

# Extended case study

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## Ramsdens achieve 46% faster site speeds and a 36% increase in conversions following Aero re-platform

Ramsdens Jewellery is an established and growing online retailer, offering new and pre-loved jewellery. The online retailer has been making a statement since its first high-street store opened in 1987. Now headquartered in Middlesbrough, Ramsdens operates from over 150 stores within the UK and has a rapidly growing online presence.

Visit the [Ramsdens Jewellery website](#).

TECHQUITY ×  RAMSDENS × AERO

### Case study results:



**46%**

Speed  
increase



**23%**

Revenue  
increase



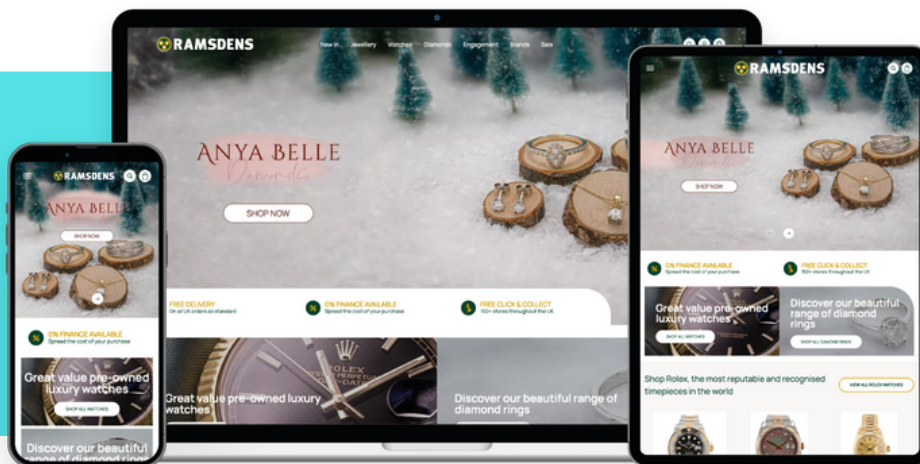
**36%**

Conversion rate  
increase

## The objectives and challenges

A common problem for many ecommerce sites is often search engine optimisation (SEO). Businesses can often find that their content management system (CMS) will create different URLs for a product for each instance that it appears on their website. As a result, you're left with duplicate indexable URLs, all for the same product.

The reason that this impacts SEO rankings is because search engines will only allocate a set amount of bandwidth to indexing your site - and if too much of this bandwidth is used up indexing duplicates, it's unlikely you'll get your whole site crawled and indexed. This means lost organic search opportunities, and a potential for a significant loss of revenue.



This is the problem Ramsdens faced with their previous platform, Visualsoft. The system had created duplicate indexable URLs for singular products, resulting in over 2 million indexable URLs. This staggering number significantly hampered Ramsdens' organic SEO ranking, and presented a huge marketing issue.

## The solution

Ramsdens knew the solution was to replatform their website and, after careful consideration, choose the Aero platform. Working with Techquity, Ramsdens embarked on a mission to clean up their URLs using the Aero platform.

By changing the way in which their platform handles faceted navigation items, Techquity were able to reduce Ramsdens' overall number of URLs from 2 million, down to 30 thousand.

The result? An immediate increase in organic ranking.

Ramsdens quickly saw the hard work of the team and the potential of the Aero platform pay off when their organic traffic increased by more than 20%, which in turn led to an increase in conversion rate of 36%.

Most importantly, the jewellery retailer saw this increase convert into all-important revenue, which increased by over 23%.

To hear more about Ramsden's replatforming project, and how the Aero platform can revolutionise your ecommerce site, [click here](#) to speak to a member of our team.

# Built on **AERO**

If you're looking to provide unique ecommerce answers to your retail clients, then the Aero platform will give you the freedom and technical resources you need.

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For more information get in touch with the Aero team today.