

A new direction: creating a profitable online presence

A local specialty store sought the help of Spiderhost to create an online money-making machine.

Who's the client?

Gamerom Gallery of Lake Mary, Florida.

What did they need help with?

The Gamerom Gallery is a specialty retailer that, until two years ago, did not have an online presence to support its revenue effort. Beginning in January 2003, the Gamerom Gallery began its search for a provider to address its very basic website needs. The largest challenge for the Gamerom Gallery was determining if there was going to be a market online for the products it sells – there were no guarantees, and as a basic component of its needs, the Gamerom Gallery wanted a provider that understood its apprehension and concerns, and did not over-step on its initial needs.

Additionally, the owners of the company were aware that what they were building needed to be functional as time and needs evolved.

The Process

The Gamerom Gallery began its process with initial reviews of various local developers, and was not impressed after reviewing art work, design comps and receiving estimates. As a local central Florida company, the Gamerom Gallery was hopeful of finding another local company to support this endeavor – as a way of keeping the work in the community, but also for the advantages of needing and getting more hand's-on support.

After the first and second attempts came up short, Spiderhost was referred to the Gamerom Gallery by another business. Upon reviewing the art work and comps that Spiderhost had created and receiving a cost proposal that was in line with its expectations, the Gamerom Gallery chose Spiderhost to complete the task of building an online tool that could help the Gamerom Gallery find its online market and deliver results.

From that beginning came a reliance on Spiderhost's expertise that today includes the hosting of the entire 1500+ product website, DSL connectivity for the Gamerom Gallery's main location and a 24/7 IT consulting and management service for all it's IT needs and support.

Why Spiderhost?

With its needs being undetermined to begin with, and suffering from a lack of technical expertise, the Gamerom Gallery was in dire need of a true technical partner that could make it's transition to the online world one of ease and possibility. They found this partner in Spiderhost.

The other advantage to Spiderhost was its accessibility, and knowledge in addressing the technical experience a customer must have to make its efforts successful. Additionally, because Spiderhost had significant experience in helping new businesses, and small businesses, establish an online presence, they were able to guide the Gamerom Gallery through and around the pitfalls of getting online – saving the Gamerom time and money at the outset of the project.

The Results

Spiderhost built a high-end technical site, with a comprehensive look-and-feel that made branding the Gamerom Gallery possible. Additionally, they constructed the site to WC3 specifications, ensuring that it was consistent with the latest and most important Internet standards. They were also able to add a layer of optimization to the site with the use of content and key search terms to make it possible for the site to be more easily found when searched for.

The site began with 700-800 varying products, and now currently showcases over 1500. To manage the complexity of this type of site, they built an administration tool that allows for easy updating and uploading of products and changes to the core site– an "idiot-proof" solution for the non-technical.

Because of the immediate success of the site, and the collaborative relationship forged by Spiderhost, the Gamerom Gallery turned its attention to its internal technical infrastructure and immediately turned to Spiderhost for its in-house support needs.

As the owner of the Gamerom Gallery stated, "They are one of the few businesses that actually helped us improve our business. They are great at explaining things in a way that makes sense and that comes with being the local, community-focused service provider, something that was critical to our needs."

And bottomline results are proof of the impact that Spiderhost has made – online sales results are much further along than expected, growth is occurring month-over-month, internal down time has decreased, computer problems have been reduced, costs to manage the internal hardware and software have been reduced by over 15 percent, and the uptime of the Gamerom Gallery network and website have been amazingly consistent.

The best result of the Spiderhost influence is that each of the tools they provide allows for more possibilities for the Gamerom Gallery and enables them to retain control of the direction and future of the business.