



## Royalways Technologies Pvt. Ltd.

We build web sites that build net profits . . .

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## Madame Online Shopping

MADAME is a well-established organization engaged in manufacturing and export business of Ladies Wear including ethnic & Western Clothing and fashion accessories across the globe. Incorporated in 1993, the Brand made a zealous entry and soon carved a niche for itself. It is one of the leading brands in women's wear. They are into manufacturing and export business of ladies wear. Their trendy designs and splendid range of colors has made it their favorite choice amongst ladies of all generation. Their theme of dressing is to dress a lady like a lady.



### Challenge

The idea of online shopping might sound interesting and appealing but it requires an extended form of hard work and struggle. For brands like Madame it is very important to have great looks and extreme flashy designs. Apart from the "great looks" the idea of ranking higher in the search engine was also amongst the hard requirements.

### Solution

**Web design and Flash work:** This was one design which had to be lavish and truly exquisite in every sense. The color scheme and flash had to be beyond excellence. The picture placement and lay-out of the site had to be explicit enough to arouse the visitors' interest. The option of online buying of clothes had all the more different impact.

**Internet marketing:** We also have provided Madame with the search engine optimization service, thus making it a brand known even more widely and with its clients spread globally.

**E-commerce:** The most innovative feature in the direction of exploring clientele world-wide was an online shopping facility.

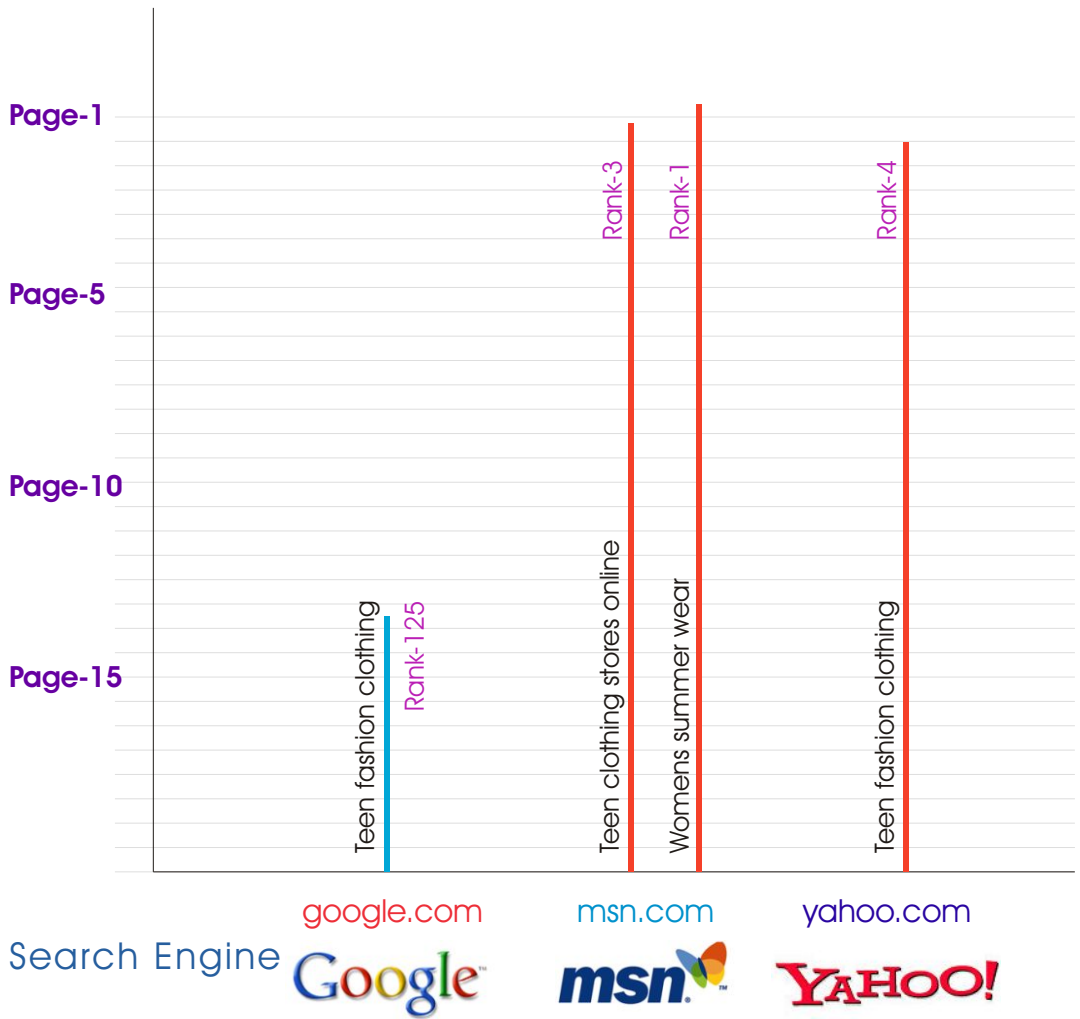
### Results

- + Increased clientele
- + World-wide Exposure
- + More satisfied clients
- + Multiplied profits
- + Higher rankings in search engines
- + More hits

# Madame Online Shopping

At the end of the day the website required to very well portray the brand image of "Madame"

## Key word Analysis:



### Internet Marketing

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

### Search Engines

Yahoo	✓
MSN	✓
GOOGLE	✓
Alta Vista	✓
AOL	✓