



EliteCarSeats.com Gets a New Look before the New Year

EliteCarSeats.com's new e-commerce platform designed to create a better customer experience.

Detroit, MI ([PRWEB](#)) December 13, 2005 -- The sales and marketing team at EliteCarSeats.com celebrates yet another successful year of online retail with a makeover. The website's new look launched November 16th, 2005, and is already generating positive results. But the extensive changes to the website are much more than cosmetic. Niche Retail, LLC (the parent company of EliteCarSeats.com) teamed up with Fry, Inc. ([www.fry.com](#)) to create an attractive website that focused on improving each customer's online shopping experience.

Custom-built technology has increased function and usability by leaps and bounds. The [www.EliteCarSeats.com](#) team has experimented with site navigation, making it so detailed that almost any product can be easily found in one click from the homepage. Each page is packed with product information, to educate visitors and guide them to safe car seat options appropriate for their families. Extensive refinement menus allow parents to create their own comparison charts, with detailed side-by-side analysis of up to three different products at a time. And detailed, honest reviews written by EliteCarSeats.com customers supply great practical-use information and wide ranging perspectives.

“Our goal is to be a complete resource for parents. With our comparison charts and refinement menus, customers are able to easily research which product is best for their families,” states Kelly VanEschen, Site Producer. “We have a few more projects in the works, such as an FAQ section and a car seat ‘Wizard’ which will help narrow choices. We hope to become a one-stop shop where parents can do their research and buy with confidence.”

In addition to technical changes, aesthetic improvements are ongoing. VanEschen hopes to incorporate more ‘lifestyle shots’ into the site; these images show real products in use by real people. The intent is to help potential customers identify with products for sale, and envision how they might fit in to their daily routines.

As a whole, the many updates and improvements make for a better shopping experience for each customer, and have allowed [www.EliteCarSeats.com](#) to offer more products for sale than ever before. Their comprehensive selection of car seats, boosters, travel system strollers, car seat compatible jogging strollers, and a wide range of accessories is impressive. See the great results of the team's work at <http://www.EliteCarSeats.com>.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).