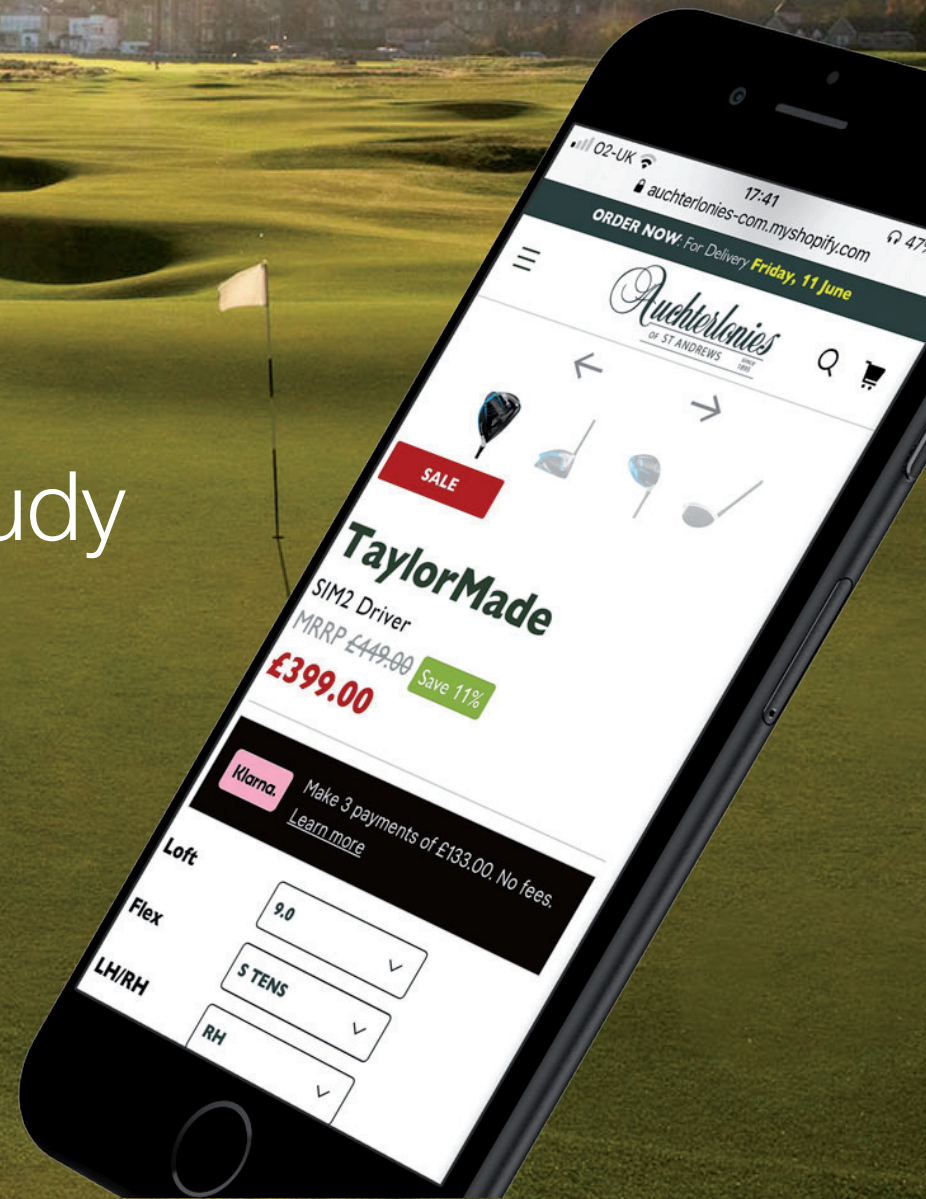


Auchterlonies
OF ST ANDREWS since
1895

Shopify Website Case Study

Design and build by

AZSIO





Bobby Millar - Testimonial

We decided in 2020 to upgrade our website to a modern, easy to use e-commerce site that worked effectively on any device but most importantly on a mobile phone. During Covid more customers turned to online buying and we wanted to make sure that we delivered the best online experience from a customer landing on our home page through to checkout.

