



The Art of eCommerce™

Lead by Example

Defined by Results

Forged by Relationships

“1Digital Agency did a fantastic job with the design, development, and migration of our site. They took our vision and ideas and ran with it. We look forward to working with 1Digital as we grow our eCommerce in the future. Our new site really stands out from our competitors which is the best feeling!

P. Rexing ★★★★★



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Adaptable, Industry-Specific Strategies from an eCommerce Agency

There are many unique challenges that eCommerce businesses have to deal with in order to remain competitive in their respective categories. Sadly having an amazing product to offer is just the first step. Businesses need to know their audience and how to market to them while also keeping their sites engaging enough to encourage conversions. On top of this, entrepreneurs must also understand the constantly shifting landscape of the eCommerce market to make sure that their site is utilizing the latest and best features. Understanding how all of these things come together is the Art of eCommerce™.

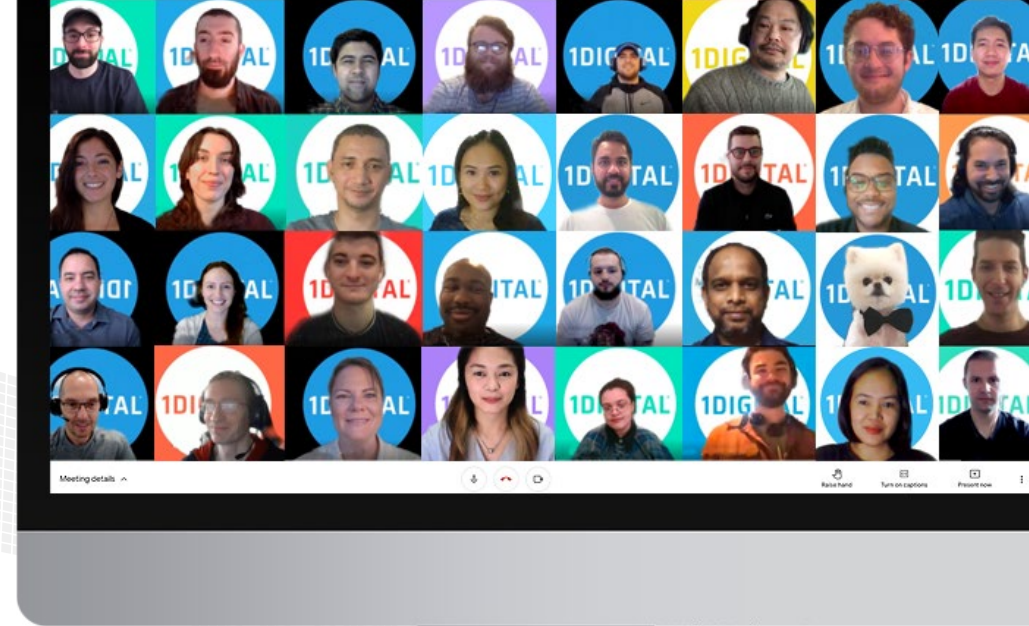
One of the best ways for business to achieve long term growth in eCommerce is to work with an agency that understands every facet of the eCommerce landscape. That is why we have assembled eCommerce experts with collective decades of experience into a team that can see the big picture of every client's site while understanding how every detail functions. When you work with a team that truly understands the Art of eCommerce™, you will understand the difference that it can make.

Our Culture

Forging Genuine Connection with Our Clients

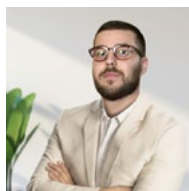
Our team is a collective of scrupulous minds that bring a wide range of expertise and innovation to the world of eCommerce. Each of our members is armed with a unique skill set, yet together, we synchronically aim for and meet one main goal: our clients' success.

We believe in face-to-face meetings, both internally and with our clients, to add that unique human connection that provides unequaled authenticity and attention. We care about every one of our clients, their business, and their industry. Our commitment to bringing them the results they seek and deserve is unmatched because we strive to approach every project with individual attention. We see this as an investment in mutual trust, which has enabled us to forge genuine connections and strategic relationships.



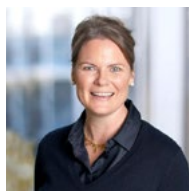
DAN KOGAN

Founder & CEO



MICHAEL PRUSICH

Director of Business Development



COLETTE NICHOLS

Chief Strategy Officer; Director of Operations



ART TRAN

Art Director; Digital Design Manager



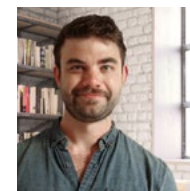
BRIAN HARDING

Design & Development Projects Team Lead



DANIEL HAUCK

PPC Team Lead



JOE CHILSON

Senior Project Manager; Assistant Team Lead



MATTHEW LOVETT

Writing, Content, and Social Media Team Lead



RISHI RAVI

SEO Team Lead



-  CLIENTS
-  TEAM MEMBERS

Authorized by Expertise



1Digital® is an authority on digital marketing, eCommerce design and development, and experience devising and executing industry-leading solutions for its eCommerce clients. Our main digital marketing services include eCommerce SEO and PPC, and we have developed several highly-effective, equally successful strategies to develop both organic and paid growth for clients in a wide range of industries. Our marketing experts also specialize in custom content marketing, email marketing, and social media management strategies.

The other half of our industry expertise is occupied by design, custom development, migration and support services. Many veteran designers and developers with years of hands-on experience are a part of our team. We have constructed user-experience and conversion optimized

websites utilizing the foremost eCommerce platforms, including but not limited to BigCommerce, Volusion, Magento, Volusion and even WordPress, with custom functionality and tools that provide an immeasurable boost to UX.

