

## *Migrated Indian Traditional Textiles Shopify Store to nopCommerce Resulting in 30% Orders Increase*

by [nopExtensions](#)

[Vichitra Collection](#) based on New Delhi, India and offers best quality traditional textiles and arts outlet. Company established in 1996 and running their business offline.

## **Challenges**

The company already had an online presence from the past 3+ years in Shopify platform however it was running on older design, besides site was not mobile responsive while most of the customers were browsing their site using mobile devices.

Some of the challenges to completing the entire project:

- The existing site's URLs were poorly optimized for search engines and the site had poor conversion capabilities.
- The existing CMS had low customization capabilities.
- The design failed to deliver the brand message perfectly and in a straightforward manner.
- Built “*Advanced Search Filter*” and integrate with nopCommerce store.
- Customize & integrate the “After Ship” shipping gateway with the store as client only wanted to use this.
- The design failed to deliver the brand message perfectly and in a straightforward manner.

## Solutions

nopExtensions was asked to step in and re-design the store and migrate into nopCommerce. We collected the data about the visitors' preferences to get the big picture before beginning with the project. Here are the solutions that we provided and the post-redesigning features of the website:

Steps we follow in Database Migration with Entity Framework.

- First, we create entities and possibly changes in the existing entities like add new fields in existing product, categories & order based on our requirements using C#. The changes are done in Libraries;  
***Libraries=>Nop.Core=>Domain***

## Store Performance

- We follow nopCommerce designs patterns and SOLID principles that help to increase the overall store performance, testability and maintainability.
- We also create unit-testing module for quick trace bugs and for better maintainability of application code.

- A home page of the store has an organized gallery with product images and a brief description of its content, clicking on which a visitor would be able to view every type of products offered.

## Integrate WhatsApp & YouTube Widget in Home Page



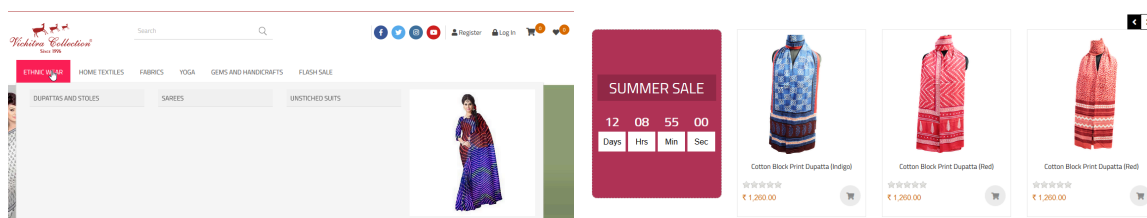
Our team built an “social channels widget” that fulfills the client’s needs and integrates with new nopCommerce store.

## Customized & Integrate “After Ship” Shipping Integration

Our nopCommerce developers were able to customize the plugin in accordance to client need which enable them to ease the order processing.

## Plugins Integration

We built some nopCommerce plugins of “Deal of the Day”, “Product Image Zoom” & “Mega Menu” and integrate with new nopCommerce store to enhance the store functionality that helps to provide an ease to navigate with the store.



## **Result**

The final store fulfills all the client needs what they wanted and covers all the APIs and perfectly integrated with the new payment gateway and plugins.

- 50% increase customer session on the store
- 12% increase in repeated customers monthly & 35% decrease bounce rate
- 50,000+ monthly visits from organic search & 30% sales growth
- 30-40% growth in website conversion rate after observation of 2 months

Some more results

- Enhanced, user-friendly and easily navigable design and user interface
- Responsive nopCommerce store
- The client was also able to automate some tasks which they had to do manually on the previous website.

### **About Our Company:**

nopExtensions is a certified nopCommerce solutions partner to provide effective solutions of nopCommerce CMS, Themes and Plugins. With having more than 6+ years of experience in nopCommerce technologies, we deliver the 100% satisfy results to the clients across the globe.

We offer multiple services include nopCommerce CMS, Web Development, Personalized Themes Creation, Plugins Development, eCommerce Store Migration, Version Upgrade Services and much more, which helps to improve the functionality and running a profitable eCommerce store. Along with, we can also customized your existing eCommerce store with nopCommerce technology as well as offer Product Data Management Services from Catalogue Management, Product Uploading to Product Pricing & Re-Pricing & Image Editing, from Product Category Management, Order Processing, Store Performance Management to Chat Support.