.co.uk>

For more information on DNN web Design & Development visit www.puresystems.co.uk