nalu

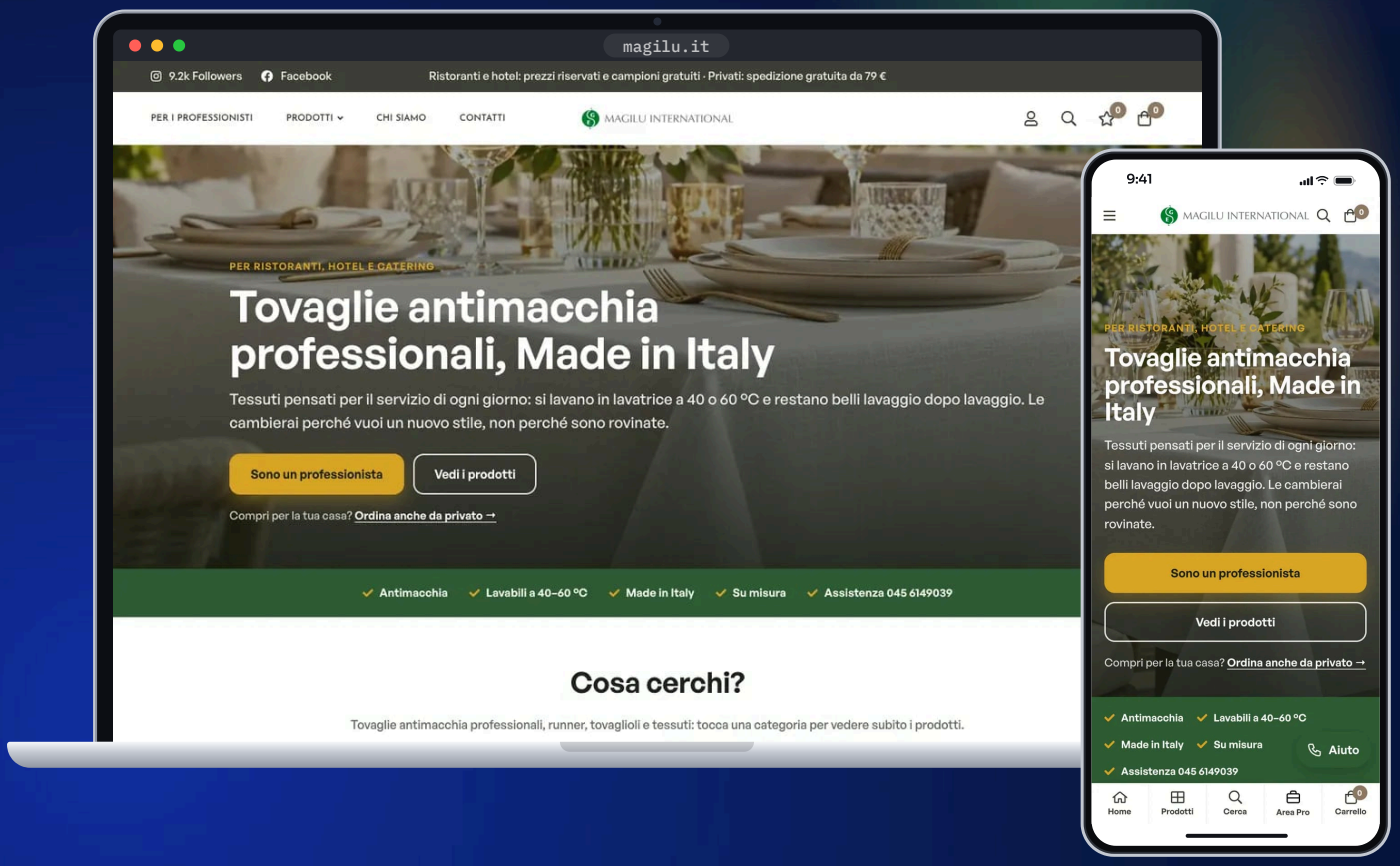
COMPLETE CASE STUDY · 2026

CUSTOM E-COMMERCE

Magilu International

From a shop split in two to an e-commerce site that also sells on its own.

Magilu makes stain-resistant tablecloths, Made in Italy, that wash at 40–60 °C. They're bought by the restaurant that changes them every evening and by the family setting the table for Christmas. Online, though, the company was split across two sites, slow, and with a configurator that got prices wrong.



magilu.it · online since November 5, 2026

naluwebagency.com

IN SHORT

The numbers *of the project.*

Desktop performance

98

OLD SITE ~~32~~

Lighthouse, before and after

Mobile performance

82

OLD SITE ~~24~~

and still climbing

Main content on desktop

0.7s

OLD SITE ~~6 s~~

LCP: more than 8 times faster

Average photo weight

124KB

OLD SITE ~~6 MB~~

from JPEG to optimized WebP

325 products and 545 variants migrated, none lost

310 fabrics in the made-to-measure configurator

892 old addresses moved to the new pages

100 Lighthouse SEO score

CLIENT

Magilu International, Belfiore (Verona, Italy)

AUDIENCE

Restaurants, hotels and catering (B2B) and private customers (B2C)

PLATFORM

WordPress + WooCommerce, 3 custom plugins

ONLINE SINCE

November 5, 2026

SERVICES

E-commerce, SEO and content

OUR ROLE

Planning, design, development, SEO content, migration and launch, with a single point of contact from start to finish.

IN THIS DOCUMENT

01 Where we started
02 Before and after
03 The key features
04 Automations
05 At a glance
06 SEO and migration
07 Results
08 Behind the scenes

