The Importance of Quality and Accurate Information on E-Commerce Websites

Organization
Jasco Products

Industry
E-Commerce

Customer Since
July 2015

Services
Content Suite
Analytics Suite
Standard Support

Number of Sites
4

How would you rate Siteimprove’s customer support?
“The team has been really supportive. They have always helped me along the way. The team is actually interested in us and they want to make sure we are having the best experience.”

You may not know Jasco products, but you’ve probably seen their products on the shelves of top U.S. retailers. With an array of General Electric (GE) licensed products from surge protectors to floral LED night lights and products stocked in stores like Walmart, Target, and Home Depot, Jasco has a unique relationship with both consumers and the distributors who sell their products.

This unique relationship leads to unique website goals.

“We sell a lot of products, but some people will buy our products in store and then come to our site,” said Anthony King, Web Administrator at Jasco Products. “For example, someone might buy a surge protector in store, but they’ll come to our website to register it.”

With home automation on the rise, Jasco also has four microsites to provide more resources and information on how consumers can implement automation in their homes using products that Jasco sells, as well as two microsites related to other product categories.

“A lot of our content on the microsites is focused on home automation, which is up and coming,” said King. “The purpose is to inform customers on how to use products in their house, and then learn about the best products we have to offer.”

With the importance of information on their website and microsites, King said they started looking for an automated platform to help them keep their site quality in check.
“Finding errors and misspellings on our site led us to Siteimprove’s product. We didn’t really have a way to know about errors before. Siteimprove helps us find everything from dead links to ensuring everything is spelled correctly,” King said. Quality is important to Jasco Products because their site is truly a first impression for both potential customers or people who have already purchased products.

“For us being a licensing company with GE, a lot of people don’t know what Jasco is,” King said. “So our website is a first impression for them, and we want to give them a put-together website. Siteimprove gives us a tool to improve our overall impression for consumers.”

One of the most important quality factors Siteimprove identified was a broken shopping cart link.

“There was one link that was broken and was showing up on every single page. It was the cart link,” King said. “It didn’t really impact our sales, but it made us look bad. So that was important to identify and fix right away.”

Aside from ensuring that their site is professional and gives a great first impression through quality, the Jasco team was happy to find a tool that assists with digital accessibility and SEO efforts.

“SEO is a big thing we are trying to work on this year,” King said. “I’m looking forward to tackling issues within the SEO and Accessibility features.”

While King and his team start to tackle accessibility and SEO, they are also thankful for Siteimprove’s Response feature, which alerted King about the site being down over a weekend.

“I wouldn’t have even known about the site going down because it was a Sunday morning,” King said. “I got a text message saying our site was down and I was able to get in touch with our developer to fix the issue.”

With at least 10 online orders and more than 3,000 visits to their site each day, King said the Response feature is crucial for them.

“It’s important to have as little downtime as possible because annually we have 1.2 million visitors and are starting to generate even more traffic as we’ve built our blog over the past year,” King said. “We want to ensure they are able to access the site and information they need at all times.”

As they grow the amount of traffic to their site, it all circles back to maintaining quality. That’s why Siteimprove will continue to be an asset for King and his team.

“I like the Quality Assurance feature because broken links and misspellings may seem like something small, but it’s very important. If you have a professional website you definitely don’t want misspellings and broken links out there. It just makes you look bad no matter who you are,” King said. “Plus, those little smiley faces don’t hurt either! Going from a sad face to a smiley face makes you feel good about fixing things.”

The main goal of our website is to support what we sell.

ROI with Response:
Even 30 minutes of downtime for Jasco means approximately 125 people cannot access the information they want or need.

Act With Digital Certainty
Siteimprove transforms the way organizations manage and deliver their digital presence. With the Siteimprove Intelligence Platform, you gain complete visibility and deep insights into what matters, empowering you and your team to outperform the status quo with certainty every day.

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