



Established in 1856, F. Hinds are an independent, family owned chain of UK jewellers with over 100 stores in England and Wales. They started e-commerce in 1996, but by 2005 found that their website was becoming increasingly expensive to maintain and its functionality was too restrictive to maximise on the potential of e-commerce. They asked Red Technology to re-design and host their website to improve e-commerce sales functionality, boost online visibility and reduce ongoing website maintenance costs.

#### Challenges:

- Bring website management in-house and reduce the maintenance costs associated with external management fees.
- Implement a scalable solution that could cope with increasing sales and visitor numbers.
- Ensure the site was search engine friendly to boost visitor traffic and turnover.

#### Solutions:

- Re-design and re-build the website using tradeIT e-commerce software.
- Streamline site navigation and functionality to improve conversion rates and turnover.
- SEO optimisation with editable meta-data.
- Integrate the e-commerce website with F Hinds bespoke product database, accounts and fulfilment software.

#### Benefits:

- Large increase in turnover and basket conversion through a re-designed and streamlined website structure.
- Dramatically reduced maintenance costs through in-house content management capability and systems integration.
- Improved natural search engine ranking lead to an increase in website visitors.

*"I found the approach of Red Technology to be very professional. You know that if you ask them to do something, it's going to get done. The flexibility tradeIT has given us has been the biggest success and we are seeing rewards in greater profitability".*

*Kate Bevan  
Marketing and e-Commerce Manager, F. Hinds*

The decision by F Hinds to use Red Technologys' tradeIT™ e-commerce software was determined by its flexible and efficient content management and back office administration functionality. This, coupled with the ability to deliver a sophisticated high volume e-commerce website and the adaptability of tradeIT™ to grow with the business helps to future proof investment. Rapid installation and value for money ensure a a quick return on investment.

The e-commerce software helps improve natural search engine ranking by automatically generating relevant URL's that are understandable for both customers and search engines. This, coupled with functionality that lets F. Hinds easily edit website and product meta-data, helps improve visibility - which in turn increases website traffic. Powerful promotional and cross-selling tools help to boost average sale value and capitalise on increasing site traffic.

Red Technology has been a leading UK e-commerce solution provider since 1996. Their development specialists have built more than 400 e-commerce solutions selling products and services online, to both businesses and consumers. Customers include high street retailers, specialist online retailers and large corporations from private, public and not-for-profit sectors.