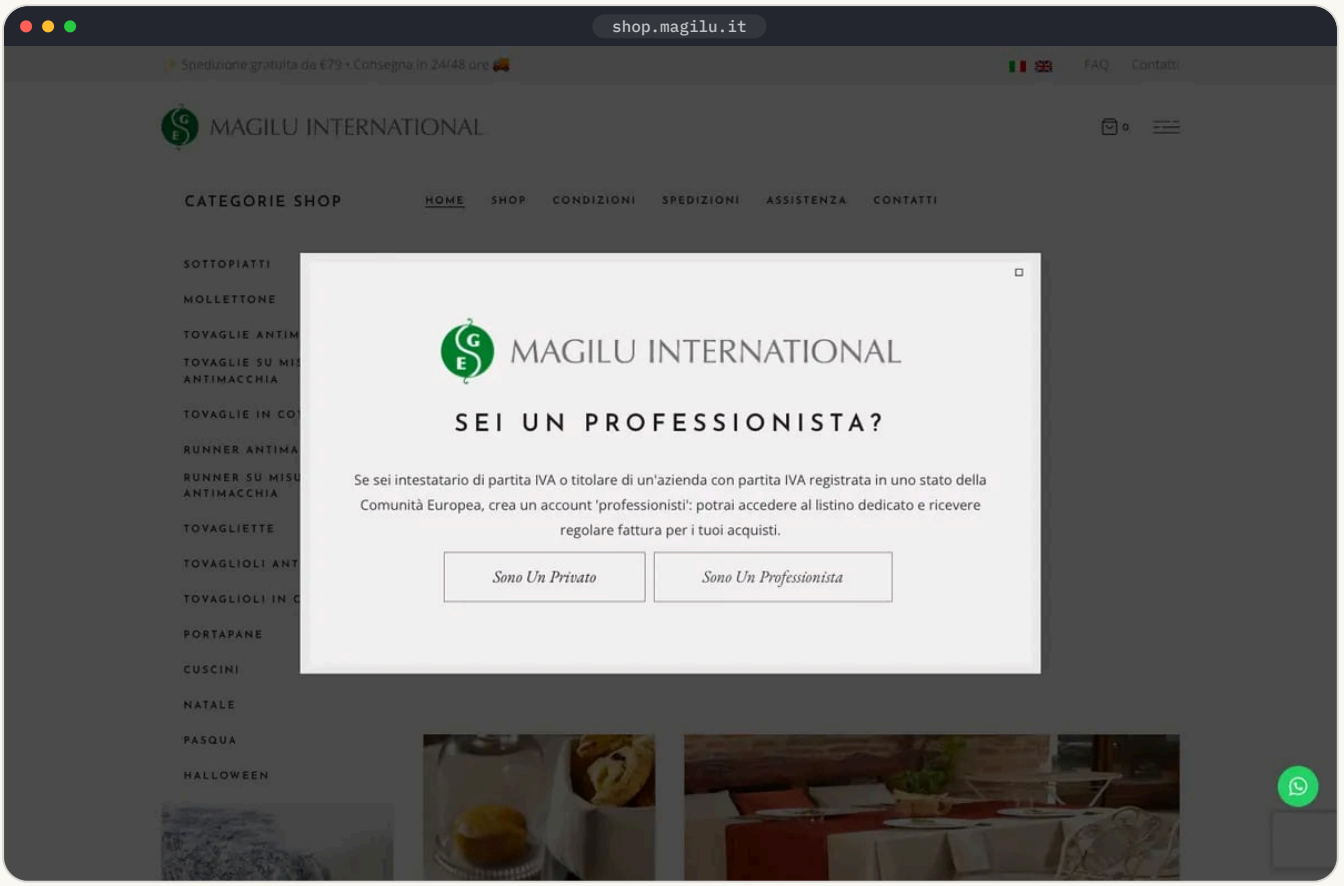
01 / WHERE WE STARTED

A shop *working against itself.*

- ✕ Two sites, two themes, two servers
- ✕ Mandatory popup before the products
- ✕ Broken configurator, wrong prices
- ✕ Performance 32 on desktop and 24 on mobile
- ✕ No path for trade customers
- ✕ Malware and indexed spam pages

The corporate site was on magilu.it, the shop on shop.magilu.it, with a different theme and on a different server. As soon as they arrived, visitors had to declare themselves «private» or «professional» before even seeing a product. Made-to-measure tablecloths were chosen through a long form, the price was «per square metre» and nothing helped people work out the right size. Above all, the configurator didn't work and calculated wrong prices.

The shop was also slow: 6 seconds before anything appeared, 14 for the main content on mobile, photos up to 6 MB each. Beneath the surface it was worse: fake plugins, hidden files and thousands of spam pages indexed under the company's name. In the end the shop returned a 500 error on every page, including those used by the ad campaigns.



The old shop: before seeing a product, you had to declare whether you were a private or professional customer.

THE GOAL

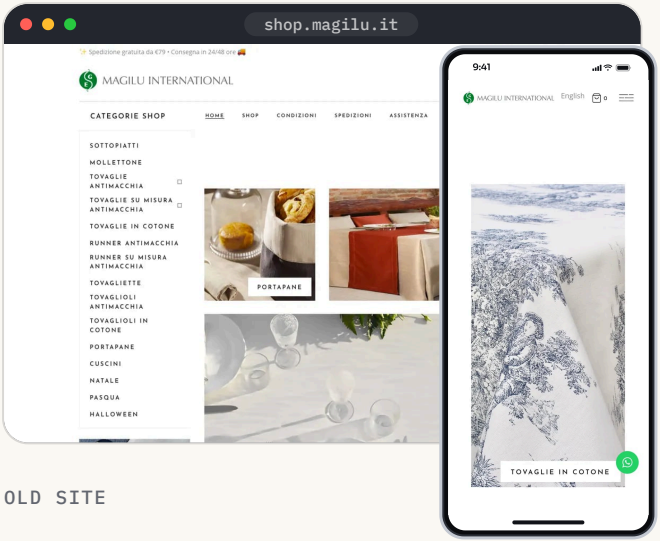
One site, magilu.it, that speaks to professionals first without leaving families out: the right price for each, a configurator that's clear even for people who have never measured a table, and a shop that works on its own.

02 / BEFORE AND AFTER

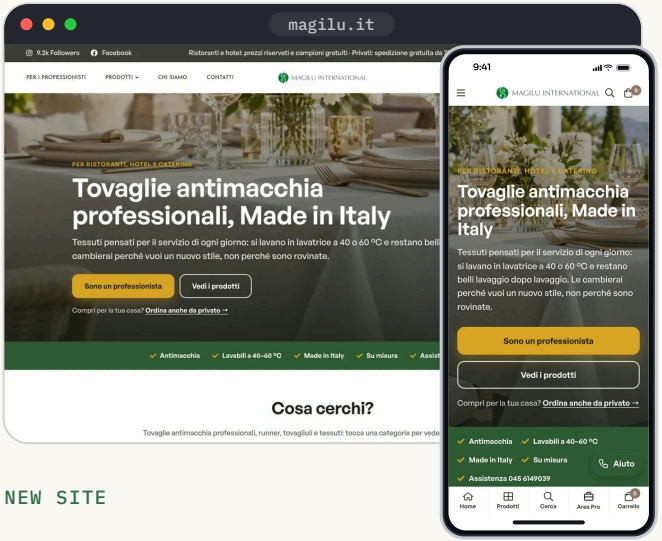
Six pages *compared.*

Home

Before: a grid of categories and a small-caps side list. Now: a single message, two clear paths (professional or private) and a strip with the benefits.



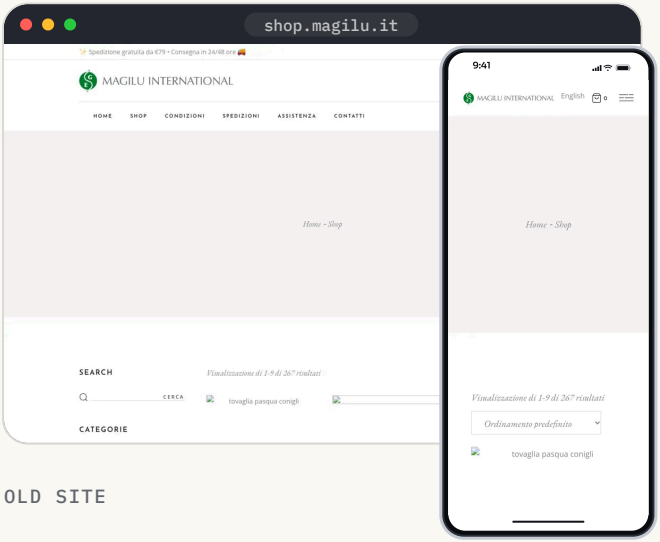
OLD SITE



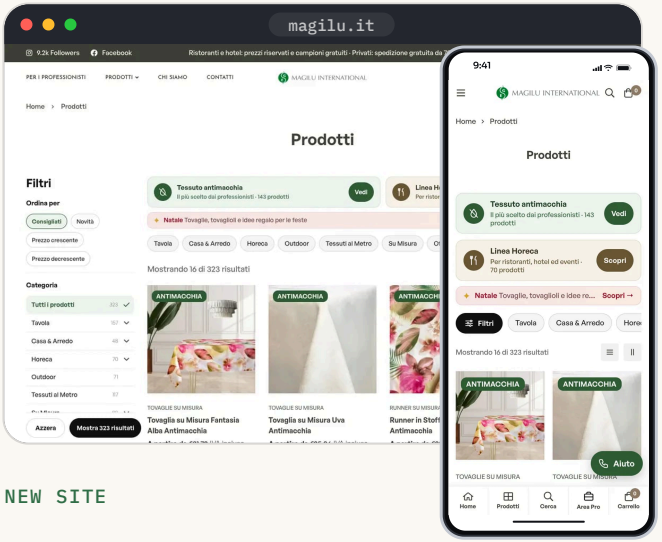
NEW SITE

Shop

A «Filter and sort» bar with quick chips: stain-resistant, cotton, plain, patterned, occasions. As you choose, you see how many products are left.



