

Camera Warehouse AU New Website: For Better eCommerce Consumer Experience

Camera Warehouse AU launches its new website with smarter web design, much powerful product search function, compare pricing options, and logical structuring – to make camera buying and equipment in Australia – fast and easy.



Sydney, Feb 23, 2020 ([Issuewire.com](https://www.issuewire.com)) - Camera Warehouse AU launches its newly upgraded website to cater to the stellar increase in online traffic, following its decade-long dominance in organic search results on Google. The website's average 50,000 new traffic monthly can expect to experience

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Camera Warehouse AU is among the first to adopt eCommerce in the country and around the world. Since its' parallel brick and mortar business and online strategy direction in June 2003, the camera shop along Princes Highway Tempe, managed to become among the most known and trusted camera store locally.

A good problem to have

The recent changes in the eCommerce industry benefitted platforms like Camera Warehouse, which prioritizes authoritative businesses not just online, but also offline.

Since the company is primarily a physical shop with an eCommerce platform, its market share has grown 27.09% in 2019, 25% in 2018, and 27.84% in 2017. Along with this growth comes a good problem, which requires better utility and online faculties to accommodate the influx of new users and traffic to the site effectively.

The plan for the website upgrade started in June 2019 and in total the development took around 8 months to ensure that all integrations and functions are adapted well to the new systems.

Talk to a photographer, not a salesman

Most of the marketing result of the company comes directly from satisfied customers. Their customer base ranges from first-time camera enthusiasts to professionals looking to make their next purchase on compact cameras, DSLR, and the now popular mirrorless line of cameras.

With the new website Behn Noori, the business owner of Camera Warehouse shares: “the main objective of the website apart from the upgrade itself is simplicity. I want our website to be as user-friendly for our visitors as possible and for them to find informative content to help them with their photography and purchasing decisions.”

The 4.9-star of 5-star customer reviews rating on Google speaks and it is thanks to the company's candid and personal approach to each of their customer both online and offline. Their motto, talk to a photographer, not a salesman aims to build friendships rather than plain transactions.

To learn more visit <https://www.camera-warehouse.com.au/> today.





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