

To Web Or Not To Web

by NIELS NORBY

Yesterday evening I was in the market for a new computer. I wanted to expand the offerings in our showroom to provide a kiosk setup for our customers, thus providing them with a way to view our online products in our store. The first place I looked for a new computer was on the internet. It then occurred to me that I often use the internet as the first search point whenever I want to purchase any product. I find myself looking at office supplies, furniture, books, music, movies...basically all sorts of products.

My shop is San Dieguito Trophy, located in Carlsbad, California. We have been selling awards online for close to ten years now.

I have found that at least 50% of my sales come directly from online shoppers, nationwide. We ship awards daily to customers from the west coast to the east coast. It is not out of the ordinary to walk into our store at 8 o'clock in the morning to find we have 8-10 internet orders waiting to be fulfilled. Orders ranging from small orders to \$8,000 or higher orders.

What's the secret of our success? Two words: **BizWizard ShopKart**. BizWizard ShopKart is an online e-commerce web site solution that has been carefully planned, thought out, and organized to provide the

highest level of search engine optimization out of any shopping cart program available in the awards and recognition industry. Even better built-in search engine optimization than I have seen for any industry and we have used many shopping cart programs over the years.



M. David Matney and Kami Arnold working with Customers of NetSoft Studio at Las Vegas International Awards Marketplace 2010

<http://ARA.NetSoftStudio.com>

NetSoft Studio is the company that developed BizWizard ShopKart as well as BizWizard BackOffice point of sale and order management software solution designed exclusively for the awards and recognition industry.

SD Trophy enjoys page one rankings on many search keywords that are extremely hard to gain rankings. We attribute these rankings due to the proprietary design and careful attention, NetSoft Studio has put into their online e-commerce shopping cart solution. The proof is in the revenue. Our store averages \$190,320.00 per year from internet sales alone. Our cost to generate that revenue using ShopKart is \$1800. Wow, What a return on Investment!

To Web or Not to Web, that is the question. Research shows companies that are not on the web with a search engine optimized shopping cart are losing customers daily due to lack of convenience of online shopping!



Imagine all the people that order online. Its easy, its convenient, and it saves them time, energy and effort.

Recently, a lady representing a league in a neighboring city ordered trophies from our store.

I asked her why she did not order from one of the trophy stores that were local to her. Her response, is a response I hear over and over again. She said "You have a web site and they do not, and I really do not have the time to drive to a store to place my order. Your store has online ordering convenience, making my life easy."

Think about your shopping habits, are you using the telephone book or are you using the internet to find information and product? Are you buying online?

I have seen many web site software solutions come out on the market and after researching, I have found that only BizWizard ShopKart actually does what it promises to do and actually has a high return on investment by keeping my search engine rankings high, thus bringing in the new business.

Learn more about BizWizard BackOffice and ShopKart at <http://ARA.NetSoftStudio.com> and place your business online today! ▲



Niels Norby is the owner of San Dieguito Trophy located in Carlsbad, California and has over 10 years experience with Internet Marketing.

Online Shopping Cart Web Site for Awards Stores With Trophy Builder Technology

BizWizard™ & ShopKart

Business Management & Online Shopping Cart
Designed and Developed Exclusively for the Awards Industry



Includes unlimited web/company stores
Includes trophy builder technology
Enjoy top rankings with built-in SEO
PCI (Payment Card Industry) compliant
ADA (Americans with Disabilities) compliant
Unlimited e-mail, anti-virus and anti-spam scanning
Private server technology in multiple data centers
Pre-loaded with over 4200 award products from top suppliers
Compatible with promotional products web sites
Serving the awards and recognition Industry since 1999

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