

LifeBLUE Media Takes E-Commerce to the Next Level

By LifeBLUE Media

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LifeBLUE Media launches PosyLane.com, taking e-commerce beyond the basics and tailoring web design and development to fit this unique product line.

Allen, Texas – LifeBLUE Media thinks outside the e-commerce box, launching PosyLane.com, a new website for the personalized gift distributor, Posy Lane. The team at LifeBLUE helped Posy Lane offer users a lot more than just embroidered and monogrammed gifts by stretching creativity and functionality on the web.

Conceptual design throughout the website allows the user to experience Posy Lane as if they were right in the store. Showcasing featured items on the home page and customizing the shopping cart makes this friendly and inviting site, with seasonal themes, one to remember.

“Posy Lane’s business is built around personalizing products that take a typically brick and mortar service to the web,” said LifeBLUE’s System Administrator/PHP Developer, Joe Mills, “LifeBLUE took a visual approach that empowered customers to browse options simply and quickly, as if someone brought color swatches and font samples directly to their home.”

LifeBLUE also incorporates search marketing with a product sitemap along the bottom, giving search engines and users simple and relevant navigation options.

Addressing the specific needs of Posy Lane was top priority to LifeBLUE. We took e-commerce beyond the basic options to fit the business of Posy Lane, tailoring the execution of design and development for a unique product line.

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Rooted in web design and application development, LifeBLUE Media is a Dallas based Interactive Agency specializing in the planning, creative, development, and implementation of interactive products for an extensive client base. We are the innovative force behind strengthening the online presence of your business, saving the world from bad design, one client at a time.

To learn more about how LifeBLUE Media can change your business online, visit <http://www.lifeblue.com>, call 972-984-1899 or email accountservices@lifeblue.com.

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