



Magento Case Study – OneStone Biblical Resources

New Site Design

One Stone Biblical Resources is the online face of a longtime brick and mortar retailer that provides Biblical resources and study materials for all ages, including workbooks, children's curricula, study aids, teachers' supplies, and much more.

The Challenge

InteractOne was tasked with creating and launching a new site built on the Magento eCommerce platform. One Stone Biblical Resources needed an eCommerce website that would support their thousands of cross-listed products with a contemporary yet appropriately conservative design, one that suitably befit a Christian bookseller.

Our Solution

Like each website project undertaken by InteractOne, developing One Stone's new Magento eCommerce website began with an extensive Feature Exploration Process. This comprehensive in-house effort ensures that a client's priorities and website requirements are fully outlined – avoiding unexpected and costly surprises. At InteractOne, we believe that a well-planned approach is the key to any new website development project being executed on time.

InteractOne's development strategy for the One Stone website design project was focused on:

- A rebranded Magento website theme
- Catalog import/upload and configuration
- Merchandising support

The Results

One Stone has achieved double digit month over month increases in both traffic and online sales. They are well positioned for continued eCommerce growth and they are on their way to becoming a major player in the online Christian bookseller and supplier arena.

