

## The Challenge

In recent years, there has been a substantial increase in the popularity of online shopping. Madame Dope, a premier provider of fashion accessories for women in the US, was established in 2018 and has achieved significant growth. The company approached plecco.net to develop an online presence and expand its reach by creating an e-commerce platform.

## Project Objectives

In 2018, Madame Dope approached us, intending to enhance their online brand and achieve a higher conversion rate from their website landing pages. The company sought to provide fashion advice and connect with its target audience to increase sales through an SEO-optimized platform. Additionally, to align with its offline brand identity, Madame Dope requested the creation of a visually appealing and user-friendly e-commerce website.

In response, we developed a website that offers customers the ability to interact with Madame Dope through the creation of shopping profiles. Users have the option to create accounts, link their preferred payment method, and have the ability to leave the website, and continue their shopping experience at a later time. In addition, the platform is equipped to handle multiple checkouts simultaneously, providing a seamless shopping experience for users.

## Tech Stack Used

WordPress Content Management System

## How We Built Madame Dope E-Commerce Site



Our web development experts met with Madame Dope to thoroughly understand their business objectives and goals. Following this consultation, our graphics design team created mockups of

the proposed website and home page design. In addition, the client provided feedback, which was carefully considered before commencing the website development.

The website was hosted on a secure platform capable of handling growth in site traffic. An SSL certificate was also obtained to ensure the protection of user data. The site was built on the WordPress platform, and the required themes and plugins were integrated. Seven pages were linked to the home page, including sections for apparel, jewelry, and sunglasses and a "Blog" page for fashion-related content optimized for search engines.

Our development team implemented a product filtering function to enhance the shopping experience for Madame Dope's clients. Third-party integrations, including Google Analytics, were established to help the client monitor and analyze website performance. In addition, a payment processing system was integrated, utilizing Stripe based on our analysis of preferred payment options in the fashion accessories niche.

The website underwent comprehensive testing, covering all functionalities, from page load speed to checkout. Upon satisfaction with the checkout experience, the site was handed over to the client.

## **RESULT**

Since its launch, madamedope.com has established itself as a thriving e-commerce platform, attracting a steady stream of orders daily. Throughout its growth, the store has expanded its offerings to include a diverse array of over 100 items. PLECCO played a vital role in the inception of madamedope.com, providing the original website launch. The site has since undergone modifications by another web design agency.