



National Coin Wholesalers



EXTENSIONS USED

WooCommerce SEO

DEVELOPER



DESIGNER

Absolute Web

CATEGORY

Retail

COLINTRY

United States (US)

VISIT WEBSITE

https://ncwcoin.com/

National Coin Wholesalers is a buyer and seller of silver, gold bullion, and rare Coins.

This Hallandale Beach, FL-based business assists both new investors and seasoned collectors with buying, selling, and trading all types of collectible and numismatic coins.

"In good times and bad, silver, gold, and rare coins have proven to be superb performing financial assets and are a safe and private way to protect and grow your wealth," says Mark G. Feldman, owner/president of National Coin Wholesalers. "The coins listed on our website are just the tip of the iceberg."

Mark and the NCW team work closely each client, spending time with them on a one-on-one basis to help them achieve their collecting or investing objectives.

"We help our collector clients obtain their 'want list' coins. We have a very high level of success in finding [them]."

National Coin Wholesalers partnered with WooExperts **Absolute Web** to redesign and improve their website's user experience. In addition to a full redesign, there were complex product management and checkout functionalities that needed to be built due to the particular needs of their business.

All products on the site are added, updated, or removed via an application programming interface (API), although products can be also be added manually. Absolute Web additionally created a custom plugin to integrate with a third party system and update product prices based on a set synchronization schedule.

"At checkout, our team has been tasked to check product availability before purchase, to make sure the product is in stock upon placing the order by the customer," says Slava Fattakhov, eCommerce Project Manager at Absolute Web. "We've also developed extensive logging documentation [to allow the] NCW team to look back on past orders and actions."

"it's been a really interesting and unique project, and we're happy to have used WooCommerce for its customization flexibility and open APIs."