

The logo for Rogan's Shoes, featuring the brand name in a bold, sans-serif font with a red and blue color scheme.The Znode logo, consisting of a stylized red 'Z' followed by the word 'node' in a lowercase, sans-serif font.

# Rogan's Shoes Significantly Increases Conversions and Improves Overall eCommerce Structure with Znode Multifront™

## About Rogan's Shoes

Since 1971, Rogan's Shoes has been a top Midwestern footwear retailer, with 33 brick and mortar stores across Wisconsin, Iowa, Illinois, and Minnesota. The company took its brick and mortar business to the web in 2000 primarily to inform its customers about sales and store locations. Since 2004, Rogan's Shoes has expanded to eCommerce with 10,000 items, 100 brand names, and multiple sites.

## Executive Summary

Rogan's Shoes sought a new eCommerce platform to better complement its growing retail needs on the web. Its old proprietary system from a developer negatively affected SEO, offered few customization options, and was not responsive. Sales dropped significantly from a lack of conversions, which led Rogan's Shoes to select Znode Multifront for a more robust, seamless solution.

### Challenge:

The company's former proprietary system gave Rogan's Shoes no access to the data, negatively affected SEO, offered few customization options, and was not responsive or mobile-ready.

### Solution:

Rogan's Shoes chose Multifront based on a recommendation from Perficient, a Znode partner. With Multifront, Rogan's Shoes received access to the full source code, which complemented the company's experience with a .NET framework that used a Microsoft SQL backend. The results include:

- Increase in conversions both on computers and mobile devices
- No duplicate content
- Boost in SEO ratings
- Customization features for multiple sites

The logo for Rogan's Shoes, featuring the brand name in a bold, sans-serif font with a red and blue color scheme.

**Rogan's Shoes**  
1750 Ohio Street Racine, WI 53405  
Phone: 1.800.976.4267  
[www.rogansshoes.com](http://www.rogansshoes.com)

## Challenges



### Data Access

Access to the data was one of the top challenges for Rogan's Shoes because it could only send inventory via XML. A user could upload new inventory but could not delete existing inventory via the XML interface. XML inventory uploads were also limited in size. Finally, the company was only allowed to upload data at certain times of the day. These roadblocks cost the company extra time and money.



### Fragile Framework

The proprietary system Rogan's Shoes previously used made page load time a serious issue. The .NET framework (versus PHP) was a key factor for improving page load times for the company given its in-house .NET development experience. Additionally, few customization features were available out-of-the-box with the proprietary system. New features were also slow in development, which proved to delay important updates for the company's other eCommerce stores.



### SEO

Search engine optimization (SEO) suffered significantly because of duplicate content concerns. For example, accessing the same product from a search within the site versus a department page yielded two different URLs. Those two different URLs were displaying the same content and SEO then fell in quality, given the duplicated content. Web traffic decreased due to poor SEO. Conversions and sales ultimately fell.



### Mobile Friendliness

Mobile-friendly sites were not available with the company's old proprietary platform. Rogan's Shoes needed a platform that was responsive on a computer screen, tablet, and mobile device to deliver the full brand experience. Since the company is a retailer, responsive design is vital to its business for online shoppers. Abandoned shopping carts and lost sales prevail if the user cannot checkout simply on a mobile device.

## Solution

### Source Code

With access to the full source code (over 1 million lines), Rogan's Shoes was able to manage its data structures, and modify and customize features without breaking the integrity of the overall system. Each store can be tailored to the company's liking, making for more personalized and relevant customer experiences. Access to the full source code puts the user in control and eliminates a one-size-fits all approach.

In addition, Rogan's Shoes can prepare data on its SQL server and then replicate to the web server at any time. Given that the company has .NET developers in house, the initial setup with the source code was a seamless process.

### Integration

Multifront is designed to extend functionality with numerous out-of-the-box eCommerce integrations with its open API. Rogan's Shoes seamlessly integrated with Avalara, PayPal, Authorize.net, and UPS/USPS shipping APIs, among others. These features can easily handle the company's data for its 7,500 products and 218,000 SKUs. With out-of-the-box integrations, development time and money are saved. Orders, for example, are imported via the API and integrated directly to its internal CRM software.

### eCommerce SEO Management

Multifront offered Rogan's Shoes powerful out-of-the-box tools to boost its SEO quality. For example, the 301 redirect feature with Multifront automatically updates pages when products have been switched in the catalog. For Rogan's Shoes, duplicate URLs for products were not SEO friendly. Static URLs as an out-of-the-box tool with Multifront solved this problem by generating a single URL for products.

### Mobile Commerce

Multifront is built on a flexible ASP.NET architecture, which made it easy for Rogan's Shoes to leverage a better mobile shopping experience. The full brand experience is delivered across all web channels.

The mobile commerce platform seamlessly integrates with the product catalog, provides a user-friendly search, and responds to the device (mobile or tablet). Customers can reach the storefront regardless of device and checkout in a simple fashion, resulting in a higher rate of conversions and fewer abandoned shopping carts. For Rogan's Shoes, mobile conversion is up almost two full points.

## Results

### Website Conversion

Quality web design, mobile experience, and increased site speed has helped Rogan's Shoes significantly boost conversions within six months of launching Multifront. In particular, responsive design simplified the search and check-out process on mobile devices, making for fewer abandoned shopping carts and increased sales. For desktops, conversion is up almost one full percentage point; for mobile devices, conversion is up almost two full percentage points. The latter was an unexpected increase. Conversions are often over three percentage points since changing solutions.

### SEO friendliness

With duplication issues resolved, SEO significantly improved with Multifront. The key to improving duplicate content was the static URL feature, which allows for better click through rates and more conversions. Now, a product has one URL.

### Platform for Growth

Rogan's Shoes considers Multifront to be a key element in its growing eCommerce business, given that within six months of launch, major roadblocks were resolved. In the future, the company hopes to continue to increase conversions with Znode's robust technology, and continue to add customizable stores.

**“[Znode] is robust. It had all of the out-of-the-box features that we needed to get up and running quickly”**

**-Eric Hammond,**  
Developer, Rogan's Shoes

## About Znode®

Znode is one of the fastest growing eCommerce software companies on the planet. Its customers produce over \$40 billion in combined sales and it's currently implementing over 2,000 new eCommerce sites worldwide. Znode has a unique approach to eCommerce software. It believes that businesses of all sizes, from small operations to the largest enterprises, need more flexible eCommerce solutions.