OLD SITE



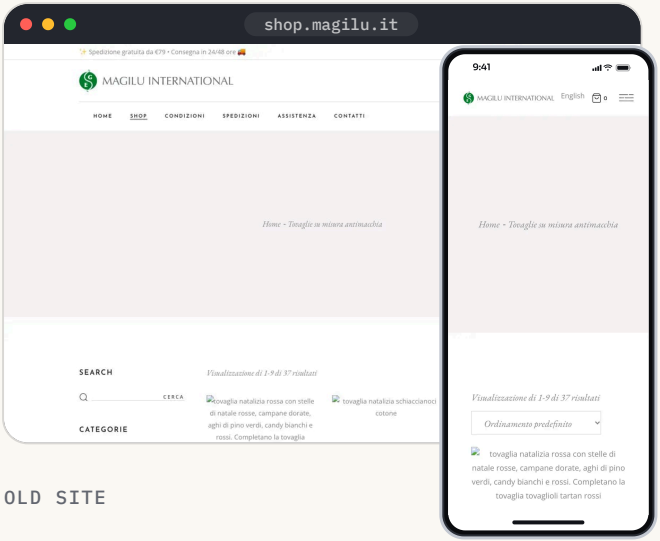
NEW SITE

02 / BEFORE AND AFTER

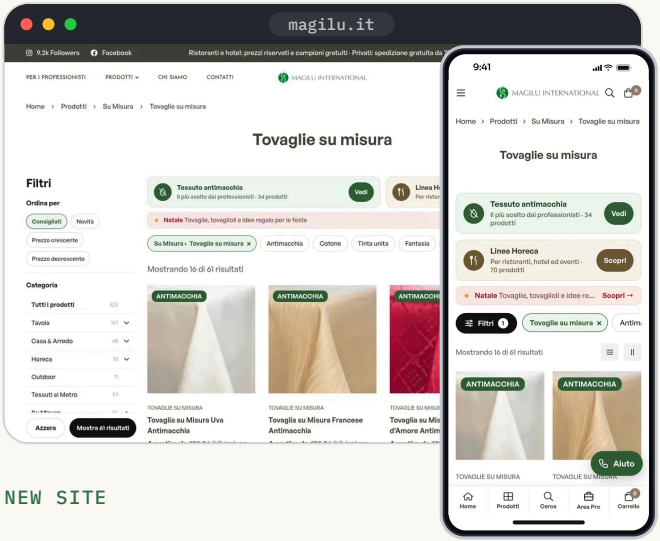
Before and after, *page by page.*

Category

Made-to-measure products show «Customize» instead of an «Add to cart» that couldn't work from the grid. In the Horeca categories the order follows the fabrics restaurateurs use.



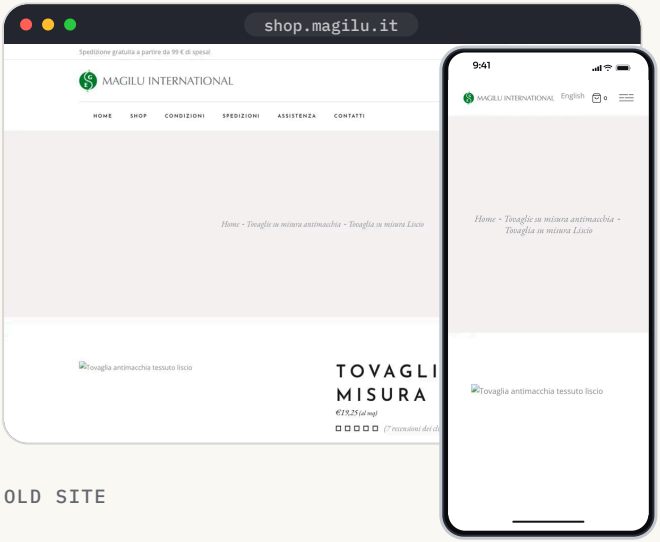
OLD SITE



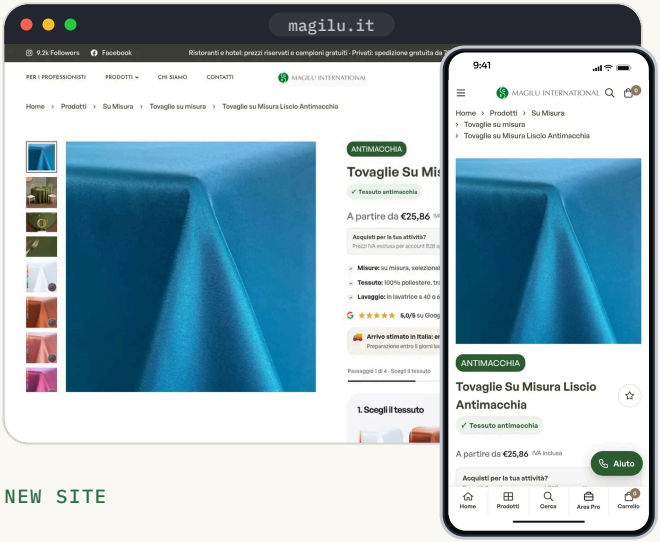
NEW SITE

Product

Below the price, the points that matter (size, fabric, washing), the real Google review rating and the estimated delivery date, which excludes weekends and holidays.



OLD SITE



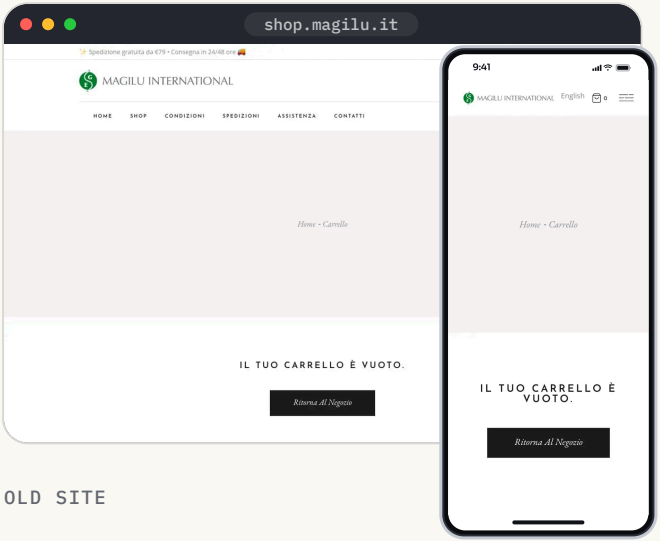
NEW SITE

02 / BEFORE AND AFTER

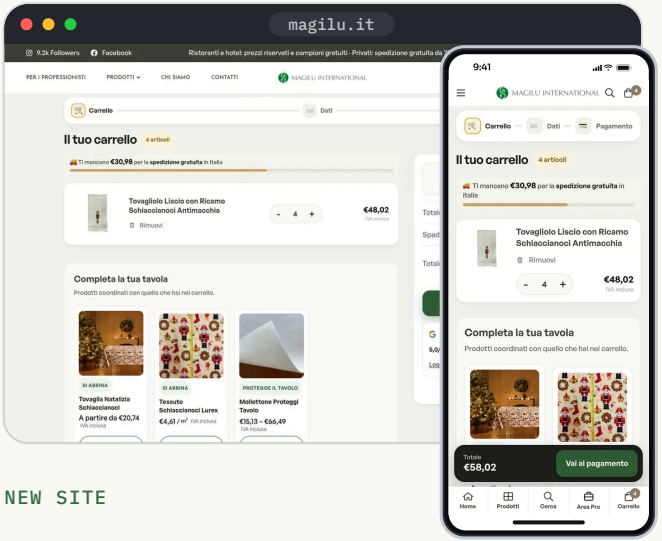
Before and after, *page by page.*

Cart

How much is left for free shipping, matching pieces from the same collection and a three-step checkout with Apple Pay and Google Pay.