The Stage is Yours

1Digital® Agency is committed to partner relationships. While we have developed structured processes, our approach remains consultative and flexible.

Strategy & Consulting

Digital Marketing

Custom Design

Custom Development & Migration

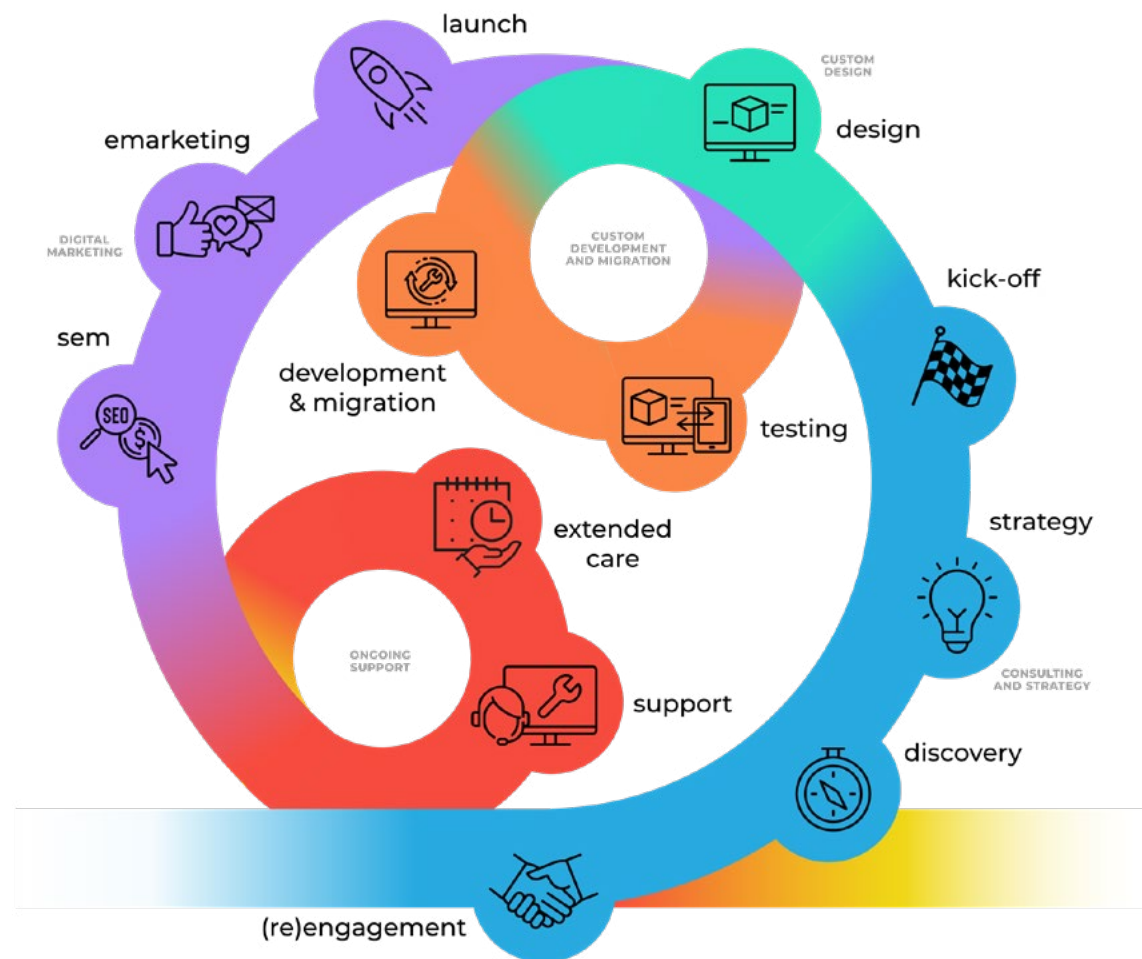
Ongoing Support

All of the Above

Whatever stage of the eCommerce life cycle your organization is in, or at whatever stage you engage us, we'll help you define, target, and achieve your goals.

We understand that no two client projects are the same, nor are any two clients. Your business has unique needs and, together, we will meet your expectations and overcome your challenges.

THE 1DIGITAL® COMPLETE ECOMMERCE LIFE CYCLE





Determined by Strategy

Strategy and Consulting

Together, We Define and Conquer

Without strategy, no initiative can succeed in the long run. Strategy dictates tactics, tactics dictate day-to-day decisions. By following a cohesive strategy, success is not only more likely but ultimately attainable.

Strategy can and may vary depending on the ultimate goals of a specific organization. The most successful eCommerce strategies, however, are holistics, communication between

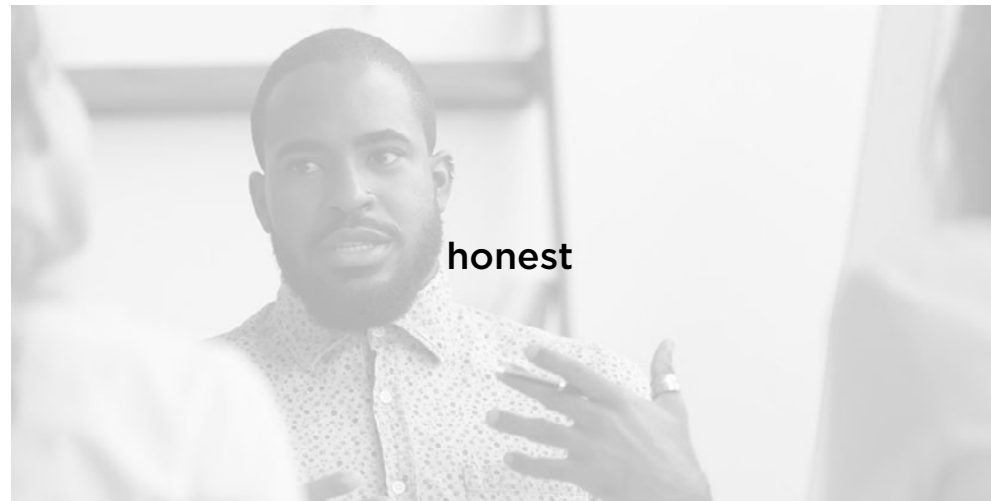
departments that govern marketing efforts, brand management, operational practices, and, of course, the scaling, maintenance and management of an online storefront's design and development projects.

