



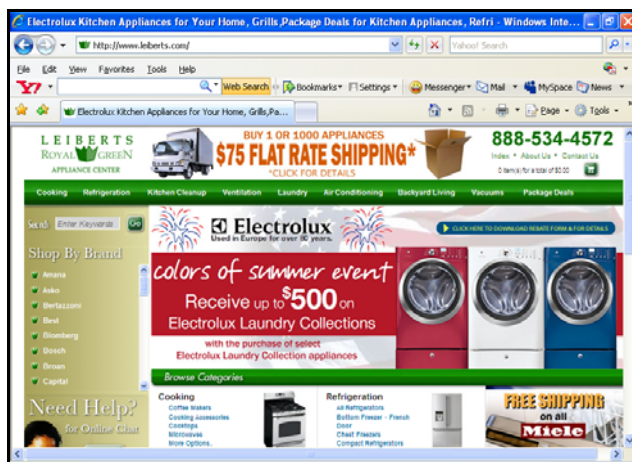
## ShopVisible Achieves Visibility and Enhances Business Operations For Leiberts Royal Green Appliance Center

### 20,000 Square-Foot Shoes to Fill

Founded in 1955 on the principles of family values, dedicated customer service and high-end, consumer-friendly products, [Leiberts Royal Green Appliance Center](#) (Leiberts) had become a household name for appliance shoppers in Upstate New York. With a loyal, word-of-mouth customer base, the successful White Plains, N.Y., retailer expanded over the years to a 20,000 square-foot gallery, showcasing leading home appliance brands like Dacor, Bosch, GE, Electrolux and more.



In 2008, Leiberts came to a business crossroads that required more than an expansion of square footage. The retailer needed to establish an online presence that would complement its immaculate brick-and-mortar showroom, allowing the company to reach customers who no longer lived in the area, as well as new customers who were spending money online. “We knew we were missing space in a growing market and needed the right ecommerce solution to translate our company to the Web,” says Rob Satran, vice president of operations for Leiberts. “We needed effective SEO, flexibility for customized options, a sound shipping platform, channel integration, a visually appealing online showroom and an integrated approach that would help us save money and increase sales.”



### The Solution

After meeting with more than 15 platform providers, Leiberts selected [ShopVisible](#) as its ecommerce solution and online business partner. “Merchandising large items such as grills, refrigerators and dish washers can be challenging enough in a traditional retail environment,” says Satran, “and illustrating these products in an ecommerce setting, acquiring elevated search rankings and implementing a cohesive order fulfillment process was an endeavor that required an intelligent, experienced and flexible business partner.”

ShopVisible built an [online showroom](#) for Leiberts where shoppers could browse by brand, price, appliance type, model number and most popular items to make it easy and enjoyable for customers to find the perfect

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appliance for their home. The site includes vivid image displays, descriptive product details and user reviews to help shoppers make an informed and confident purchase.

Just as important as building a functional, aesthetically appealing site, is making sure it will be found by people spending money online today. ShopVisible's unparalleled Search Engine Optimization is built-in to its platform functionality to help Leiberts.com achieve high search engine result rankings and drive more traffic to its site.

Leiberts.com also included seamless channel integration to help Leiberts expand its reach even further and push its products on the virtual shelves of online stores like Amazon.com.

ShopVisible empowered the appliance pioneer with robust CRM tools, as well as customer generated content and social networking applications to ensure the online retailer maintained its relevance as a modern business and augmented its word-of-mouth success model to serve an expanded customer base.

From developing the ecommerce site to providing ongoing marketing counsel and technical support, ShopVisible immersed itself into its client's business – providing a customized, effective and sales-oriented ecommerce solution that could grow along with Leiberts' business and meet its customer's ever evolving needs.

The **Proof**  
is with our client  
**successes**



### **The Bottom Line**

Leiberts is still the same family-owned New York purveyor of home appliances, but with its online showroom, it is now reaching millions of new potential customers and operating more efficiently than ever before. "We have

experienced a great increase in sales through our Web site, and we have been able to save money by eliminating the need for antiquated business processes," Satran says.

ShopVisible's effective SEO capabilities helped Leiberts.com dramatically increase in visibility without the need for costly pay-per-click campaigns. "After launching the new site, our business jumped from page seven to page one in search engine results," Satran says. "Our traffic has been increasing exponentially every day."

By including seamless channel integration, Leiberts.com increased sales and tapped into online superstores' customer loyalty to reach thousands of shoppers who previously were unfamiliar with the Upstate retailer.

ShopVisible's built in SEO, CMS, order management, inventory controls and shipping functionality provided an integrated solution for Leiberts.com so everything works together in one toolset – displacing costs, dramatically reducing management time and saving money. "ShopVisible is ahead of the curve on new technology and presents it in a way that is easy to understand and fun," Satran says. "They are champions for our success and aren't scared to get their hands dirty when we need their help. I couldn't imagine working with any other ecommerce solution."

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## **About ShopVisible, LLC**

Based in Atlanta, ShopVisible is the most search engine optimized ecommerce solution available to online retailers. ShopVisible's SaaS (software as a service) ecommerce solution is a comprehensive suite of tools that creates a business environment where customer service, back office, inventory, marketing accounting and IT seamlessly work together. The ecommerce solution ensures online visibility and revenue growth through built-in Search Engine Optimization that takes businesses to the top of the page in search results. ShopVisible helps you make money and save money by eliminating inefficiencies and redundant software – taking your business to a place where pay-per-click campaigns and superfluous systems are obsolete. For more information, visit [www.ShopVisible.com](http://www.ShopVisible.com) or call (866)-493-7037.

## **About Leiberts Royal Green Appliance Center**

From its Westchester location, Leiberts Royal Green Appliance Center caters to the entire Tri-State region and receives more than 90 percent of its business from repeat and referred customers. Leiberts has withstood the test of time and chain stores and has flourished by giving personal service, providing award winning installations, maintaining competitive prices and meeting changing customer needs. In 2003, *The New York Times* did an expose on Leiberts, praising it for its award winning service, and in 2003, 2004, 2005 and 2006 Leiberts was named "Best of Westchester" by *Westchester Magazine*, becoming the first appliance dealer to win the prestigious Editor's Choice Award in 2007. [Leiberts.com](http://Leiberts.com) was born out of our referring customer bases' children and grandchildren, now located all over the United States, who wanted an easy and secure way to buy from their family's appliance store. Without leaving the comforts of home, customers can now visit our virtual showroom powered by ShopVisible.

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