

22nd ANNUAL MULTICHANNEL MERCHANT AWARDS

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OFFICE SUPPLIES, FURNITURE, AND STATIONERY

SILVER: WEB CHANNEL

Levenger | www.levenger.com

Levenger's tagline "tools for serious readers," combined with the product shots on its home page "make it no guess as to what they sell," said one judge. From pens to pads, briefcases to bookends, and lighting to lap desks, Levenger carries anything a serious reader could think of. And the site does a great job of selling such items. "Promotions are shown very large on the home page, and the site makes use of upselling nicely," a judge said.

Why it won a Silver Award

"Very nice navigation, with user-friendly upselling and personalization options make this site a pleasure to navigate," a panelist commented. "Product pages contain images, zoom capabilities of images, customer reviews — a plethora of tools for the customer to use."

Said another judge: "Merchandising is completely consistent with the category, tagline, and the implicit promise of the home page."

Technically speaking, "the home page is fast-loading and visually pleasing," a panelist noted. Along with the HTML text-based primary navigation, "it's a good example of what can be accomplished with CSS-based design." The search function performs well with results broken down by category, product, and price, said a judge. "Cross-selling is very appropriate and carried through all levels of product selection." What's more, said another panelist, the search function never yields a null result and provided related links on occasion. "Reasonable misspellings were handled well," the judge said, "and error messages were clear and friendly."

And by promoting its guarantee constantly, "Levenger's commitment is seen on every product page in a way that is not overbearing on the Website's overall design and navigation," a judge said.

Marketing director: Lynnette Montgomery

Webmasters: Paul Picard, Yan Gu

Website designer: Alex Sender

Merchandiser: Jim Murphy

Photographer/illustrators: Howard Gale, Judy Gale

Consultant: Fry