



Agar Scientific eCommerce case study

For the past two and a half years Agar Scientific has invested significant time and resources into building its global eCommerce presence - www.agarscientific.com

We would like to share with you our journey from concept to the current live site and explain about some of the challenges along the way to making this a success story.

Having a live site is the first major step. The next step is about telling people that you have a web site worth visiting in the first place! We'll give you a quick rundown on what we continue to do to promote the site, bringing visitors to Agar Scientific. We'll also take a peek at what we are currently working on in the behind the scenes.

Paul Smith, Head of Marketing, has been involved with creating, designing and delivering over 100 commercial web sites, as well as promoting them to the wider world. For over 20 years he has been engaged right across the business world with the likes of Lloyds of London, Royal Navy, various SME technology companies and start-up companies. Agar Scientific is his first large scale SME eCommerce site in the Science/Microscopy market.