1Digital® Agency develops inclusive strategies that work together toward the goals of your eCommerce business.

Striving to deliver eCommerce consulting services that are...



direct

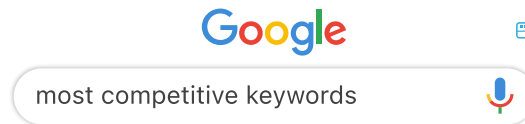


honest



experienced

Hard Figures Are a Powerful Testimonial



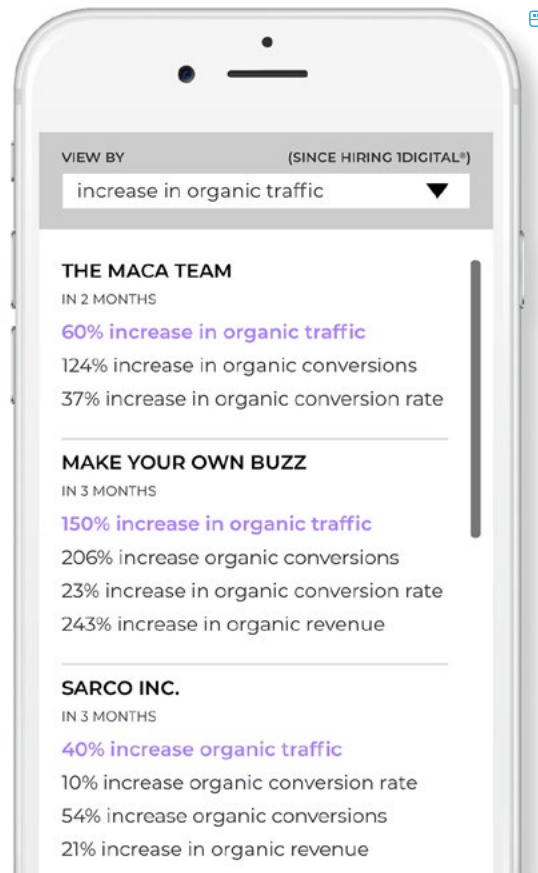
ORGANIC TRAFFIC

Users	New Users	Sessions	No. Sessions/User	Pageviews
70.98% 14,039 vs 8,231	73.97% 12,646 vs 7,269	80.00% 25,880 vs 14,378	5.28% 1.84 vs 1.75	69.23% 122,942 vs 72,648

Performance by The Numbers

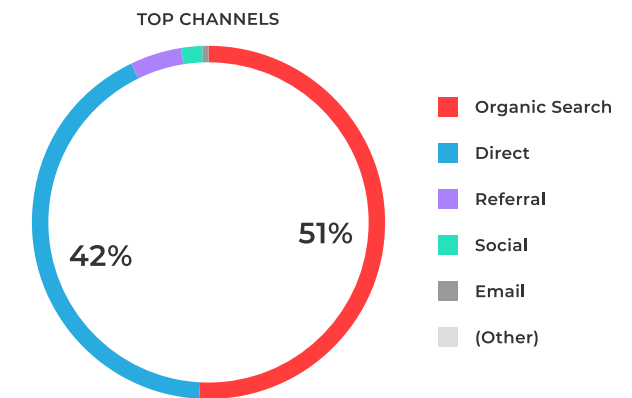
We've served a wide range of clients in equally diverse industries, all with unique requirements, products, services, and target customers.

Our processes are data driven, and we seek to continuously improve on them. Digital marketing campaigns that are flexible and adaptable to the needs of our clients and their customers have enabled us to generate impressive gains on a large number of fronts.



CONVERSION RATE

Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
35.22% ↑	140.31% ↑	184.98% ↑





FREE SEO AUDIT



FREE PPC AUDIT

Digital Marketing

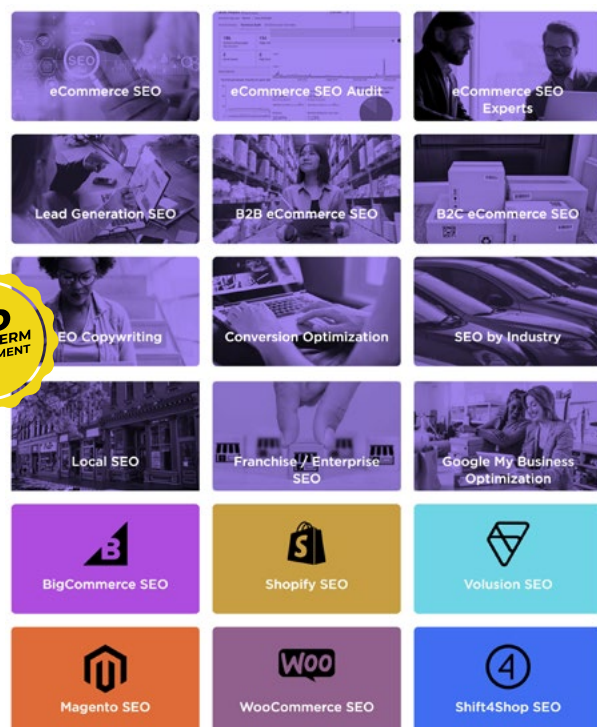
Comprehensive and Proprietary SEO and PPC Campaign Process

Continuous improvement is a way of life at 1Digital® Agency. It is a philosophy that we implement into every digital marketing campaign we oversee.