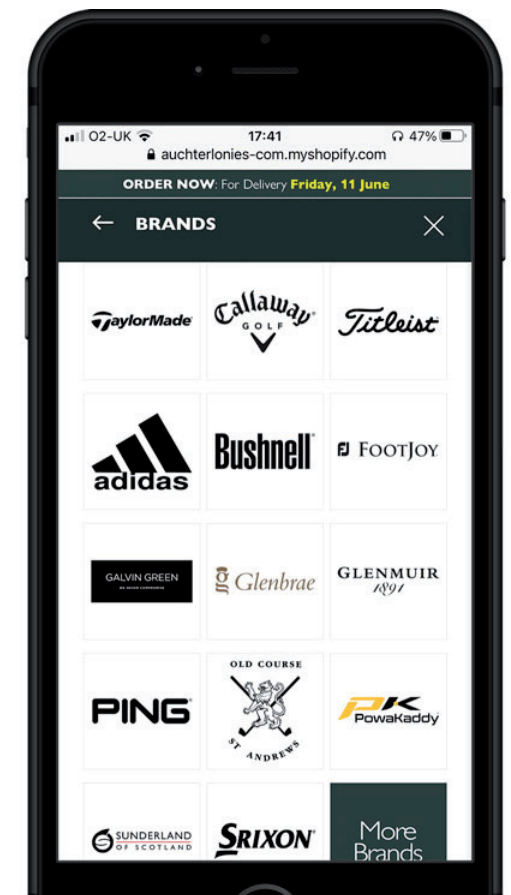
During the process of speaking to a number of web agencies a friend of mine who suggested that I spoke to Rob Moore from Azsio Ltd. A very keen golfer himself he understood our unique needs and more importantly those of a typical golf customer.

Rob and his team explained how our existing site compromised the customer experience and hindered the transactional process meaning potentially lost online sales. They then presented a solution using Shopify that would enable customers to navigate and transact optimally and hopefully increase our sales.

So, we have a new Shopify website that will work harder for us and encourage sales. Azsio have also set up Klarna Pay, Express checkout with PayPal, apple Pay and Google Pay. An integrated rewards and loyalty scheme, powerful product filters, customised mobile menus and live chat to name but a few features that all help customers shop and transact as smoothly and efficiently as possible.

If you are looking for an agency that is super reliable, cost effective, honest and offers the added bonus of a deep understanding of golf which has proven to be incredibly valuable in our Shopify project, have a chat with Rob.

Bobby Millar - General Manager Auchterlonies of St Andrews





YOU'VE PREPARED FOR THIS. FINE-TUNING EVERY ELEMENT OF YOUR GAME. IT HAS ALL COME DOWN TO THIS MOMENT. GEAR UP FOR GAMEDAY.

Shop now, pay later.
Please spend responsibly. 18+. T&Cs apply. Find out more. **Klarna.**

