

Fargo-Based Rope Company Experiences Significant Growth with New E-Commerce Website

Client Background



 www.towropes.com

Hercules Tow Ropes is a retail/wholesale supplier of car, truck and vehicle top rope/tow straps. They also sell bulk ropes in all sizes and types, like twisted nylon, solid braid nylon, twisted polypropylene, hollow braid polypropylene, manila, and double braid nylon. Hercules Tow Ropes sells primarily through their E-Commerce store which is based Fargo, ND.

Their Previous Website:

Hercules Tow Ropes owner, John Keller, had a good relationship with their previous website designer. Their former web development firm built Hercules Tow Ropes a perfectly fine website. But as time went on, John and his business wanted to grow. Hercules Tow Ropes aspired to acquire more new customers. And this was the issue: their current website company didn't have the knowledge or skillset to help Hercules Tow Ropes grow online, through an E-Commerce solution.

The decision was clear: Hercules Tow Ropes and Hercules Bulk Ropes needed to completely overhaul their website. By engaging BNG Design, John and his team at Hercules Tow Ropes learned that they wanted a website that was streamlined for online ordering, looked professional, and one that allowed their end-buyers to find the ropes they wanted to buy and check out efficiently.

Why They Chose BNG Design:

As an E-Commerce store, Hercules Tow Ropes needed a website firm that could create a user-friendly experience for their customers, yet deliver return on investment (ROI) through an increase in website traffic.

Hercules Tow Ropes received the following results with their new E-Commerce site from BNG Design:

- Improved sales and revenue by building their E-Commerce store in WooCommerce
- Increased website engagement with visitors through fresh product content



- Improved E-Commerce site traffic through in-depth SEO, SEO audits, and on-page SEO help
- Better site and product promotion through social media integration
- Refined the look and feel of the site to be mobile-friendly (responsive design)

The Result:

Their new website became streamlined and user friendly, customers can find what they're looking for, and Hercules Tow Ropes has seen a dramatic growth in online purchases.

Hercules Tow Ropes now sees a solid year over year ROI from their website, which helps them focus on growing their business instead of being bogged down with a typical website expense.

Lastly, Hercules Tow Ropes no longer has to wait for help if their site is having issues, as BNG Design is there no matter the struggles. "We would highly recommend doing business with BNG Design, especially if your business has an E-Commerce site", said Hercules Tow Ropes owner, John Keller.

"I think if I look at our competition, we are a step above them in our website design. That's important to me, that we have a great e-commerce website."



**John Keller,
Owner**

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