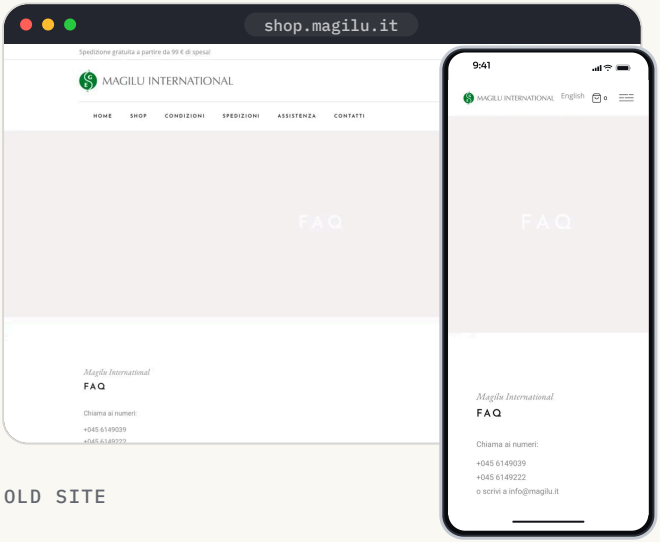
OLD SITE



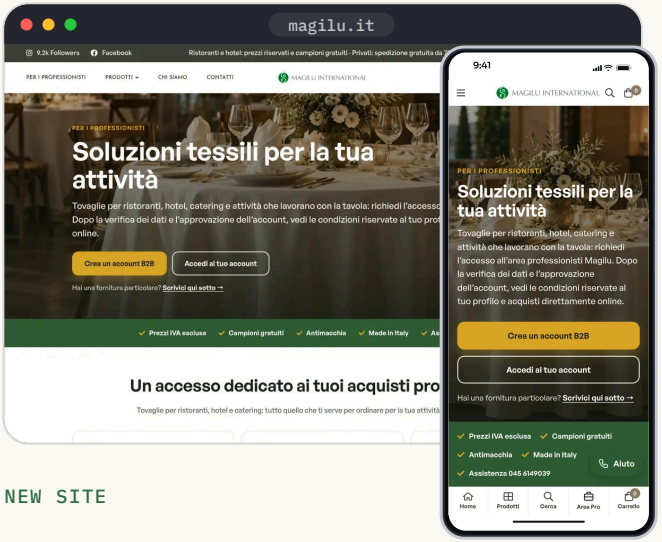
NEW SITE

Professionals

Before: an FAQ page and a popup. Now: a page for restaurants and hotels, a guided registration and a private area with prices excluding VAT.



OLD SITE



NEW SITE

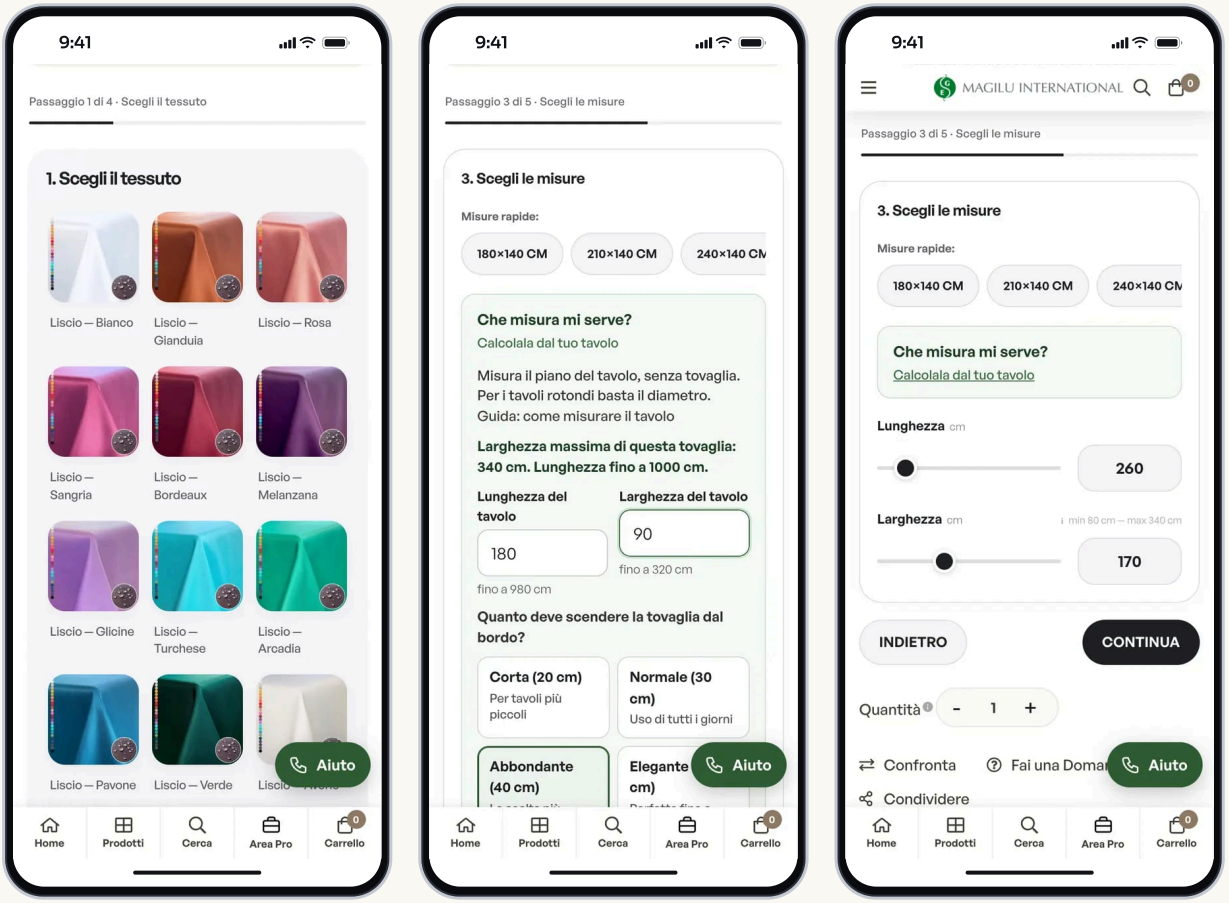
03 / THE KEY FEATURES · 01

The right size, *no tape measure, no doubts.*

The hardest step for buyers was working out what size they need. Now it goes one step at a time: fabric, shape, size, hem. The «What size do I need?» calculator only asks for the table and how far the tablecloth should drop, then fills in length and width on its own.

