The Shops @Rockvale in Lancaster PA Relaunch Their New Website For Premium Outlet Shopping

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The Shops @Rockvale continue to redesign, reconstruct and add new stores to the physical infrastructure, it was just as important to do the same with their digital infrastructure for the rebrand.

The Shops @Rockvale website has not only been redesigned visually but also from a functionality perspective. The objective was to use data and creativity to develop a more contemporary, engaging and interactive customer-driven experience that emphasizes the rebrand - Play, Eat, Shop Together. When visitors first get to the homepage they realize the layout is much cleaner, user-friendly and immediately presented with the Hottest Deals from The Shops @Rockvale brands that they can click on and view in detail along with the brand's information.

One of the highest areas of interest on The Shops @Rockvale site is the Preferred Shopper Card which warranted it having its own dedicated page for customers to sign up versus having the previous email sign up just at the bottom of the page. Last but not least the Map and Store Directory have come alive from the previous static map experience.

This was a very important piece of the website redesign because the data revealed that customers are on their mobile device the majority of the time when visiting The Shops @Rockvale.

Therefore it was absolutely necessary for the site Map and Store Directory to have visually responsive navigation that allowed the customers to locate their favorite store or visit a new one easily and learn about its latest sales or Preferred Shopper offerings in the process.

The Shops @Rockvale is also excited for Thanksgiving. When asked why they opted to close all the retail stores for Thanksgiving, a representative had this to say: "We wanted to allow The Shops @Rockvale team to spend time with their families on Thanksgiving. The Shops @Rockvale is truly thankful for the team. And we are excited to see you all out at our Black Friday event which begins at 6:00 am."

In other news, the Beef Jerky Outlet is now open and Switch VR is opening this weekend. Van Heusen is relocating next week to 207 so they will be in new space before Black Friday.

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The Shops @Rockvale

With over 80 factory outlet stores and restaurants, The Shops @Rockvale has the brands that you are looking for at the prices that your pocketbook will love. Pennsylvania's premium shopping outlet destination.

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