SUNDERLAND GOLF WINDPROOFS

CALLAWAY GOLF IRONS

ECCO SPIKELESS GOLF SHOES

BUSHNELL RANGEFINDERS

FOOTJOY GOLF SPIKED SHOES LADIES

ADIDAS GOLF OUTERWEAR LADIES

Case Study Introduction

Making e-commerce sites work harder and increase sales

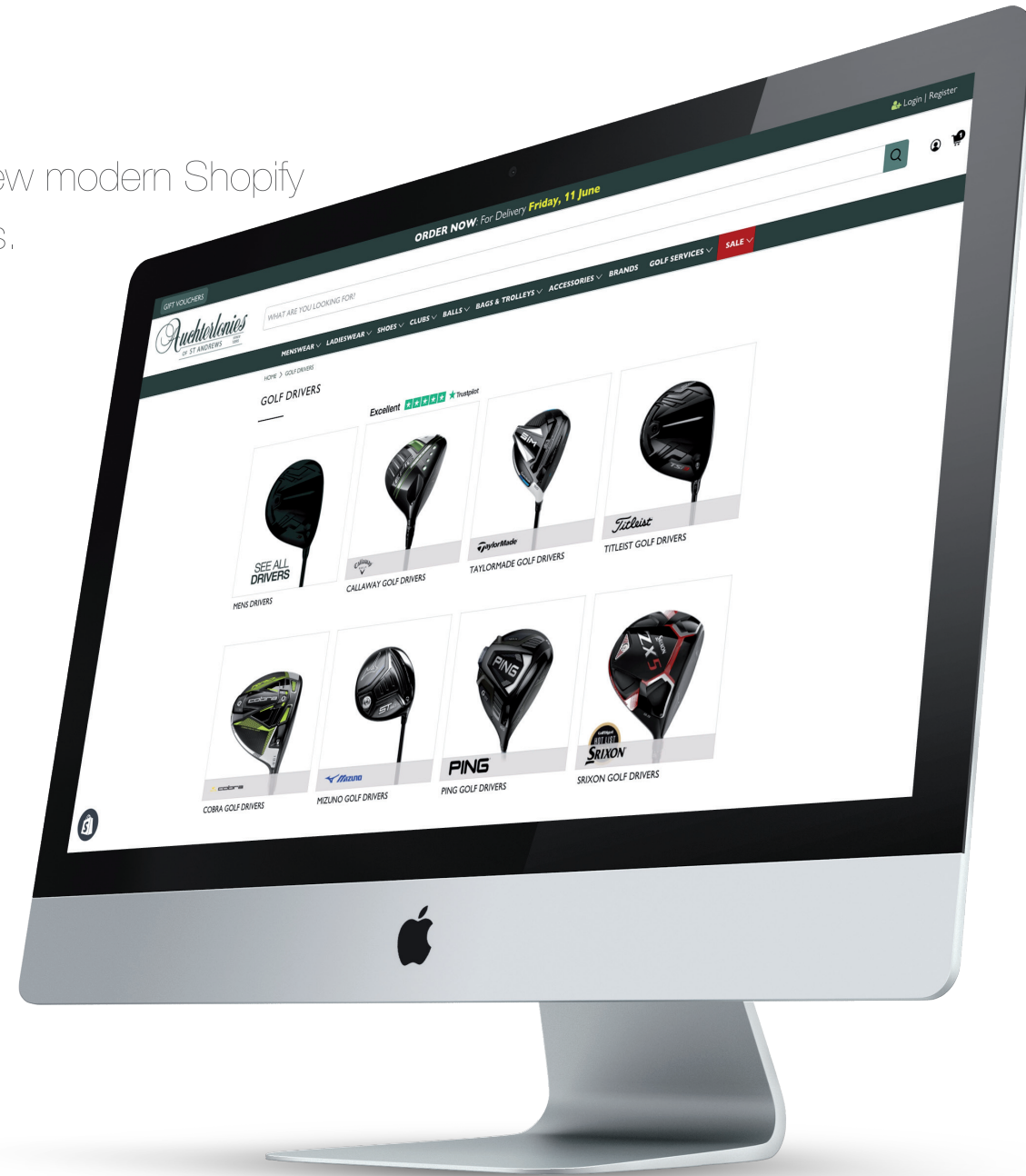
Azsio is privileged to have been selected to build a new modern Shopify e-commerce website for Auchterlonies of St Andrews.