- ✓ 310 fabrics and 12 price lists with rules by product and category
- ✓ Price updated with every choice and always recalculated by the server
- ✓ Options that are impossible for that fabric aren't even offered

Table 180 × 90 cm → «Generous» drop → tablecloth 260 × 170 cm

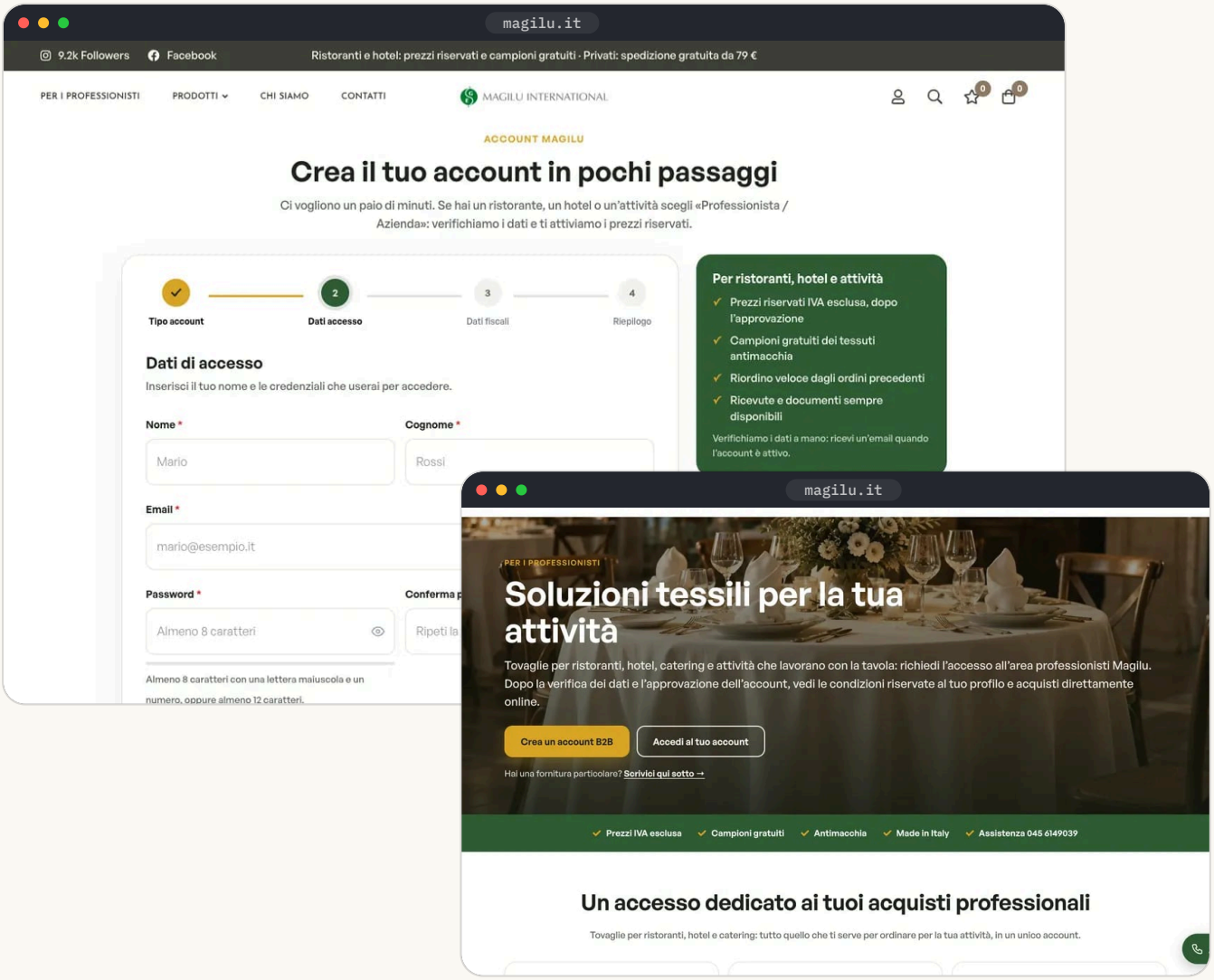


03 / THE KEY FEATURES · 02

A channel *built for restaurants and hotels.*

Trade customers used to have no path: no registration, no VAT number check, no private area. Today B2B is a channel of its own, with prices, shipping and documents designed for people buying for work.

- Guided registration with VAT number, PEC and SDI, VAT number check
- Approval by Magilu, then prices excluding VAT and dedicated discounts
- Up to 5 free samples, one-click reorder, pro forma and invoice

