



CASE STUDY /

Ray-Ban

ray-ban.com
SERVICES

ECOMMERCE | WEB DEVELOPMENT | INTEGRATION | SEO | ANALYTICS

CHALLENGE

The undisputed world leader in sun and prescription eyewear required a eCommerce site that was scalable to support future growth.

SOLUTION

Guidance developed the site on the Magento Enterprise platform with integration to custom fraud applications, customer service interfaces, and SAP (order management).

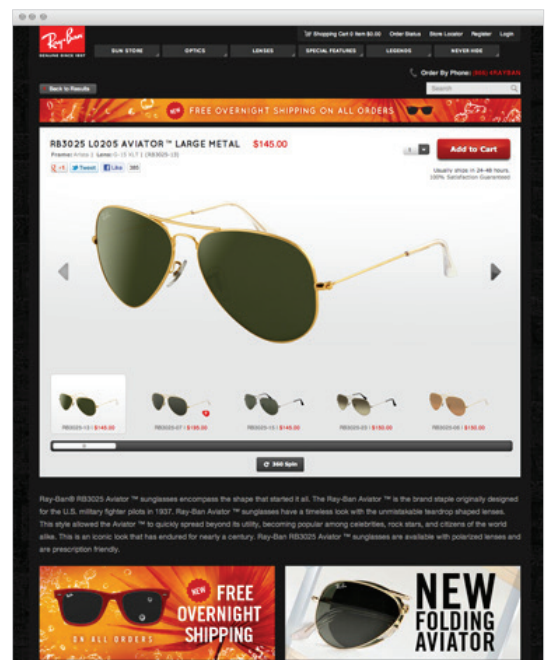
Guidance successfully optimized the website to appear first in search engine results for keywords "Aviator Glasses", "Aviator Sunglasses", and "Wayfarer".

INNOVATION

- Users have the ability to rotate the sunglasses by 360 degrees to examine them in detail and make an informed decision.
- Product search is easier through an advanced filter. Users are able to search by brand, frame material, frame color, lens color, lens technology and price.



Home Page



Category Page