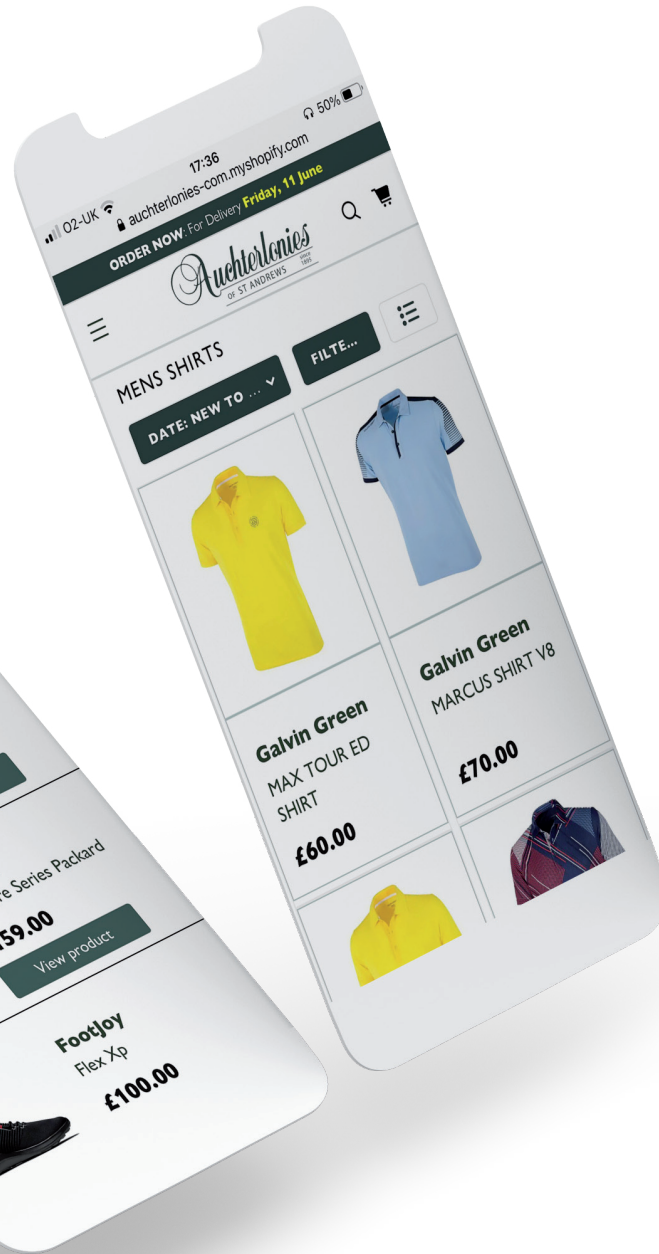
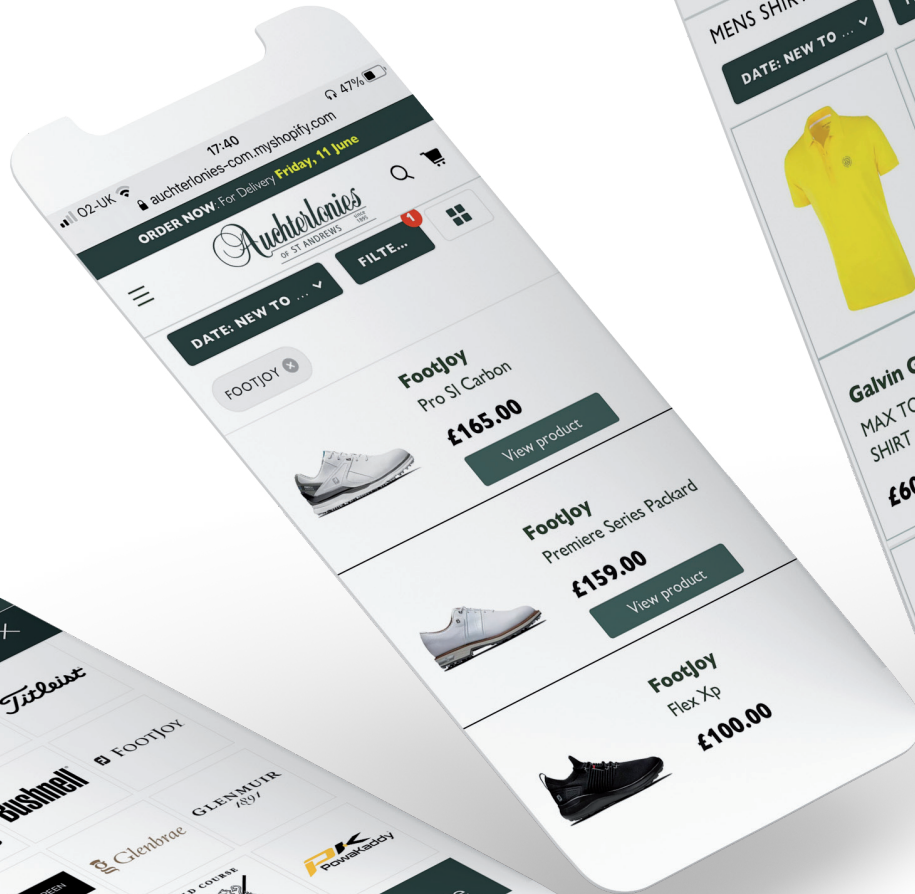
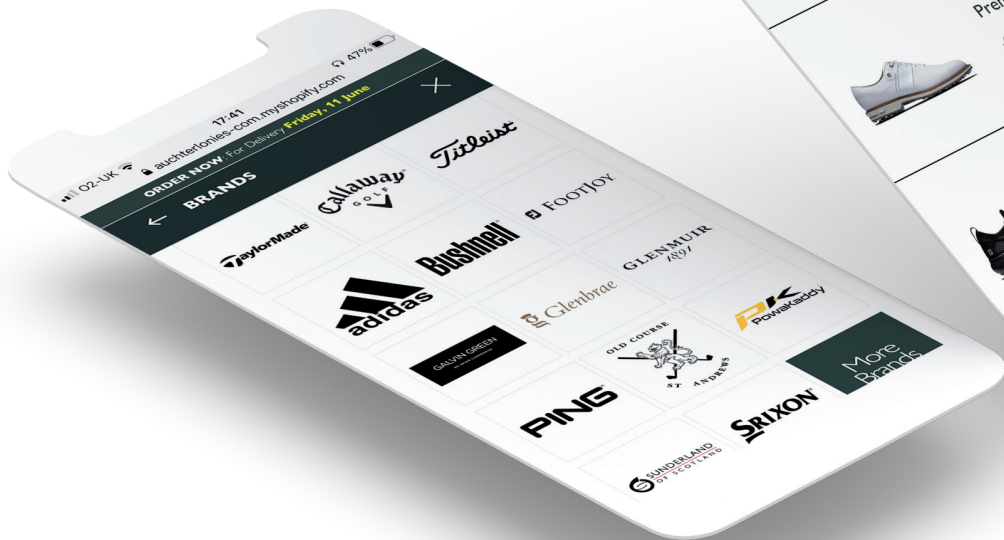
The objective

Build a web solution that allows customers to navigate and to transact optimally.