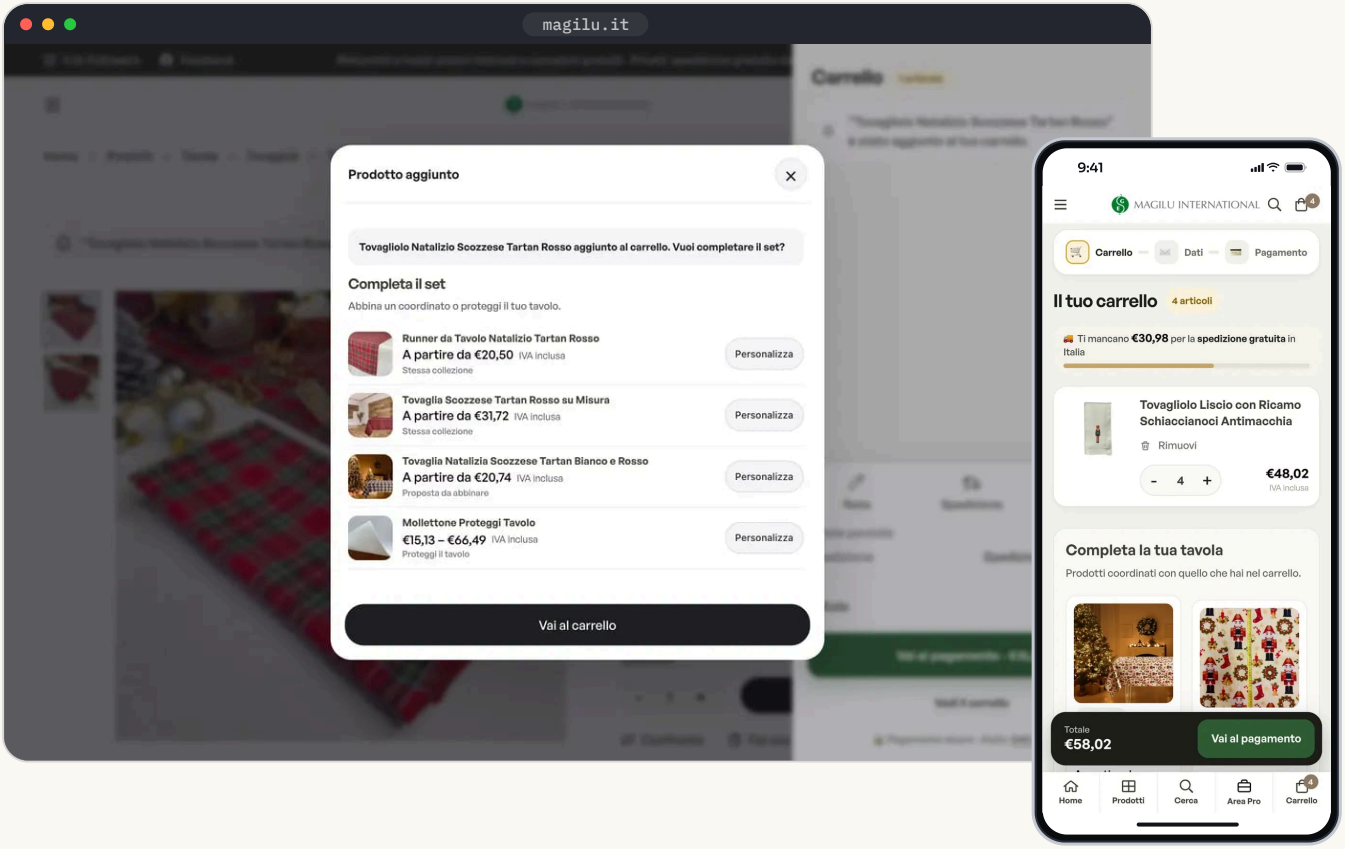


03 / THE KEY FEATURES · 03

The right pairing *at the right moment.*

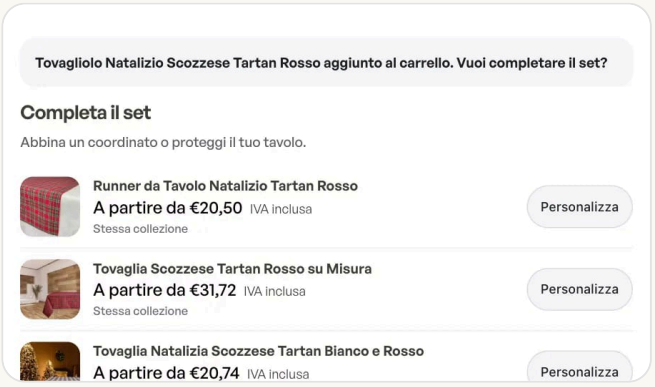
The old shop suggested nothing. The new one offers matching pieces as soon as a product is added, completes the table in the cart and shows how much is left for free shipping. No fake timers and no aggressive popups.

- ✓ «Complete the set»: runner, napkins and table pad from the same collection
- ✓ Free-shipping bar, packs of 6 and 12 at a discount
- ✓ Real Google rating and estimated delivery date on the product page, cart and checkout





On the product page: key points, real Google rating and estimated delivery date



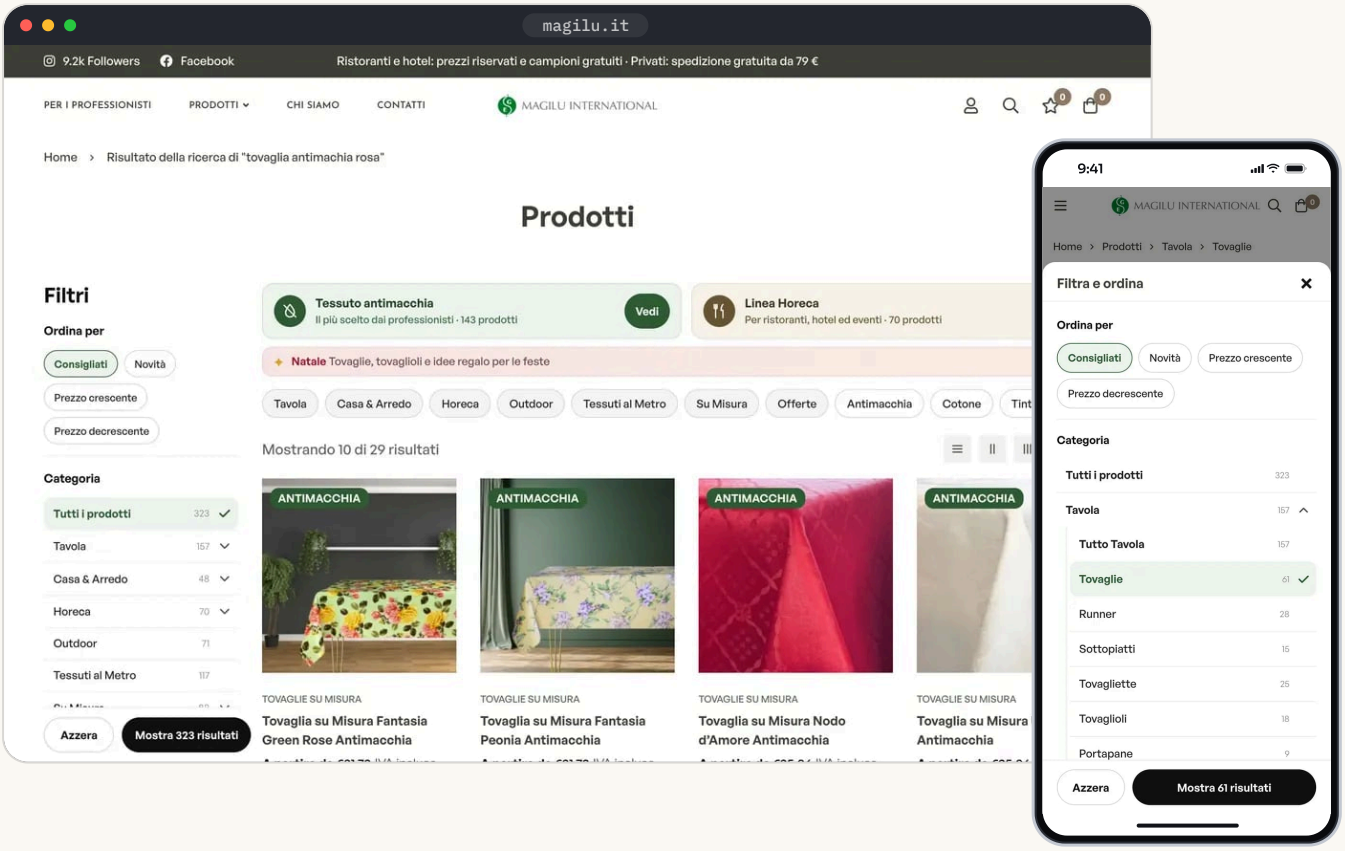
Matching pieces from the same collection, suggested on the product page

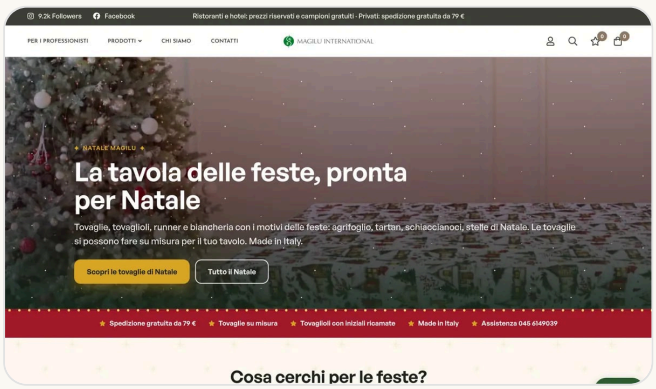
03 / THE KEY FEATURES · 04

Finding the tablecloth *even when it's misspelled.*

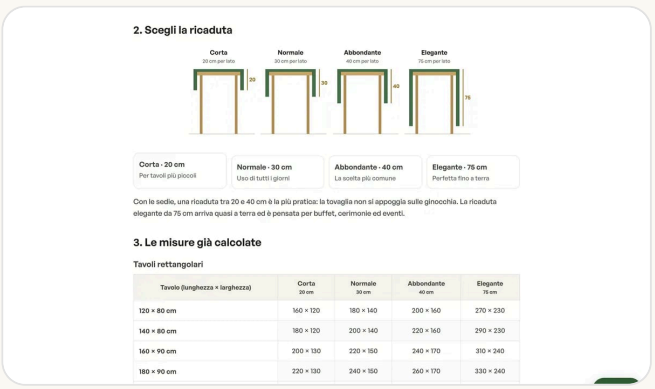
Products can be found in three ways: by category, by occasion and with a search that tolerates typos. Every holiday has its own page, and the home page banner changes on its own with the season.

