

Buying Burton, Ride and other Popular Ski and Snowboard Equipment Just Got Easier Thanks to the New Buckmans.com

Buying Burton, Ride and other popular ski and snowboarding equipment and apparel just got a lot easier thanks to the all new Buckman's Ski Shops website (www.buckmans.com) that launched on August, 1st through Media Fusion Technologies (MFT).

Buckman's originally established its Internet presence in 1998. Although company officials had achieved success with online sales, they were looking for a Search Engine Optimization (SEO) solution that would bring them a greater eCommerce market share.

Buckman's front man on the project was Matt Gahman who is in charge of Internet sales and development. "We originally approached Media Fusion to act as a consultant for our current web marketing and SEO efforts," said Gahman. "We quickly realized that with MFT we had found a total eCommerce package, from reliable site hosting to custom shopping cart solutions with built-in SEO.

"We are always looking to take Buckmans.com to the next level of sales and service and are confident that MFT will help take us there! Their team quickly and efficiently migrated our data from our old platform to their platform while giving the site itself a facelift with a new and fresh look. We are excited about the launch of our new site and look forward to the improved shopping experience that we will be able to offer our customers for the 08/09 winter season."

The eCommerce package to which Gahman refers starts with MFT's Online Shopping Cart and Automated Reporting (OSCAR) solution. According to MFT's Beth Tercha – OSCAR lead developer – the OSCAR shopping module is a full-featured, total solution to eCommerce. With OSCAR, Website owners can fully manage their products / services, details, coupons, quantity discount pricing, club pricing, shipping, etc. in addition to providing customer account profile management, searchable database features and all other important considerations for a complete online shopping solution.

To meet Buckman's search engine placement needs, MFT's Search Engine Optimization (SEO) program was the answer. Through further proprietary programming, MFT has developed a dynamic, cohesive and enhanced SEO system to deliver consistent top placement across all major search engines. This system utilizes the robust framework of Microsoft .NET in conjunction with advanced SEO programming and techniques that have been developed over the past ten years by MFT's experts. MFT's SEO program also functions in harmony with the OSCAR module to provide dynamic optimization of all online store items.

With this new power, the all new buckmans.com sports a greater array of more than 100 of the most popular ski and snowboard brand names and continues to be a growing Internet leader, shipping product throughout the nation. Buckman's was one of the first ski shops in the U.S. to embrace the then passing fad of snowboarding. Today, Buckman's Boardroom is Pennsylvania's premiere retail outlet for snowboarding equipment and the new buckmans.com is even more of a premier go-to destination for snowboarding and ski enthusiasts alike.

Browsing the site, one will find that Buckman's is one of the few retailers in the country to already have a full stock of the '08 / '09 K2 Snowboards and Ride boards, boots and bindings. Also, the new Burton bags are in stock and online just in time for the back-to-school shopping rush.

With Buckman's new products and new comprehensive eCommerce solution in place for the winter season, many more savvy shoppers will be hitting the slopes and the half-pipes in comfort, style and speed for seasons to come.