Our PPC projects are continuously monitored by our veteran paid search specialists. Targeting, presentation, and messaging are updated on an ongoing basis to improve ROI and ROAS, maximizing the value of every dollar invested.

Our SEO campaigns are equally adaptable. Consultative and intuitive project managers tirelessly scan clients' projects to monitor and address fluctuations in rankings, subtle shifts in consumer behavior, and opportunities as they arise. This enables us to adapt our keyword strategies to the many moving pieces of the online marketplace while continuing to generate increases in organic ranking and traffic.

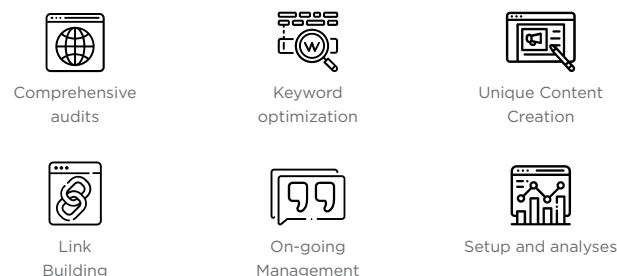
COMPREHENSIVE SEO BREAKDOWN



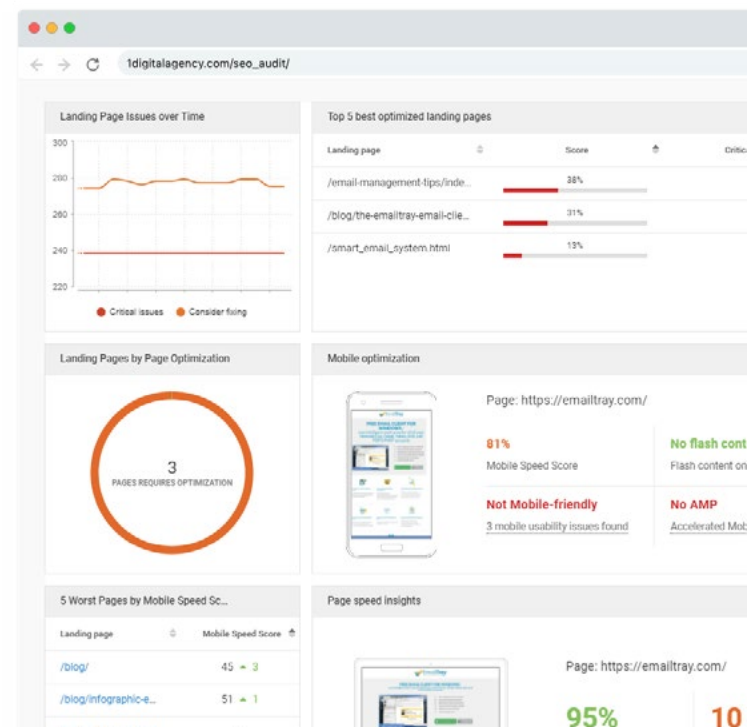
TYPES OF PPC ADS



THOROUGH SEO PROCESS



SEO MANAGEMENT DASHBOARD





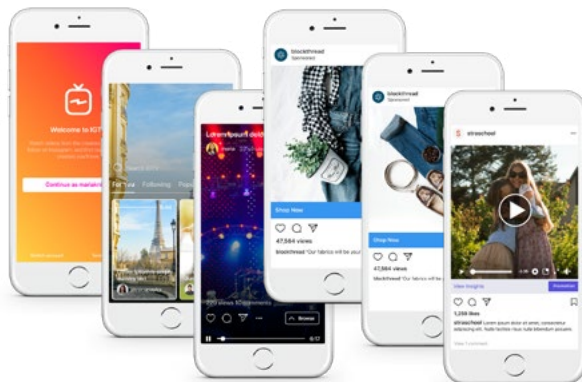
Digital Marketing

Social Media Marketing Services Aligned with Your Target Audience's Interests

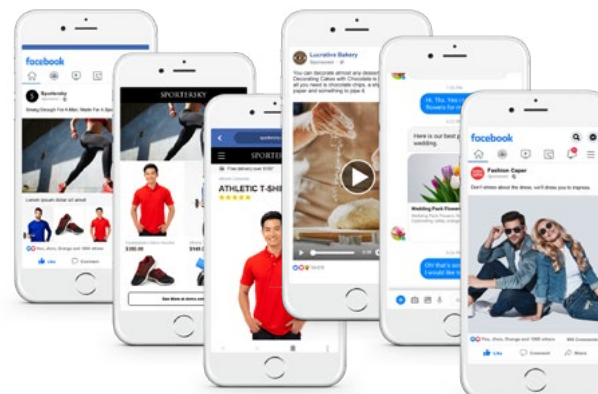
Gone are the days of billboards and physical advertisements with their limited reach. The most effective modern ads are digital, strategically delivered through social media platforms and specifically targeted towards users with matching interests.

Our social media marketing professionals diligently interpret modern trends, popular searches, and audience interests to heighten your business' awareness, credibility, and overall success. As your ideal customers are scrolling through their feeds on popular platforms such as Facebook, Instagram, Twitter, and Pinterest, our services deliver aesthetically pleasing, conversion-optimized ads that directly connect them with the products and services they most desire, from a trusted source: your business.