- 7 categories instead of a flat list, three-column mega menu
- Search with synonyms, singulars and plurals: «antimachia» finds 29 tablecloths
- 7 occasions with a dedicated page; the date of Easter is calculated every year





The Christmas page, with products filtered by occasion



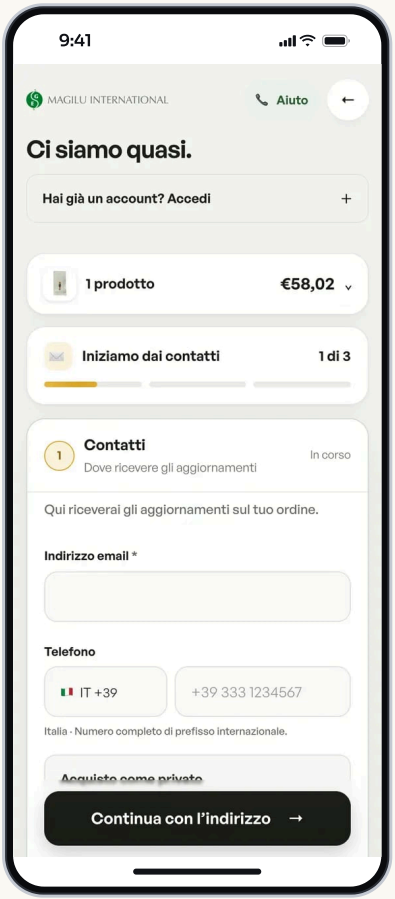
One of the six guides: how to measure your table

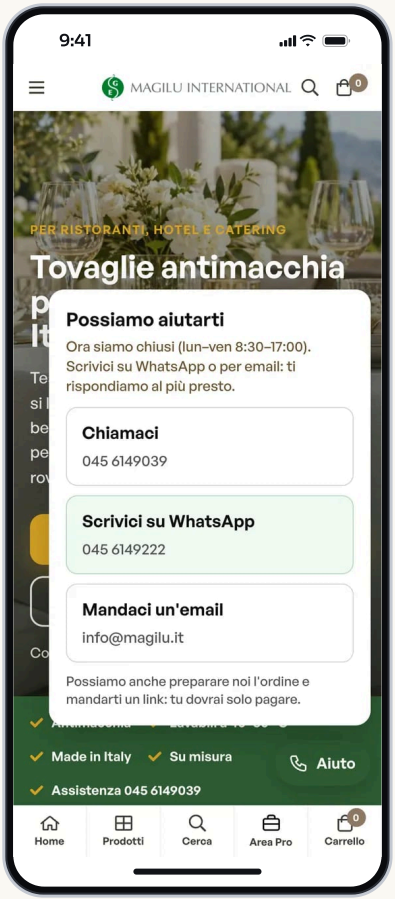
03 / THE KEY FEATURES · 05

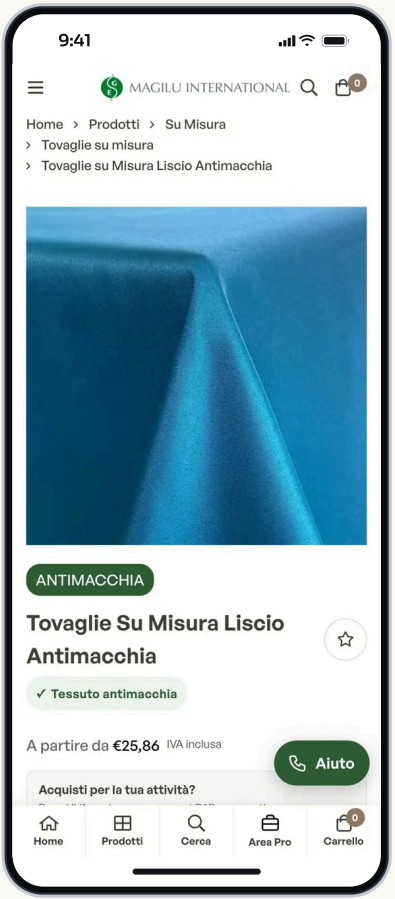
From product to payment *with one thumb.*

A bar at the bottom with Home, Products, Search, Trade Area and Cart. Checkout one step at a time, total always visible, a «Help» button with phone, WhatsApp and email that shows whether the office is open.

- 3-step checkout with a summary before confirming
- Card, Apple Pay and Google Pay via Stripe
- Assisted sales: staff prepare the cart and send it with a link







04 / AUTOMATIONS

A website *that works on its own.*

Many things that used to need a phone call, an email or a manual check now happen on their own, each with an on/off switch in the admin.

Verified reviews

8 days after shipping, an email goes out with a link for each product: only people who actually bought can review.

Abandoned carts

Customers who ask for it get a reminder after an hour, with the cart ready for payment.

Feedback after the order

A 6-score survey, with a comparison with the old site and a dashboard with charts in the admin.

Tracked shipping

Just enter the carrier and tracking number: the «Your order has shipped» email goes out.

Receipts and pro forma

PDF documents with Magilu's branding, attached automatically to the confirmation email.

Seasons and campaigns

Christmas, Valentine's Day, Easter, Mother's Day: the banner changes on its own.

Order summary

Every morning at 8 the list of orders to check arrives.

The right price for everyone

VAT included for families, VAT excluded and discounts for approved trade customers.



«Ideas and occasions»: a page for every holiday, and a banner that changes on its own with the season.

05 / AT A GLANCE

Before and now, *point by point.*

AREA	OLD SITE	NEW SITE
Speed	✕ Performance 32 on desktop and 24 on mobile, LCP 6 s on desktop and 14 s on mobile	✓ Performance 98 and 82, LCP 0.7 s on desktop and 4.5 s on mobile, cached pages within 0.3 s
Images	✕ JPEGs up to 6 MB, 2.6 GB in total	✓ WebP of about 124 KB, loaded when needed
Configurator	✕ Didn’t work, wrong prices	✓ Guided steps, price recalculated by the server, size calculator
Catalog	✕ Flat list, no occasions	✓ 7 categories, filters with counts, 7 occasions with their own page
Professionals	✕ No registration or private area	✓ Guided registration, VAT number check, prices excluding VAT
Documents	✕ No receipts or invoices from the site	✓ PDF receipt and pro forma, invoice request at checkout
Upsell	✕ None	✓ Complete the set, complete the table, packs and quantity discounts
Checkout	✕ Not optimized	✓ 3 steps designed for the phone, Apple Pay and Google Pay
Samples	✕ Not available	✓ Up to 5 free fabrics for trade customers
Security	✕ Malware, fake plugins, spam pages	✓ A clean site on a new server, spam pages closed with 410

06 / SEO AND MIGRATION

Moving house *without losing Google.*

The old shop was the one Google knew best, but it no longer opened. Instead of repairing it, we moved the domain to the new server and turned every old address into a redirect to the right page, so rankings and campaigns don't start from scratch.

