

New Web Site Powered by ShopVisible Boosts Sales and Reduces Online Advertising Costs for ShopBags.com

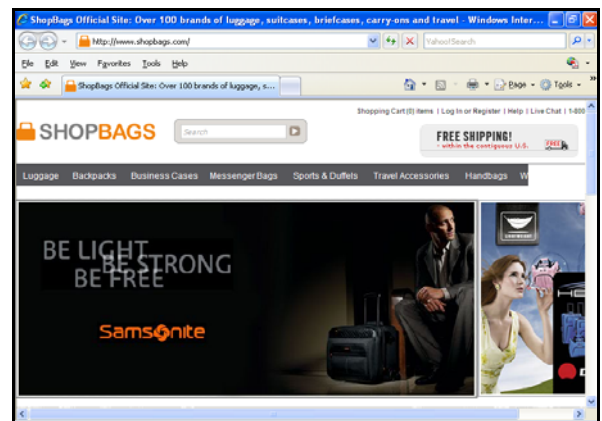
In a World Without Walls

Making the transition from multiple brick-and-mortar locations to becoming a pure-play retailer can be a daunting challenge for any business owner. In 1999 Gear Labs (now named ShopBags) made the leap from small-town shopping malls and established its first Web site to sell a variety of luggage, handbags and book bags to online customers. “The amount of time, staff and costs that we were spending to run multiple mall locations was becoming exorbitant,” said Todd Andrew, owner of ShopBags.com. “The Internet was the answer to get a piece of a much bigger market that we were missing out on.”

Like many mid-size business owners, Andrew and his team were not Web site management experts. Starting from scratch, the company learned the new technology along the way and worked with more than 10 ecommerce providers to find a company that could meet their unique business needs. Each time ShopBags.com switched platforms, the company was forced to re-set its site, stunting its search engine rankings and business growth.

The Solution

In 2007, ShopBags.com partnered with ShopVisible and has never turned back. “We chose ShopVisible because it’s much more than an ecommerce platform. ShopVisible is a sales-oriented business partner that’s dedicated to marketing our business and helping it grow at every stage,” says Andrew. “They have faced the everyday issues of online retailers and created smart solutions for them.”



With built in SEO, CMS and shipping functionality, ShopVisible incorporated customized solutions for ShopBags.com so everything works together in one place - displacing costs and saving the company money. The new Web site allows for easy integration with multiple channels, including Amazon.com, which has become a leading source of sales for the client. The site also provides multiple checkout feature options, including Google Checkout and Amazon Payments, so customers can make transactions quickly and comfortably.

www.ShopVisible.com

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Procedures that were once complicated, such as inventory management, have been simplified so ShopBags.com can easily add new products, images and content every day. With streamlined drop-shipping, the company has been able to expand its product offerings without risking additional overhead. "We present a large variety of products and display the most image views and description details for each item, which has really enhanced our competitive advantage," says Andrew.

The Proof
is with our client
successes



The Bottom Line

Since launching its new Web site powered by ShopVisible, ShopBags.com is now on **page one** of search engine results and has established itself as a leading online retailer of luggage, backpacks, business cases and more. Its prime visibility, channel integration and customized payment and

shipping solutions have led to a dramatic **increase in traffic** to the online store and **increased sales**. "We no longer spend a fortune on pay-per-click campaigns, and we're turning more browsers into buyers," says Andrew. "ShopVisible's ecommerce solution has given the ability to sell in more places and process orders faster and easier than ever before."

Having the right ecommerce solution as a business partner became even more important as the nation's economy fell into a recession in early 2009. "ShopVisible's nimble and knowledgeable solutions have allowed us to grow and maintain our customer base despite the nation's economic forecast," says Andrew. ShopBags.com plans to continue growing their business and adding new products and services in 2009. For more information about this retailer, visit www.shopbags.com.

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 or call (866)-493-7037.

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