TYPES OF INSTAGRAM ADS



TYPES OF FACEBOOK ADS





FORWARD RESPONSE

BEHIND THE TIMES



Transformed by Design

Custom Design

A Picture is Worth 1000 Words... Now Imagine So Much More in Clicks

It takes a split second to make a first impression – for better or for worse. Users will often bounce off a webpage within a few seconds if it doesn't meet their expectations.

Hit hard and hit fast with a design that communicates your brand value without the need for a single word. Balance imagery, fonts, navigational features and proprietary tools with a show-stopping, modern aesthetic that does the talking for you and encourages users to take one more step towards conversion.

INDUSTRIES SERVED

air compressors
airsoft guns
arts & crafts supplies
banners, buntings, and flags
batteries & electronics
boat building supplies
Bob Ross
cafes & restaurants

car audio & supplies
cleaning & wiping products
digital marketing
educator resources
fine arts / crafts / keepsakes products
fine furniture & mattresses

fine jewelry
firearms & shooting accessories
fresh seafood
furnace parts & supplies
home brewing supplies
home decorations
hot tubs & supplies

hotel & restaurant supplies
HVAC & supplies
industrial safety equipment
knives, tools & outdoor accessories
law enforcement supplies

lighting & supplies
Mac computers & Apple products
mechanics tools & supplies
medical & dental supplies
men's clothing & shoes
military care packages

music & musical equipment
office furniture & replacement parts
outdoor playsets
outdoors gear & equipment
party favors
pharmacies

post caps & supplies
promotional products
radio supplies & equipment
rocket motors & supplies
roofing tools & equipment
solar panels & supplies

specialty apparel
specialty body lotion & essential oils
specialty foods
specialty plants & nurseries
sporting apparel & gear
stadium seating

timer display & supplies
tire & auto care
uniforms & personal protective equipment
vape & vaping supplies
water filters
women's boutique fashion

Your Brand



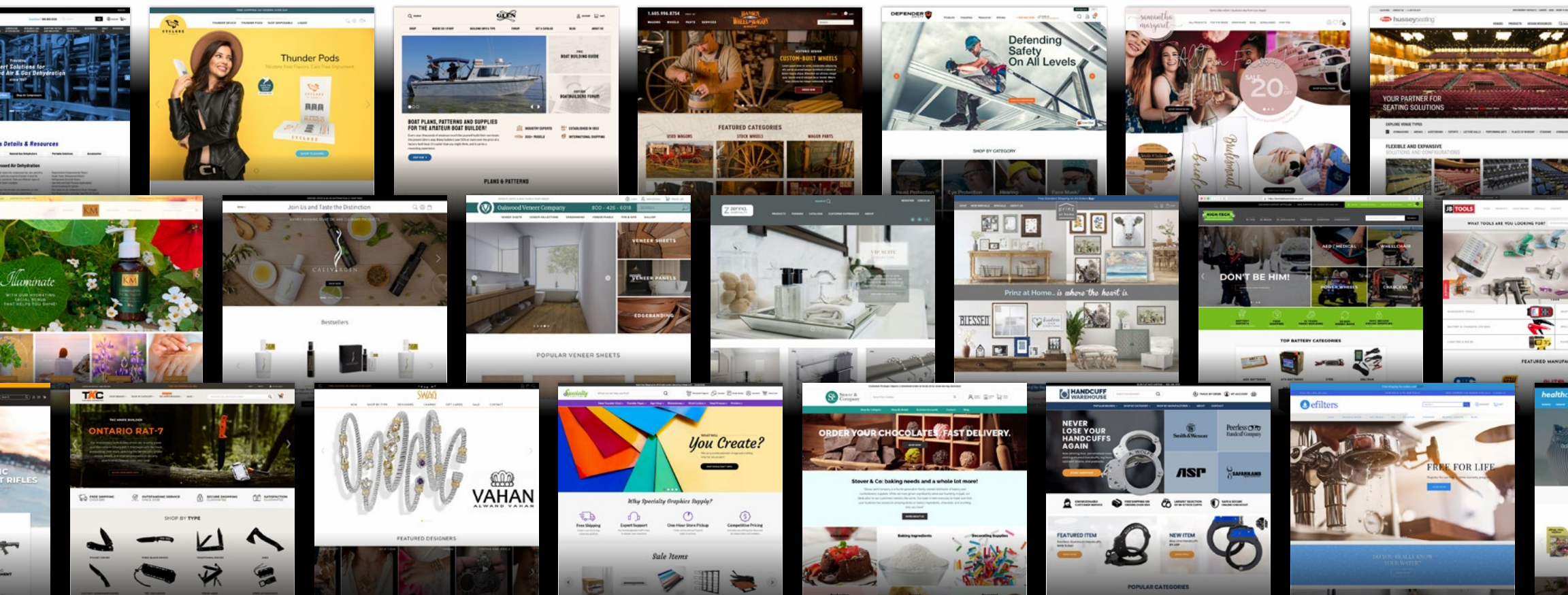
Custom Design

Rethink, Reinvent, Reignite

Brand has become something of a buzz word in the world of eCommerce but what does it mean? To put it simply, all of the different factors that go into how a business presents itself are part of its brand.

It is crucial for online businesses to define brand identities that appeal to their target audiences. This means having design elements and a message that all ties together into something that visitors will value. From custom design features to expertly written content, we can help you define your brand so you can bring in the traffic and conversions that you need to grow.

