



Wellness By All Means

Explore 7 Secrets to Personal Excellence

**Industry:**

Healthcare & Wellness

**Location:**

California, USA



Wellness By All Means was established in 2007 by Yoga Master and Healer Manoj Joshi. Manoj founded the center with a mission to promote total health and wellness through yoga and meditation. His spiritual journey included two years of practicing meditation in the Himalayas under the guidance of many monks and yogis.



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**Manoj Joshi**

Yoga Master and Healer

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## Introduction

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Wellness By All Means is a holistic health care initiative combining & integrating the best traditions, wisdom and skills of Yoga, Pranayam, Meditation, Naturopathy, Reiki, Prana Shakti healing and alternative therapies for physical, mental, social and spiritual well-being.

At Wellness By All Means, thousands of people have benefited from Manoj's personal healing consultations and group yoga classes for balancing their minds and bodies. Wellness By All Means offers a very unique mix of wellness service and healing conversation based on many alternative self-care systems such as Ayurveda, Acupressure, Naturopathy blended with Pranayama (Breathing Technique) and Yoga Nidra (an ancient Tantra Meditation and Relaxation Technique).

The customer wanted us to develop their website for online Wellness package subscription. The two major requirements that he had for the website design were developing a customized WordPress theme for the new website and integrating a WordPress eCommerce plug-in on the website.

The relevant content was provided by the customer and included data such as the wellness package images, prices, descriptions etc. Some more features such as scroll navigation, Wishlist to enable users/visitors save items for a possible future purchase were added for an enhanced user experience. The Wordpress ecommerce plugin was integrated with Paypal Payment gateway which in turn would be hosted on a Linux server.

Our expert WordPress developers pick up the website requirements effectively to create the complete website in record time but also delighted the customer by innovating and adding the customized product details page design, Recipes, membership subscriptions, etc based on their requirements. The customer was extremely pleased with the end result.

The website is mobile responsive and optimized to load faster. Also our digital marketing team made sure an SEO plugin such as YOAST has been installed . After the website went live, besides sales, average order value has increased.

## Problem

- ✓ The customer wanted us to develop their website for online Wellness package subscription.



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## Solution

- ✓ Implemented WooCommerce for the eCommerce functionality to sell wellness packages.
- ✓ Customized the Theme template to archive the desired design.
- ✓ Customized the plugins to achieve the desired functionality.
- ✓ **Designed the website with eCommerce facility:** The site showcases various wellness packages and provides ecommerce functionality. Key features we worked on included design conversion from PSD to XHTML/CSS templates.
- ✓ **Custom theme and Menu for WordPress:** We customize the theme and menu for WordPress as per the requirements specified by the customer.
- ✓ **Customization of eCommerce plug-in:** The eCommerce plug-in was customized to use Paypal Payment Gateway, and was hosted on server as specified by the customer.
- ✓ **Customization of Contact form plugin:** Contact form plug-in was customized to create the Contact Us Care form.
- ✓ **Enhanced UI/UX for the Website:** Our developers made good use of jQuery and Ajax for creating a slick user interface.
- ✓ **Customization of Admin interface:** The admin interface was also customized to enable smoother operations with respect to managing products, product options and orders.
- ✓ Implemented customized product details page design with product specifications in details apart from the default WooCommerce functionality.
- ✓ We have also implemented membership functionality by which the user can avail discounts on the products.
- ✓ Paypal Payment gateway integration with WordPress.
- ✓ **Responsive Web Design:** Implemented the responsive web design so that the website will appear perfectly on mobile and tables.
- ✓ **SEO Improvements:** Implemented SEO to improve the search engine appearance.
- ✓ **Page Speed Optimization:** Optimized the page speed and other site optimization techniques in order to improve the site's performances.
- ✓ **Security and Performance Enhancements:** Implemented the caching and the security plugins in order to make the WordPress core secure and hackerproof.

### Andolasoft Engagement

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### Technology Expertise

