



Building Locally
Competing Globally

The Granite Yard

December 2008



Programme Details

The eSolutions Centre provides practical, independent advice and support to enable your business to adopt new technologies and apply technology in ways that will have a direct impact on your profitability.

The services of the centre are aimed at helping local businesses to identify and quantify the potential benefits of information and communications technology (ICT) by focusing on key business benefits.

The Company

The Granite Yard is an online business based in Belfast, selling hand crafted natural stone handles for drawers and cabinets.

They export their products all over the world and have a wide range of styles, and colours of handles, all of which are offered for sale through their website www.thegraniteyard.co.uk.

The Challenge

This organisation spent significant money developing a very visually appealing website, which allowed customers to browse their entire product range and purchase goods directly online.

The challenge for this business was to increase sales by driving targeted website traffic to their website.

The Solution

The business met with an eBusiness Advisor in Invest NI's eSolutions centre. The eBusiness Advisor conducted an audit of their website, and highlighted a number of tactics for improving sales.

Search Engine Optimisation was a key requirement for this business, and a number of relatively low cost solutions were suggested by the eBusiness Advisor including:

- Tips around developing keyword rich content
- Using analytical tools (such as Google Analytics) to track visitors and sales conversion rates
- Utilising Pay-per-click successfully
- Choosing an appropriate online payment processor
- Email Marketing

Sinead Heatley, the business owner, commented:

"eSolutions offered me advice on a range of ICT solutions for my business. This advice, coupled with the practical demonstrations, has really helped my business develop and increase sales."



eSolutions – How can it help me?

Our E-solutions Centre can help your business to:

- reduce costs;
- improve profit margins
- improve business efficiencies;
- identify key ICT processes that address your business objectives; and
- quantify the realisable benefits of ICT.

Users of the centre can experience hands-on demonstrations of a comprehensive range of ICT technologies relevant to business success.

How does it work?

After an initial meeting to discuss your specific requirements, our trained staff will explore a variety of technology solutions with you, designed to meet your business needs.

Our state-of-the-art facility enables you to 'sample' a range of technologies before implementing your chosen ICT solution. Demonstrations are available for:

- IP telephony;
- e-security systems;
- video-conferencing;
- computer networking;
- broadband technologies; and
- portable computing and wireless communications.

As part of your contact with us you may receive one-to-one consultations, specialist advice or take part in workshops and networking opportunities.

Who is eligible?

The centre is open to Invest NI clients and all small and medium-sized businesses (up to 250 employees) within Northern Ireland.

Contact

Please contact your Client Executive if you feel your business will benefit from this service.

Alternatively you can also contact:

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