What we built

A modern Shopify website that is underpinned by a versatile and modern content management system, web analytics, solid user experience design principles and a compelling visual interface.

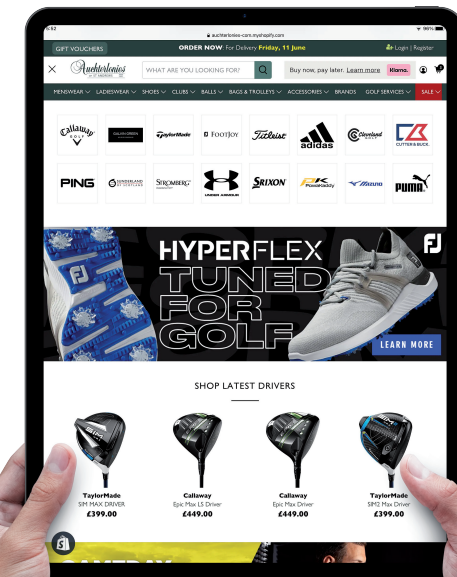




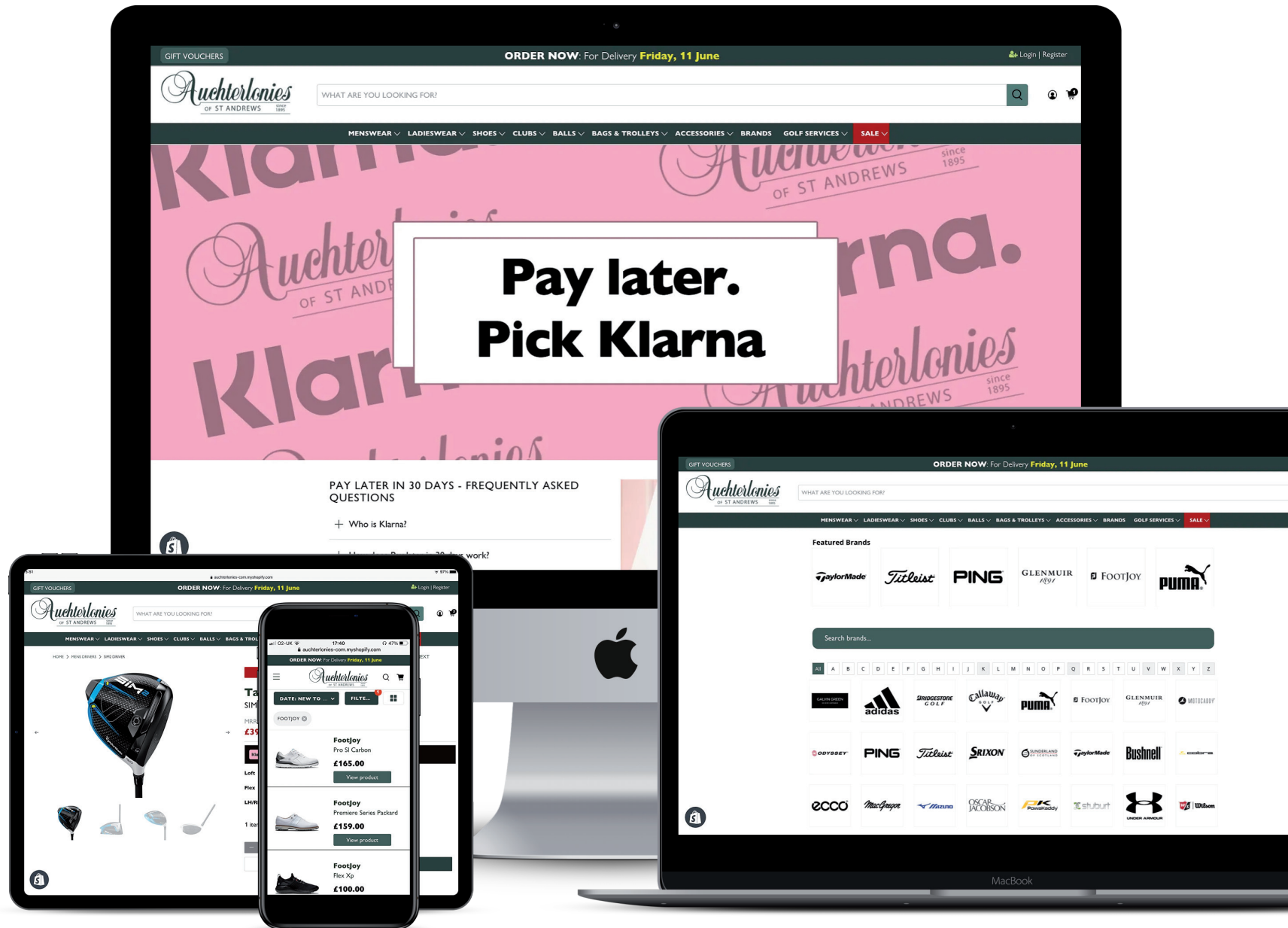
The Challenge

As a specialist golf retailer that deals in a competitive market place, Auchterlonies of St Andrews needs its web presence to work harder to communicate it's offering and to encourage new business enquiries and sales.

- The website needed a redesign from a user experience and visual design perspective, with an information architecture refresh making it easier to navigate and to interact with.
- It would also benefit from a streamlined e-commerce process to make the process of purchasing easier on any device.
- The long and valuable business heritage needed careful consideration.
- It needed to be underpinned by a modern robust back-end build that incorporates a Content Management System (CMS) to enable your business to be agile and responsive.
- Enable data capture and web analytics to measure the websites performance and help inform strategic decisions about its continued evolution.



About Shopify





Holding an increasing amount of global e-commerce platform market-share, Shopify and Shopify Plus are attracting many e-commerce big-hitters. More and more brands are migrating to the platform to sell online.

About Shopify

Founded 2006

Revenue: 1.58 billion USD (2019)

Shopify Inc. is a Canadian multinational e-commerce company headquartered in Ottawa, Ontario. It is also the name of its proprietary e-commerce platform for online stores and retail point-of-sale systems.

Key information

- Fully Hosted, Cloud-Based Solutions.
- Grow your Business with Shopify.
- 99.99% Average Uptime.
- Mobile Commerce Ready.
- Drop Shipping Integration.
- Unlimited 24/7 Support.
- Secure Shopping Cart.
- SEO Optimized.
- Fraud Prevention all in-built.

Key Shopify benefits



A robust and informed navigation architecture and layout for an optimised user experience (UX).



An optimised and seamless user experience on all devices / form factors. (desktop, mobile, tablet).



Fast, smooth checkout experiences including accelerated checkouts using apple pay, Paypal and Google pay.



Sell products to anyone, anywhere- in person in your stores with Point of Sale and online through your website, social media, and online market-places.



A bespoke visual user interface design that reflects the company values and compliments the UX approach.

