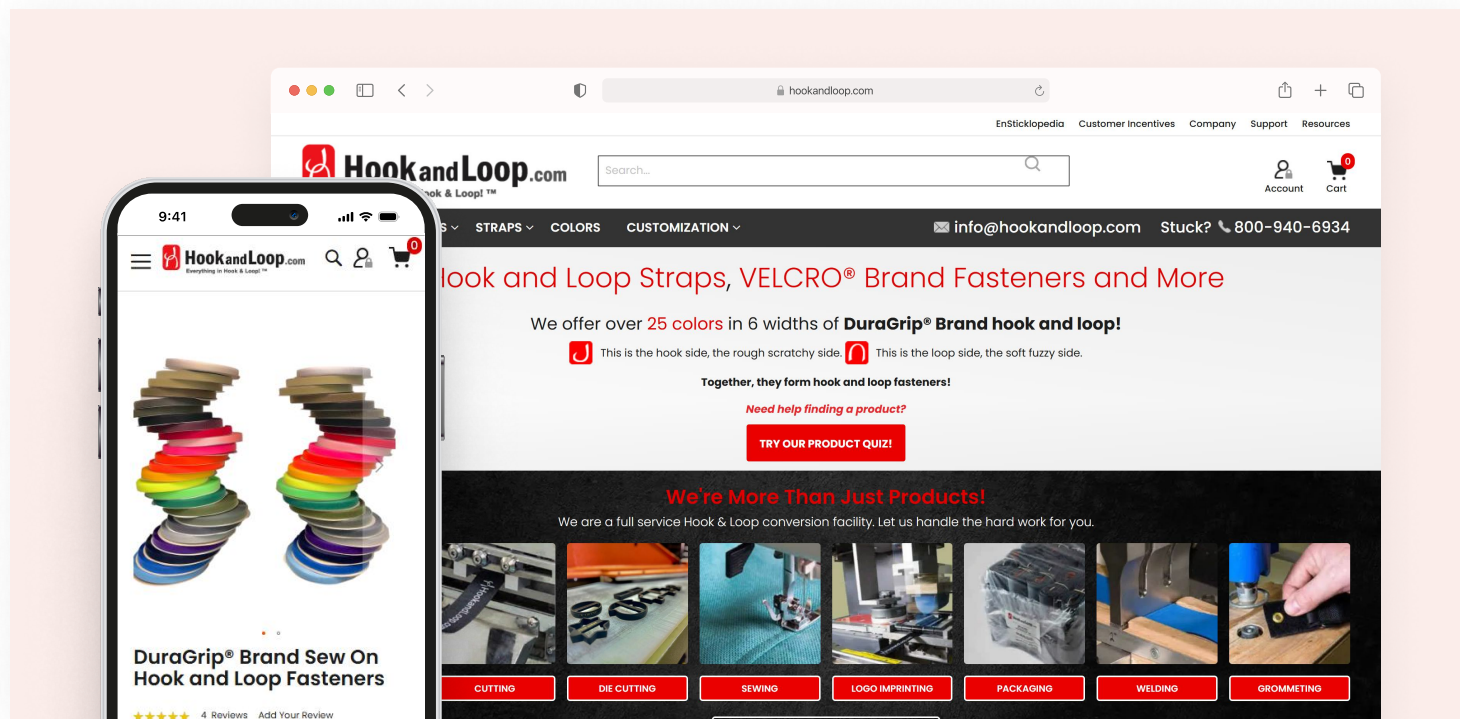


From Frustration to Functionality: How EchoLogyx Revolutionized Hookandloop.com



About Hook and Loop

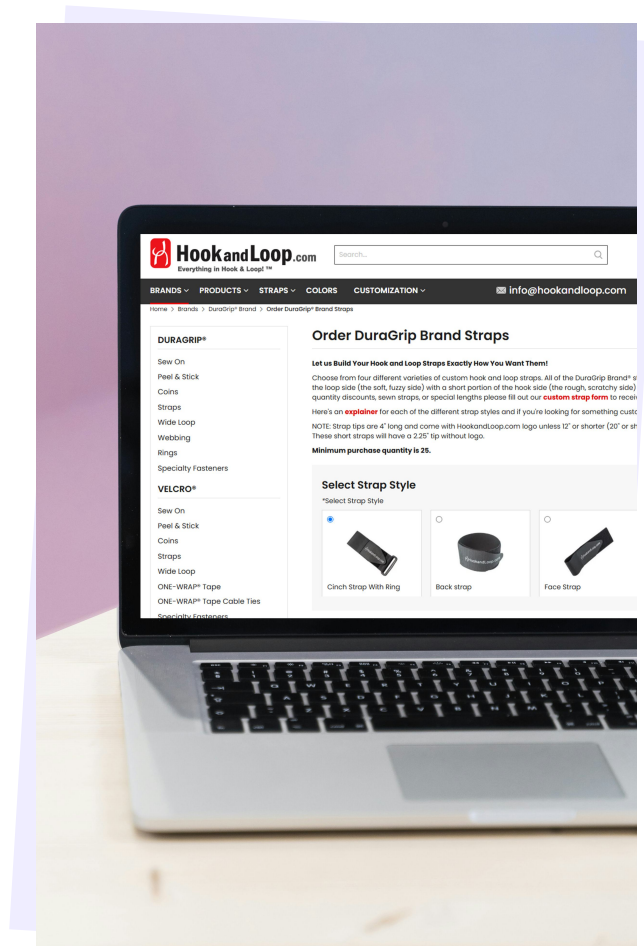
Hook and Loop is a dynamic e-commerce platform specializing in premium-quality hook and loop fasteners. Known for their commitment to quality and innovation, they cater to both individuals and industries, offering a wide range of products for creative, functional, and industrial applications. As a growing business, they needed a robust, user-friendly website that could handle high traffic volumes and provide an exceptional shopping experience on both desktop and mobile devices.

Challenges

Whilst Hookandloop.com is a well-known brand in the US market, the website did not justify its products. Users were facing site load time issues, along with a number of challenges to do their necessary research and purchase the right products from the site.

The website's slow load times led to user frustration, increasing bounce rates and limiting conversions. Hook and Loop's previous website lacked a responsive design, making it challenging for users to navigate on mobile devices. Without a mobile-friendly menu, users found it hard to access different sections of the website, causing a subpar user experience. The shopping cart experience was problematic on mobile, with only partial visibility of the cart, leading to checkout drop-offs.

The previous agency who were supporting the Hook and Loop marketing department were very slow in implementing updates and resolving issues, which impacted the site's overall performance and reliability.



