

Allurigem eCommerce Responsive Design

The Challenge

The client needed a robust eCommerce site that not only beautifully showcased engagement and wedding rings, but also had a custom ring builder feature. The site required the functionality for customers to design their own unique wedding and engagement rings by selecting specifications online.

The Solution

Allurigem partnered with Unidev to build a new eCommerce website. Unidev developers used the powerful [Magento eCommerce](#) platform to create a responsive design website. The new site allows customers to create fully custom personalized wedding and engagement rings using the ring builder portion of the website at any time or location. Allurigem also engaged with Unidev's digital marketing team to enhance the presence of the new site through SEO and PPC.

The Win

The client now has a way for customers to create and view their unique rings when it's most convenient for them. Customers have the opportunity to build their distinctive rings by selecting the style, stone size, and color, personalize it with initials, and select a peek-a-boo stone, all before placing an order. In addition, with a combination of on-page SEO and Google Search and Shopping PPC, this brand-new site is gaining momentum very fast in both organic and paid search results. Traffic to the site is high quality, and we are seeing strong indications from Google Analytics data that users are spending a good amount of time on the site with a relatively low bounce rate.

