



## Royalways Technologies Pvt. Ltd.

We build web sites that build net profits . . .

B-I 1073, Sat Sang Road, Civil Lines,  
Ludhiana (India) -141001

Tel: + 91-161-2441858

Mobile: + 91-98142-01323, + 91-93566-01323

E-mail: [info@royalways.com](mailto:info@royalways.com) Website: [www.royalways.com](http://www.royalways.com)



## ADA Creations Online Shawls

With a wide and exquisite range of Indian shawls & stoles made of natural and man made fibers with a splendid color range this is one company that has all ready created waves in the ocean of textile industry. Their unique endeavor of styling dresses and accessories makes it all the more adaptable for any customer on-line.

An Exclusive range of fashion-wears accessories, shawls/stoles/scarves choosing a wide variety of natural and man made fibres and materials from around the world where special care is taken in fibre blend and shade combinations creating designs which are innovative, almost risqué and the genius behind them Apparent.

### Challenge

E-commerce website needs always need hard-core smart programming. While designing for ADA the conceptualization was very much to the idea of being efficient and easy to use. The design and look of the website needed to create a statement.

### Solution

**Web design:** The website has the facility of not just displaying the products but it also provides the option of buying shawls online and an enquiry section where the customer can ask for help regarding minor questions and also chat with fellow customers.

**Internet marketing:** Apart from the usual service we have also provided a **search engine optimization** service to increase the sales & making the presence known world-wide.

**E-commerce:** For exploring clientele world-wide an online shopping facility was introduced.

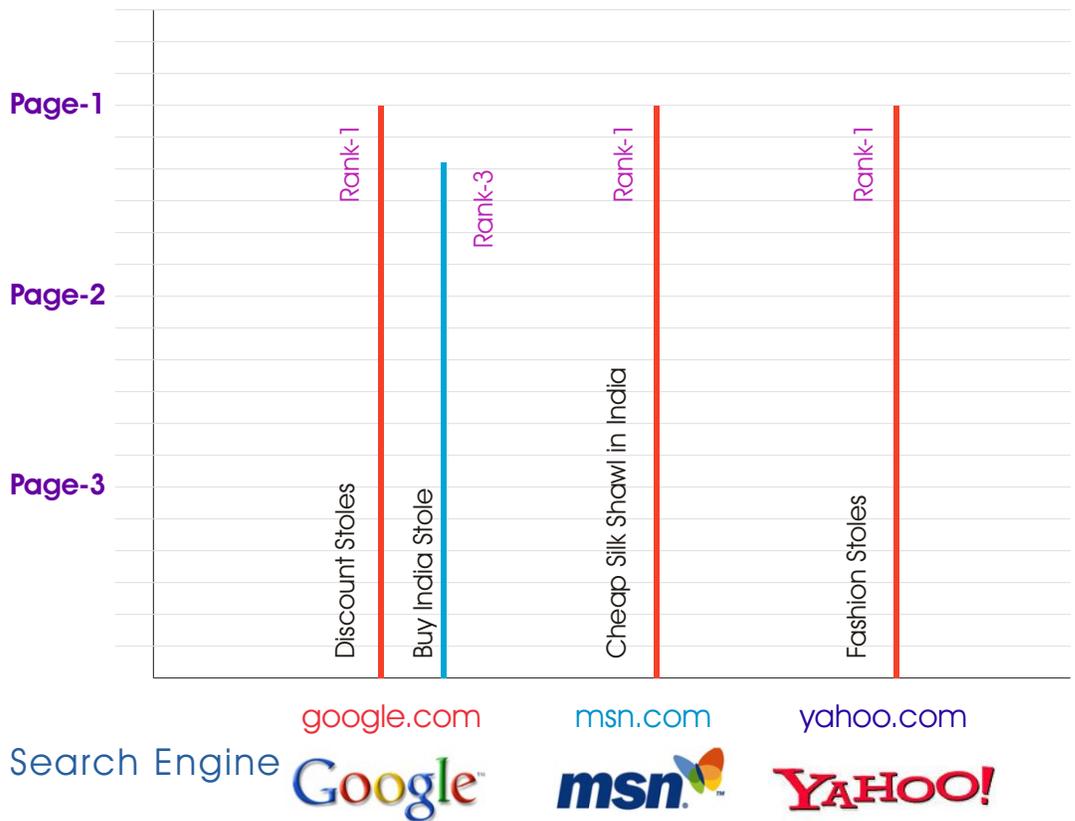
### Results

- + Efficient
- + Easy to use
- + Profits
- + Well-organised
- + High Rankings

# ADA Creations Online Shawls

**Key Statistics:** The traffic has increased by immense figures. The list of keywords that were used have been listed below.

## Key word Analysis:



## Internet Marketing

SEO	✓
PPC	✓
E-mail Marketing	✓
Ad Words	✓
Copy Writing	✓

## Search Engines

Yahoo	✓
MSN	✓
GOOGLE	✓
Alta Vista	✓
AOL	✓