SEE THE BEFORE



Custom Development

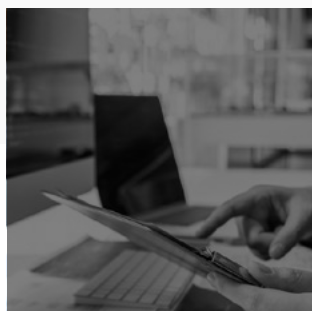
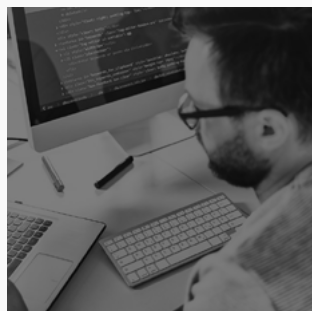
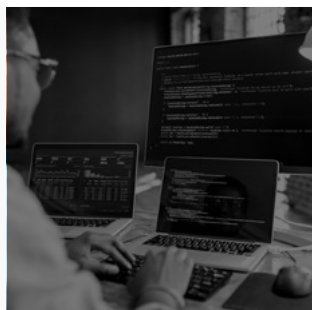
Make Your Platform Work for You

Cohesive eCommerce development strategies – not one-off, disjointed deliverables – result in the creation of eCommerce juggernauts. All platforms and businesses experience hiccups, but a development plan should follow a carefully planned strategy to refine and optimize the user experience.

Cohesive development strategies address bugs and perform basic integrations, but they do so as a part of a larger plan that involves the cultivation of a pleasant design, an intuitive hierarchy, sensible, user-friendly navigation, and the coding and integration of custom tools.

An experienced development team will create an online storefront that will draw both you and your customers in for a closer look – and do the selling for you.

Developed by Experience



SMART PARTNERSHIPS

shopifyplus

Magento

BIGCOMMERCE

volusion

WOO COMMERCE

accessiBe

bold

Bolt

BRIDGE

Brightpearl

doogma

Glew.

KLAVIYO

NDMS

nosto

Rewind

searchspring

Shopper Approved

smile.io

Square

YOT PO.

Google Partner



Platform & Data Migration



Responsive Development



eCommerce ADA Compliance



Mobile App Development



API Development & Integration

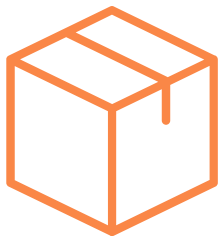


Advanced Development





Payment API



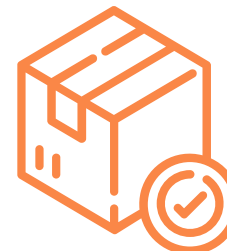
Shipping API



Product Inventory



Customer Data



Order Fulfillment



Price Management

Development: API Development + Integration

Complex API Integrations, Handled Effortlessly

Our skilled developers leverage years of experience working with the top eCommerce platforms and other third-party developers to the benefit of our clients. Streamlined API planning and integrations are at the heart of a positive user experience. From basic third-party plugins to complex development and integration projects, our team has handled it all and done so with expertise.

