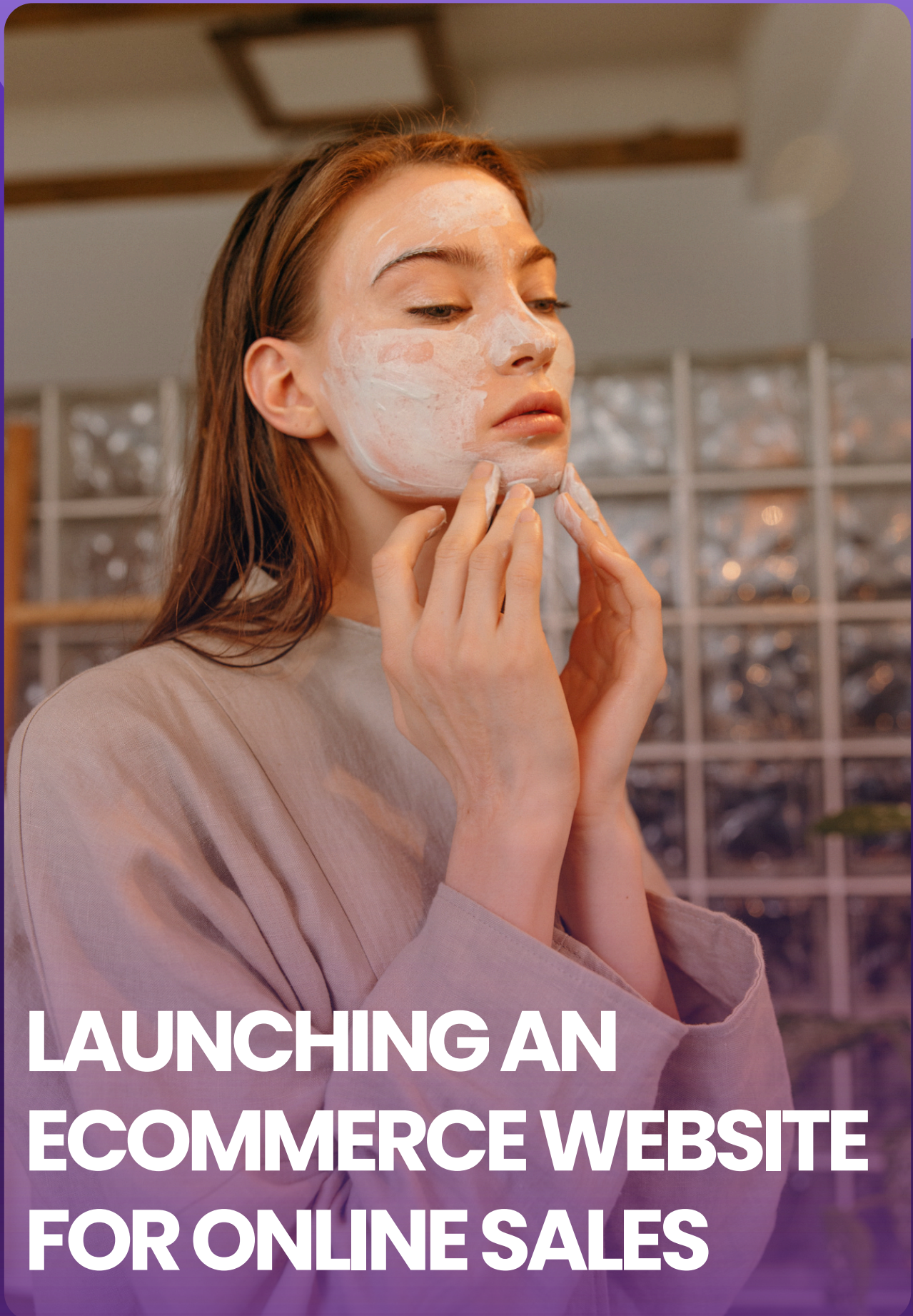




LAUNCHING AN ECOMMERCE WEBSITE FOR ONLINE SALES



Client Overview:

Riso Skincare is a skincare brand and product manufacturing company, dedicated to creating high-quality skincare solutions. With a focus on innovation and customer satisfaction, Riso Skincare wanted to expand its reach by establishing a strong digital presence and selling directly to consumers through its own online store.

Problem Statement:

While Riso Skincare had built a strong product line, the brand lacked a digital storefront to sell directly to customers. They wanted a customized WordPress-based eCommerce website that not only reflected their brand identity but also offered a seamless shopping experience. The challenge was to design and develop a platform that matched the client's very specific design requirements while ensuring scalability, performance, and user-friendliness for both customers and administrators.



Solution

Advertonomy partnered with Riso Skincare to design and develop their eCommerce website using WordPress and WooCommerce.

- **Custom Website Development:** Implemented the client's specific design requirements to ensure the website aligned perfectly with their brand vision.
- **WooCommerce Integration:** Enabled online sales through a secure, scalable, and easy-to-manage eCommerce platform.
- **User Experience Optimization:** Designed a clean, intuitive shopping experience to make browsing and purchasing products seamless.
- **Mobile Responsiveness:** Developed a fully responsive design to cater to customers shopping on mobile devices.
- **Admin-Friendly Backend:** Created an easy-to-manage backend system, allowing Riso Skincare to handle product uploads, inventory, and order processing effortlessly.



Results:

- **Successful Website Launch:** Riso Skincare's new eCommerce website (risoskincare.com) was launched smoothly, fulfilling all design and functionality requirements.
- **Enabled Online Sales:** The brand gained the ability to sell products directly to customers through their own platform.
- **Improved Customer Engagement:** The website provided a professional, brand-aligned digital presence, boosting credibility and customer trust.
- **Scalability for Growth:** The new platform set the foundation for Riso Skincare to expand its digital marketing, reach new audiences, and grow online sales.

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