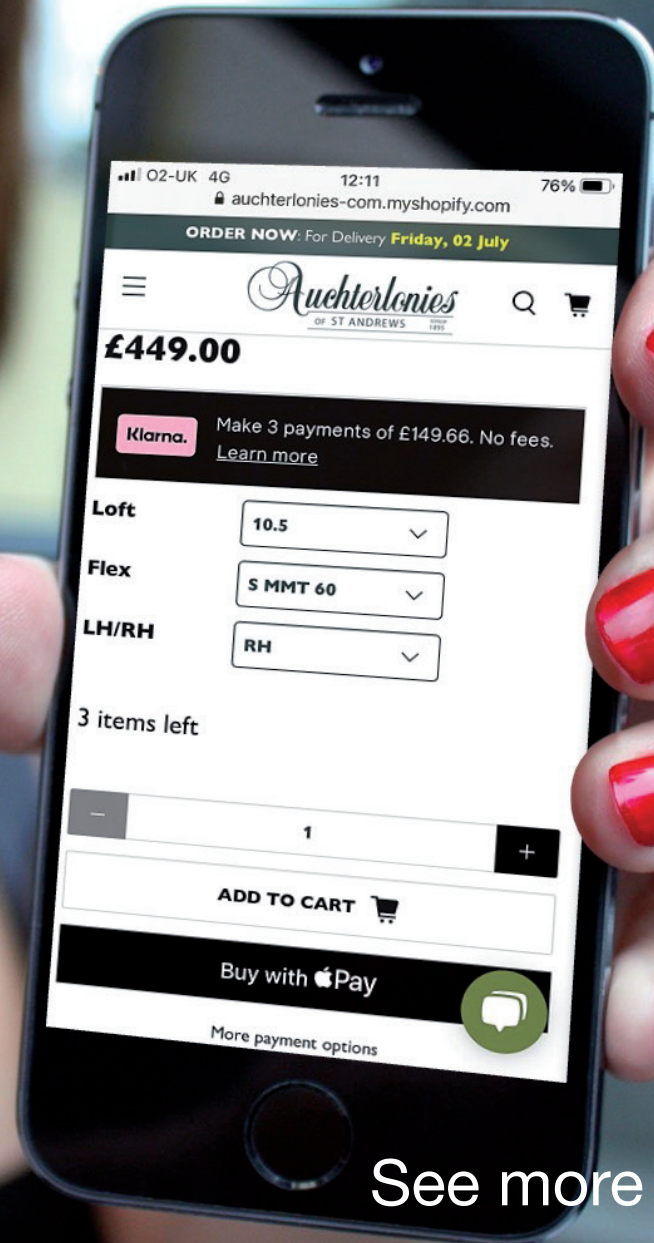


Incorporating data capture and analytics to measure performance, conversion and customer dwell times to power strategic decisions.