COMPLETED API PROJECTS

SHIFT@SHOP

face.com

has offers

meetup



zendesk

amazon web services

facebook

HighGear MEDIA

OrderMotion

volusion

SUGARCRM

bigCOMMERCE

GetResponse

iContact

salesforce

Limelight NETWORKS

eventful

DBpedia

Google APIs



shopify

YAHOO! NEWS

MailChimp

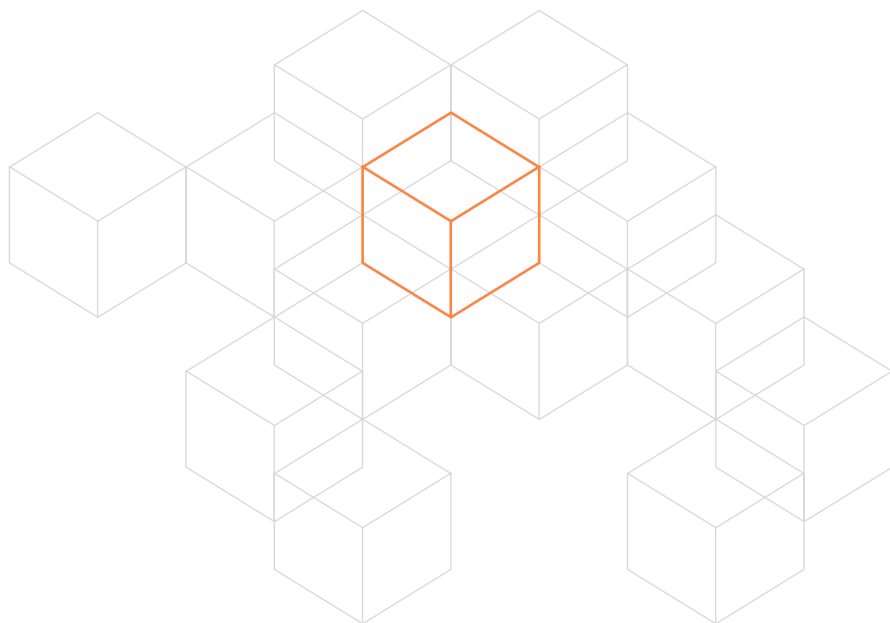
ECOMMERCE PLATFORMS API INTEGRATION

shopifyplus

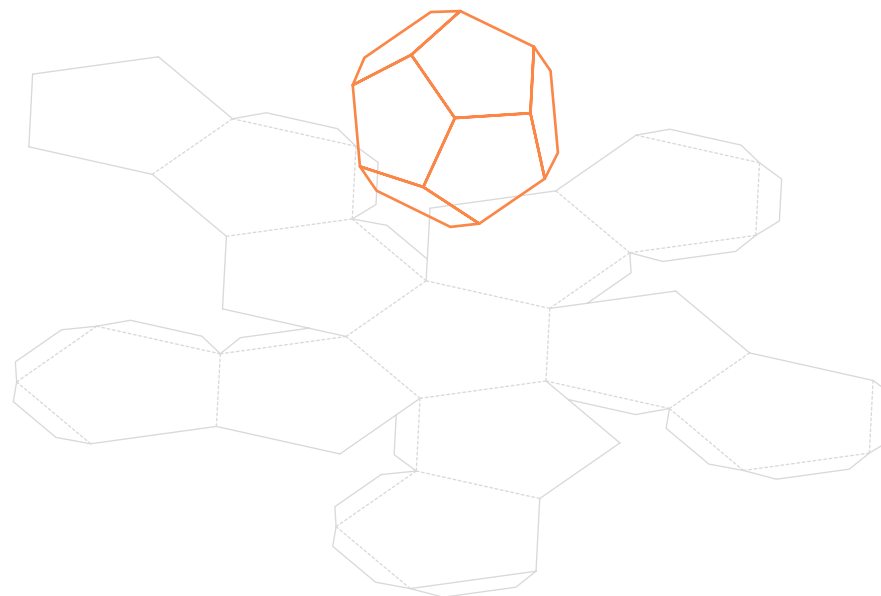
BIGCOMMERCE

volusion

VERSATILE, FLEXIBLE, ADAPTABLE



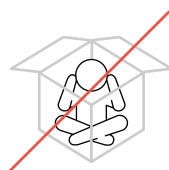
DEFINING & CUSTOMIZING NEW RULES



Advanced Development

Breaking the Mold, Creating New Functionality

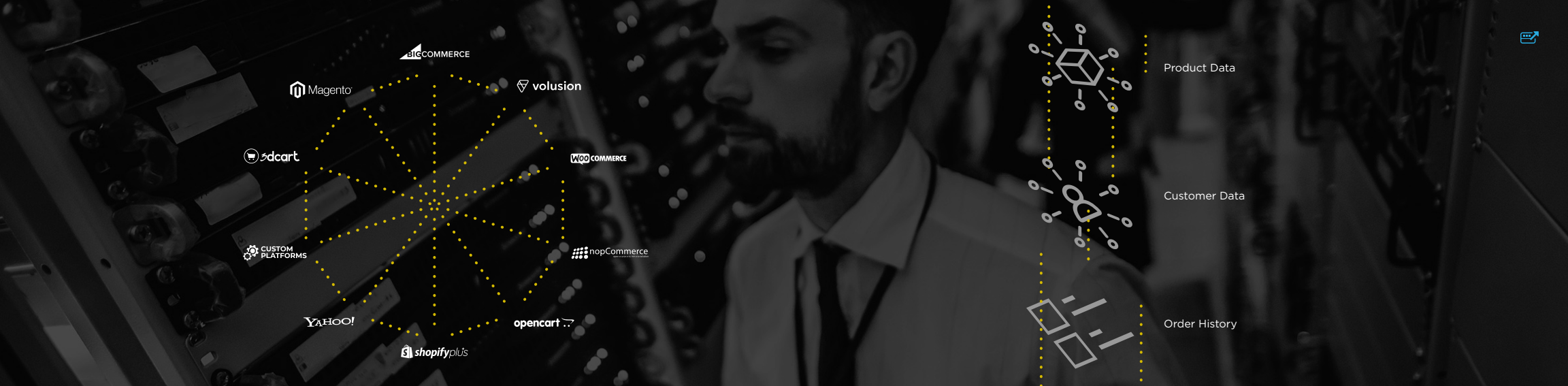
Not all development tickets involve cleaning up bugs, installing plugins and making minor adjustments to website interface.



Some projects call on experienced, advanced development teams to build on top of a particular platform in order to meet the vision of the merchant or business in question. Our developers have spearheaded a multitude of advanced custom development projects, such as custom app coding and creation and responsive development. Our team also leverages a proprietary tool, 1DBox, that circumvents the built-in limitations of some software platforms.

CASE AFTER CASE OF SUCCESS





Moved by Integrity

Platform & Data Migration

Bringing It All Together with Synchrony

Never fear a data migration project with 1Digital® Agency at the helm.

Data migrations entail a lot of moving parts and immeasurable quantities of sensitive, business critical data. A migration is a big project, but we have handled hundreds of them in the past.

Our process is comprehensive and ensures that data populates and syncs appropriately at the new website. Our established protocols also prevent dips in traffic as a result of migration to a new website.

PARALLEL ECOMMERCE SERVICES



Custom Design



Digital Marketing

When you consider data migration, it's worthwhile to think about other aspects of your eCommerce website to update as well. Transitioning to a new environment requires all-hands-on-deck attention

and coordination. Here at 1Digital®, we have specialized teams that work together seamlessly to update your website to an optimized, well-designed, and more reliable solution.



Website Updates
& Enhancements



Graphic Design



Plugin and 3rd Party
Issues / Updates



Website Bugs
& Issues

Maintained by Care



Custom Integration



Custom Coding



API Development



eCommerce
Consulting



Ongoing Support + Extended Care

1Digital® Agency at Your Side to Provide the Support You Need, When You Need It

Custom site improvements are a great way to make your business stand out from the crowd, but even the best website will need occasional maintenance. Whether there is a simple bug in a custom feature or an emergency that is preventing your website from functioning properly, our expert eCommerce support team can be a lifesaver.