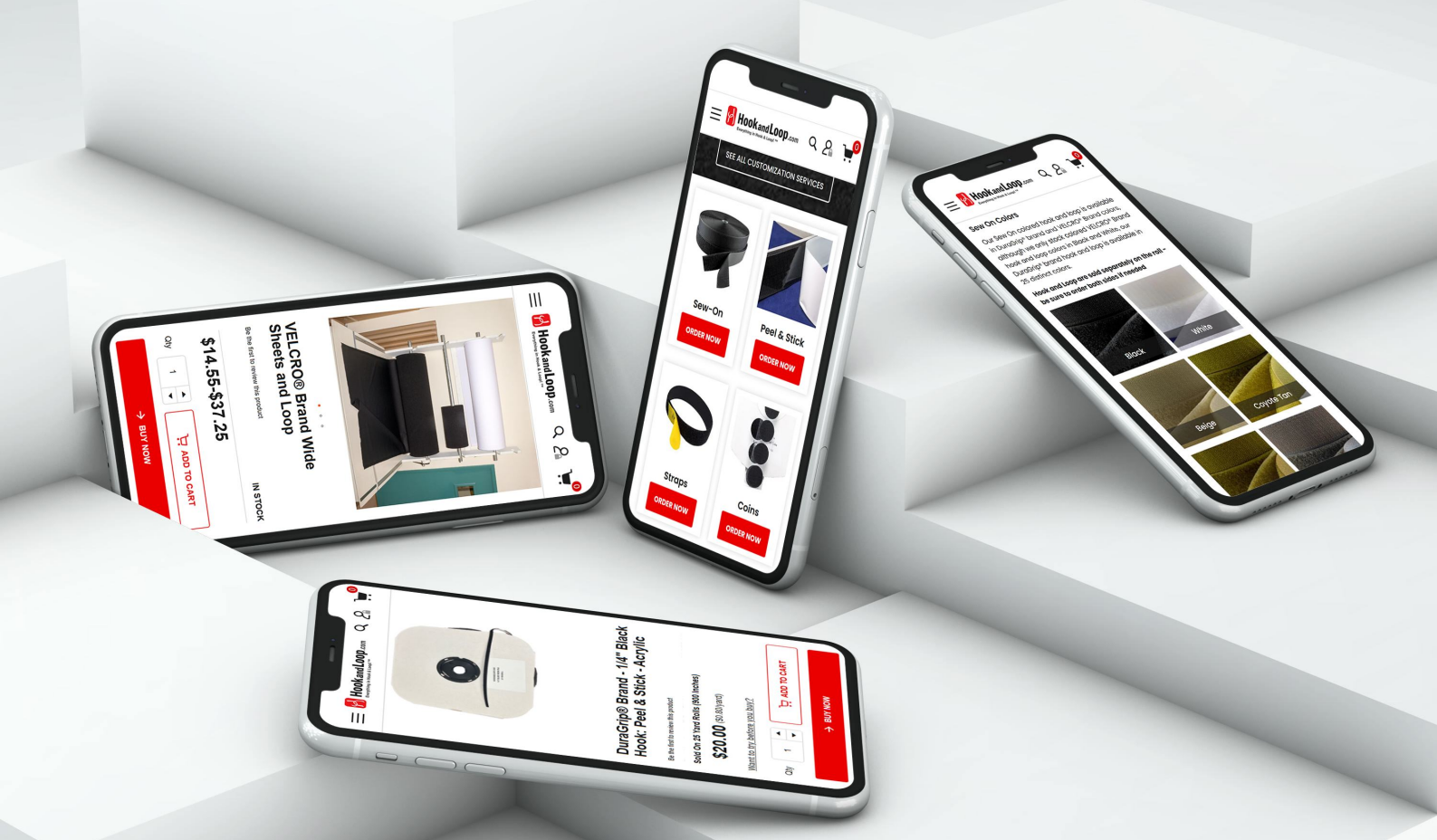
How EchoLogyx Helped

This is where EchoLogyx was brought in to see what can be done to the website. EchoLogyx initiated the project with a comprehensive QA site audit, pinpointing key issues, UX challenges and areas for improvement.

With insights from the audit, we devised a clear roadmap and strategic plan to tackle each identified issue systematically. Our team immediately began implementing fixes and enhancements, focusing on improving mobile compatibility, responsiveness, and site speed.

Within a few months, all major issues were resolved, significantly enhancing the user experience and functionality.

Beyond fixing the initial problems, EchoLogyx provided ongoing design support, ensuring the site's aesthetics matched its improved functionality. We implemented a new, optimized theme, resulting in a 5X improvement in site speed, enhancing user experience and supporting higher conversion rates.



Testimonial from the Client



Alex Stahl

Digital Director,
Hook and Loop

“

Echologyx differentiates itself from other development teams through clear communication and thorough and accurate coding. Despite a 11-12 hour time difference, we're able to communicate daily with QA and development, and tasks are moved through several stages of development from investigation, build, QA, bug fix, and re-QA before being pushed live. Echologyx has been instrumental in the advice they've offered regarding website infrastructure and how we build out our development arm, as well as identifying coding issues, adding in script automation to identify new issues, and improving UX and CRO on the front end of our site. They don't do things just to do them. They ask questions and look for ways to do it better. It feels like our team is working twice as fast and without constant bugs popping up or reoccurring. I wish I would've found Echologyx ten years ago.