

Data Subsystems, Inc. Launches New Ecommerce Solution for Musclemartonline, Inc. Web Stores ConditionNutrition.com and NutriSeller.com

Data Subsystems, Inc., an information technology (IT) company that specializes in software development, web development and search engine optimization (SEO), performed a complete web store make over for ConditionNutrition.com and NutriSeller.com. It also developed an efficient SEO marketing campaign for ConditionNutrition.com. Data Subsystems completely redesigned the web stores, changed the engines and installed a powerful ecommerce solution that includes shopping cart, nutrition blog, orders management system and orders processing system for multiple shipping locations.

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“The success of a web store is based on a contemporary web site, good pricing and smart web marketing,” explained Jerry Price of Musclemartonline. “We have been always offering our customers best pricing, however we were missing a reliable platform and efficient web marketing. Thanks to Data Subsystems we now have robust modern web stores with powerful management systems. Efficient search engine optimization and search engine marketing campaigns increase the number of visitors on our sites every day and helps our business to grow.”

The front end of the installed ecommerce solution are the ConditionNutrition.com and NutriSeller.com web stores which are based on a custom Data Subsystems shopping cart integrated with a Wordpress nutrition blog. The shopping cart was developed on the basis of many years of Data Subsystems’ experience in ecommerce and search engine marketing. It is a SEO-friendly and user friendly shopping cart that provides extended validation SSL checkout with unbreakable high grade 256-bit encryption. It is integrated with all major credit card processing companies, as well as with Google Checkout (R) and PayPal (R). The shopping cart has many features that improve customer experience and offer the best pricing, such as volume discounts, product combo discounts, sales, promotion codes, products with free shipping, etc. Loyal customers are rewarded with special promo offers that they receive with regular newsletters. Every customer can become a member of the website and have access to their personal account page. The web stores also offer product subscriptions, so customers can have their favorite products sent to them on a recurring basis with an added discount. Product pages offer customers all the flavors and sizes available plus product combos that are sets of products recommended by nutrition professionals. Product combos help customers choose the most efficient set of products with even deeper discounts.

The back end of the ecommerce system is the management and reports part of the solution. Web store products database has an automatic synchronization with the vendor’s database which keeps real time web store prices and product availability. When the vendor updates pricing, adds new products or discontinues old ones, the changes are automatically applied to the web store during the synchronization. Administrators have an option to manually

update products information and pricing as well. All the orders that the web store receives are also processed at the back end. The system features full certified integration with FedEx and USPS and supports multiple shipping locations. The integration includes real time shipping costs calculation during checkout, address verification and labels generation services. Powerful sales reports system generates detailed daily, weekly and monthly reports of the store sales, product sales, conversion rates, checkout logs and even produces sales tax reports.

Data Subsystems, Inc. used advanced [search engine optimization](#) techniques for ConditionNutrition.com's web marketing. The site was designed to be search engine friendly and all pages of the web store have optimized headers that are interlinked with each other. The content on the web site was written by professional SEO copywriters. The store engine was integrated with Wordpress blog that is regularly updated with latest nutrition news and nutrition products reviews. Customers can share their opinion with the help of implemented survey polls system. Data Subsystems promoted the web store on the internet with the help of advanced external links building techniques, social networks promotions, and social news websites. Data Subsystems also managed Condition Nutrition search engine marketing campaigns to filter paid traffic to the web store. Paid traffic represents an audience that is a lot more targeted than the search engines traffic, thus has a higher conversion rate. Sophisticated custom systems that analyze and promote the best performing keywords of organic and paid traffic ensure successful web marketing campaigns.

About Data Subsystems, Inc.:

Data Subsystems, Inc. is a software and web development company based in Tampa, Florida. The company has a vast experience in ecommerce, search engine optimization and search engine marketing. The company specializes on business software, ecommerce solutions and web stores. The combination of professional management and skilled developers make this company stand out above the rest. For more information visit the company's web site at www.DataSub.com.

About Musclemartonline, Inc.:

Musclemartonline, Inc. is a full service web fulfillment company based in Charlotte, NC. They work closely with numerous manufacturers and distributors to access thousands of popular products. With expert web consultants and buyers, Musclemartonline, Inc. is able to stay at the forefront of the sports nutrition industry.

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