If an emergency emerges, we will be there to take care of it as quickly as possible so you can get your site back up and running. If you have already used 1Digital® for a project, then our support packages are the perfect way to ensure that you have a team that knows your website on your side. We also offer general support services and are always happy to work with clients to put together the perfect support packages to meet their needs.



We hold relationships in the highest regard. That's why we offer extended care packages that include comprehensive, ongoing support.



Together, by working closely alongside our clients, we are able to predict potential obstacles, plan effective solutions, and implement them with precision. A proactive, rather than a reactive approach.

Empowered by Partnership

MAJOR PLATFORMS PARTNERS



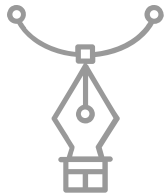
Many Together Lead to the Success of One

We have teamed up with numerous elite technology partners, developing collaborative relationships through which we elevate our clients' businesses to new heights. We work alongside tech moguls like Google, Shopify, and BigCommerce, to deliver the most effective digital marketing strategies and technological solutions. You and your business deserve the best - and we work with them - to make it happen.

TECHNOLOG PARTNERS



Success by Methodology



Project
Process



SEO
Process



PPC
Process



Development
Process



Migration
Process



Support
Process

Our Processes

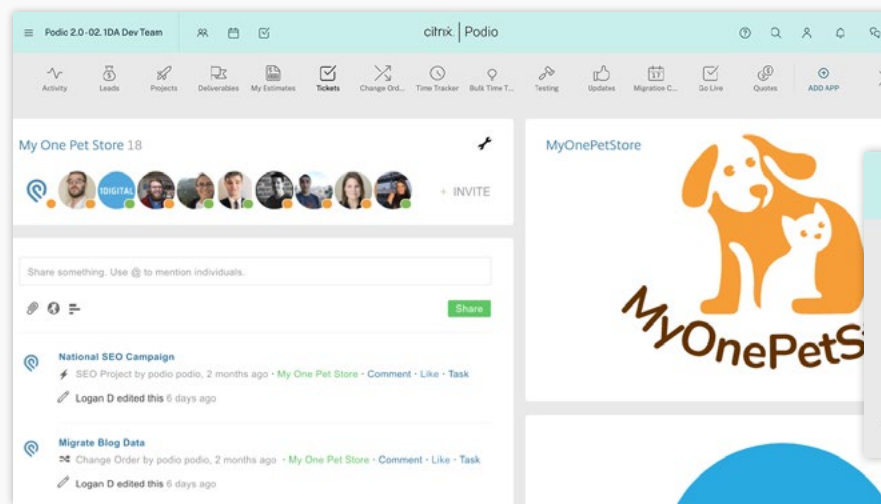
Calculated Processes Lead to Calculable Results

1Digital® Agency's success follows methodology, regardless of the services rendered. We carefully design an impactful plan pursuant to our tried and true processes.

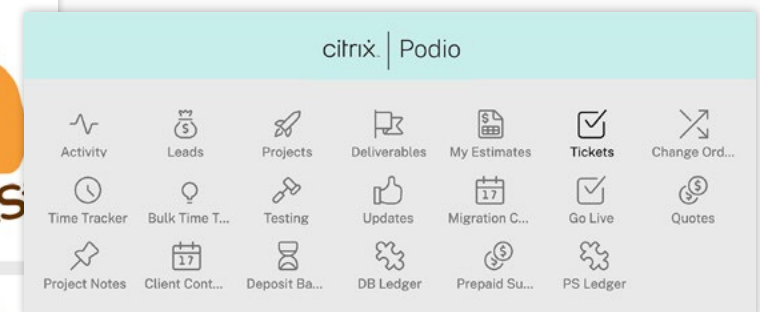
Our experienced teams collaborate cohesively, eliminating potential problems before they arise and uncovering new opportunities along the way. Our well-defined, structured processes have provided our clients with remarkable results while remaining flexible enough to allow for alteration where necessary. Research, analysis, and calculations are performed and delivered by our expert team.

COLLABORATION THROUGH PODIO

We take advantage of the customizable functionality of Podio to streamline communications, optimize workflows and manage projects. Through Podio, our project managers, designers, developers, content creators, can all seamlessly communicate and collaborate with each other - and with you.



PODIO ADVANCED
DEVELOPMENT & CUSTOMIZATION 



Popular Among Partners and Clients Alike

Don't just take it from us. 1Digital® Agency comes highly recommended and reviewed by both technology partners and clients. We carry an average rating of 4.9 on Google, UpCity, and Clutch, and 4.7 on Featured Customers out of hundreds of reviews.

We also host numerous glowing client reviews and testimonials, are BigCommerce Elite Certified, and have been highlighted for our prowess with BigCommerce design by industry giant, Neil Patel.

Emboldened by Accolades

NEILPATEL

Top 6 eCommerce Agencies



150%

Year-Over-Year growth

Preferred

and elite partner of
BigCommerce, Google, Shopify
& Searchspring

200+

eCommerce SEM clients

Top Ranked

Google search result
“ecommerce digital agency”

50+ Experts

in-house specialists with
multi-talents and skill sets

5-Star

average rating with
BigCommerce; 4.9 on Google

300+

eCommerce websites built

Decade

10 years of eCommerce reputa-
tion since our inception


90%

enterprise-level clients

Boost Sales by Connecting

Let's Talk!

We've helped eCommerce merchants from all over the globe reach new heights of success online. Our clients have reaped the rewards by utilizing our years of expertise, our top quality tools, and our passion to perfect The Art of eCommerce™.

 888.982.8269

 LIVE CHAT

 EMAIL US



The Art of eCommerce™