OLD SHOP
500
error on every page, campaigns included

TODAY
892/892
old addresses that reach a live page

01 Address map
Every old URL, including /it/ and /en/, matched to the new product or category.

02 A single hop
908 rules on the server: every address reaches the new page with a single 301, no chains.

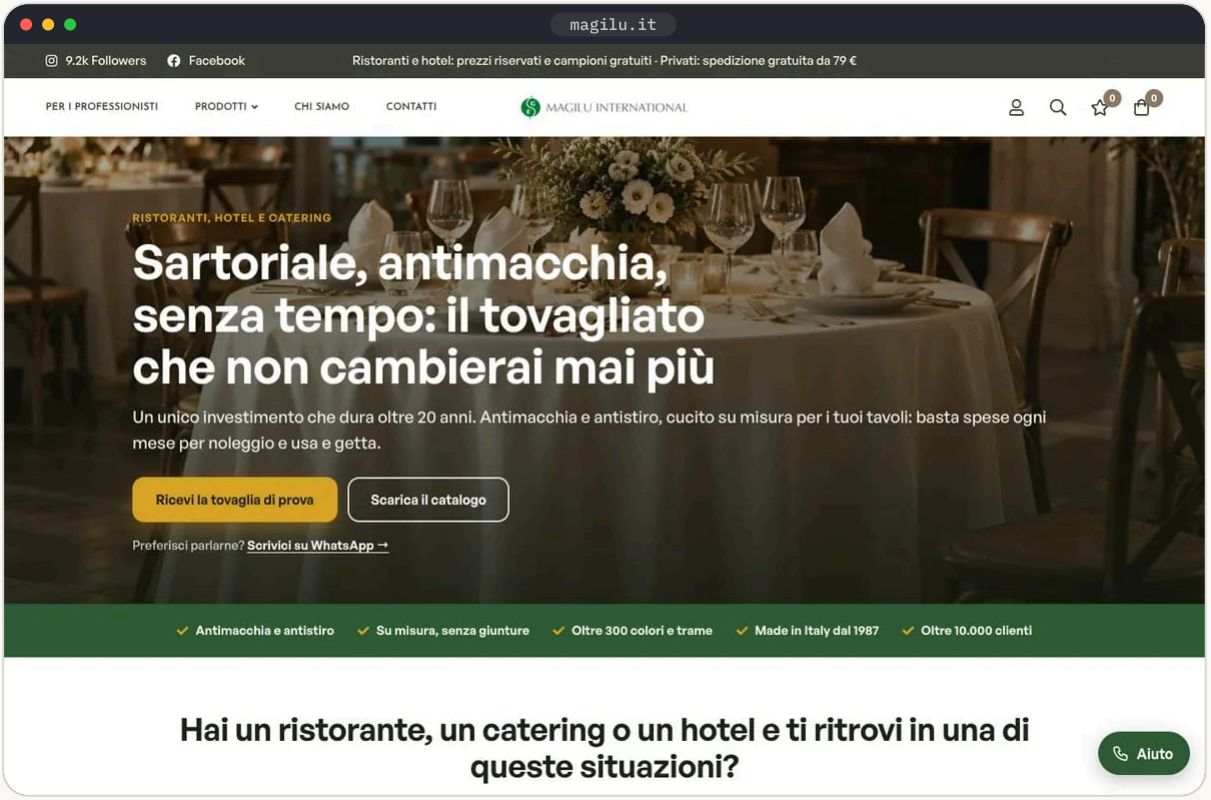
03 Campaigns intact
utm, fbclid and gclid stay attached: campaign statistics keep working.

04 Search Console
Change of address started the day after launch; the 111 pages with traffic checked one by one.

1,478
photos with alt text

280
meta descriptions rewritten

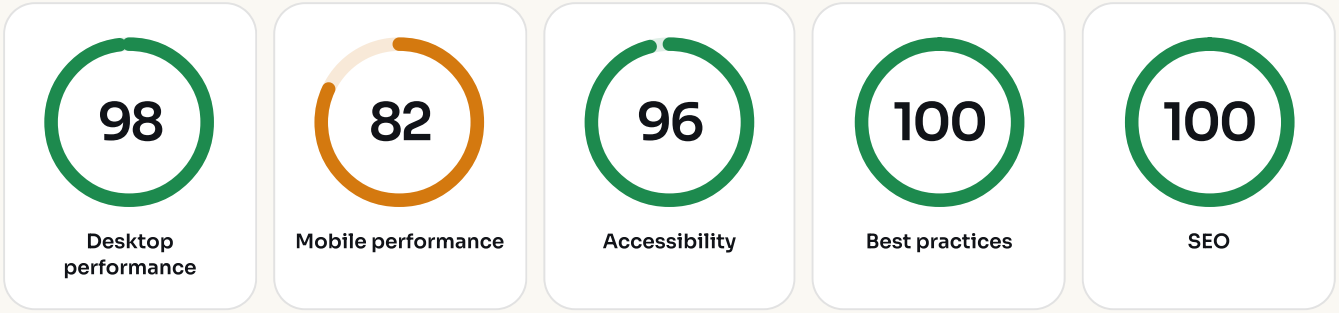
760
items in the Google Shopping feed



The campaign landing page for restaurants and hotels, rebuilt in the new style at the same address: conversions keep counting.

07 / RESULTS

At launch, *in numbers.*



Lighthouse, November 5, 2026: best values measured on home, shop, category, product and trade pages. Mobile scores are set to rise once the critical CSS has been generated for every page.

Quality checked

- ✓ 362 pages checked, no broken internal links
- ✓ One H1 per page, no duplicate titles
- ✓ Live payments verified: Apple Pay, webhooks, refunds
- ✓ GA4 with Consent Mode v2: nothing loads without consent

For the client

- ✓ Less manual work: reviews, reminders, documents and summaries go out on their own.
- ✓ One site for two audiences, with the right prices and shipping for each.
- ✓ Autonomy: pages, banners and automations are managed from the admin without breaking the design.

What we will measure

The site has been online since November 5, 2026: it's too early to talk about sales. In the coming months we'll update this case study with conversions, organic traffic and the answers to the survey, which also asks for a comparison with the old site.

08 / BEHIND THE SCENES

The technical *details.*

Architecture

BASE	WordPress, WooCommerce, Minimog theme with child theme, Elementor Pro
CONFIGURATOR	Custom plugin: 310 fabrics, 12 price lists, tiered and interpolated prices, coordinated collections. About 13,900 lines of PHP.
PROFESSIONALS	Custom plugin: registration, approval, roles, prices and VAT, shipping and duties, documents. About 16,100 lines.
SHOP	45 modules for checkout, cart, filters, search, SEO, analytics, consent, automations and security. About 7,600 lines.

Speed

CACHING	LiteSpeed with QUIC.cloud, critical CSS, deferred JavaScript: from the cache the server responds within 0.3 s.
ICONS AND FONTS	Font Awesome reduced to the 104 icons in use (from 480 to 23 KB), fonts served by the site.
IMAGES	First image with high priority, the rest lazy-loaded: 1,553 WebP photos, 330 KB at most.

Security

ACCESS	Login attempts limited by IP and by account, including on the shop login.
CHECKOUT	Protected against stolen-card testing: it pauses after too many failed payments.
SERVER	Security headers, sensitive files blocked, no executable scripts in uploads.

Data and privacy

ANALYTICS	GTM and GA4 with Consent Mode v2 and complete e-commerce events, including from the configurator, with no personal data.
STRUCTURED DATA	Price identical to the one on the page, brand, MPN, breadcrumbs, return policy.
COOKIES	«Reject all» and «Accept all» with equal weight.

In total about 37,600 lines of custom PHP and 13,000 of JavaScript and CSS. The two main plugins are ours and reusable: customizations go through filters, so they stay updatable.

The «before» screenshots show shop.magilu.it as it was until October 2026; some images and carousels of the old site may not appear. The «after» screenshots are of magilu.it on November 6, 2026; the cookie banner is hidden in the image only. The old site's data was measured before the rebuild, the new site's with Lighthouse and on the server on November 5–6, 2026.

THE NEXT PROJECT

Every brand has its own current. *Tell us yours.*

ciao@naluwebagency.com ↗

naluwebagency.com · Perugia, Italy · projects across Italy and abroad
The case study online, with scrollable screens: naluwebagency.com/en/work/magilu-stain-resistant-tablecloth-ecommerce/

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