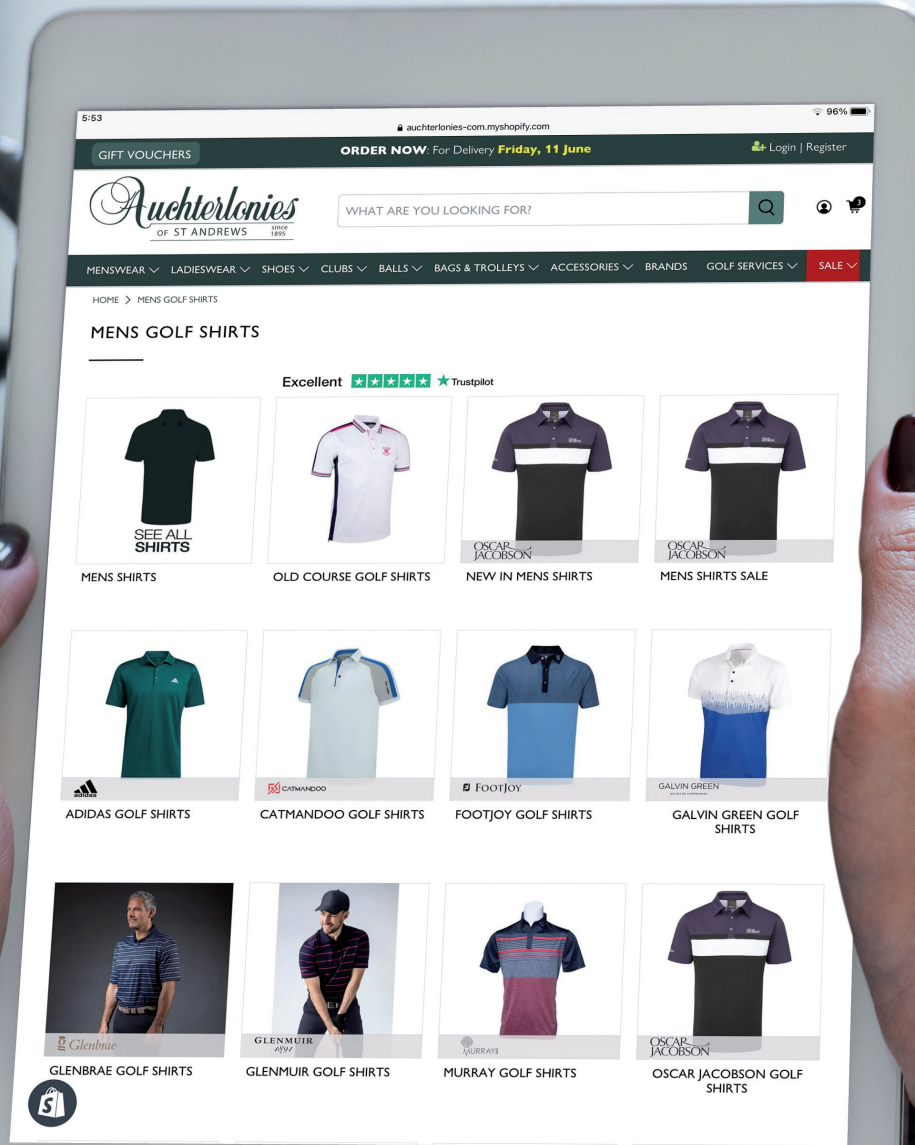
Screen Shots

Auchterlonies
OF ST ANDREWS since 1895





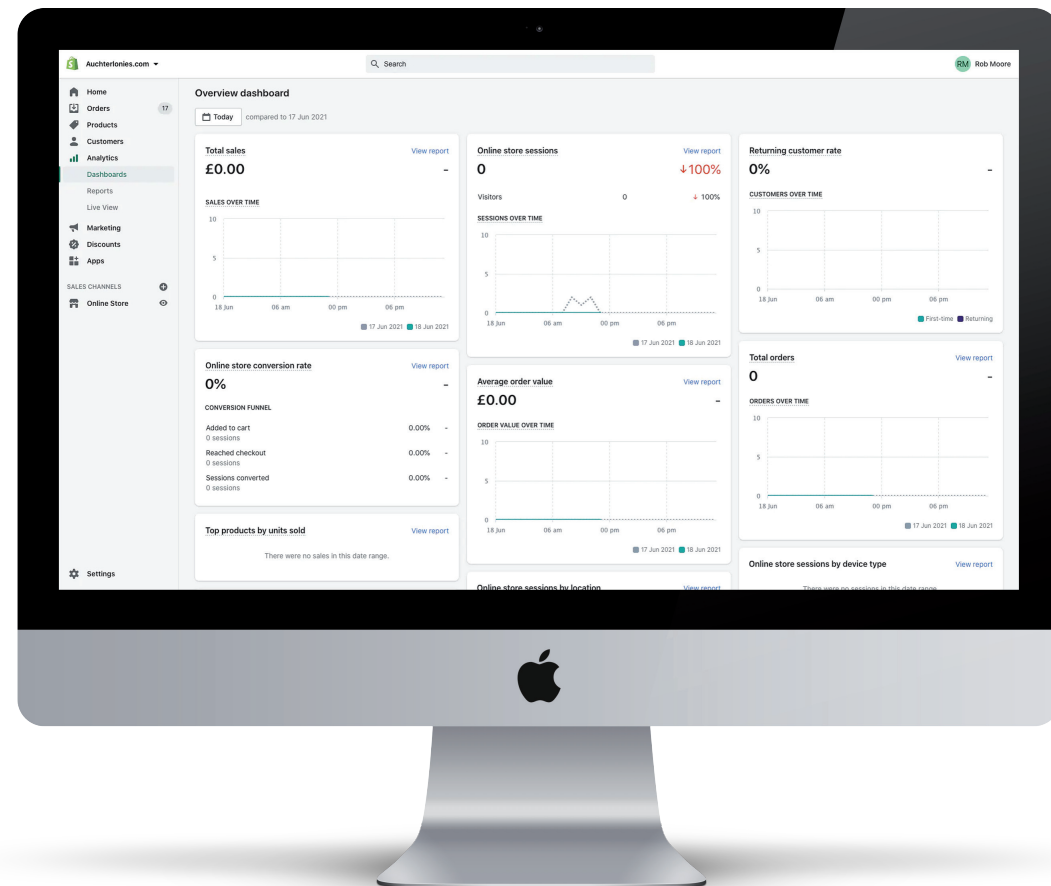
See more screenshots



See more screenshots

Web analytics

Website analytics are a useful tool in optimising your website performance by highlighting how users are interacting with your data. Not only does it allow you to understand how well your website is performing, but it provides insightful data about your visitors, their dwell times, their drop off rates and their interactions. You can use this data to your advantage when it comes to informing the continued evolution of your services and giving your customers exactly what they need.



Neil Mathewson - Testimonial

We decided to use Rob Moore and Azsio for our new e-commerce website for a number of reasons, but the key advantages we could see was the knowledge and understanding of golf and the Shopify platform that they demonstrated. This has been more than helpful during the project.

I've found Azsio to be really easy to work with, they've met all our agreed deadlines and have delivered above and beyond what was agreed. Nothing is too much trouble and communication between our two companies has been excellent.

Rob and his team always look at everything from the customers perspective. How easy is it for them to find a product, how quickly can we steer them down through checkout using a payment method they prefer. Azsio have integrated 'Express Customer Payment' on our site. Customers can pay by all the very latest easy methods including apple pay, Google Pay, Paypal and all the normal credit cards plus Klarna Pay. All together, we now have a great user experience for our online customers.

I've even been given tutorial on Photoshop by Azsio so that I can manage my own custom images, keeping them uniform and consistent with the look and feel of our site.

My experience with Rob and Azsio has been very positive and I'd happily give my recommendation to any business looking for a professional web agency.

Neil Mathewson - Online Manager Auchterlonies of St Andrews

