nalu

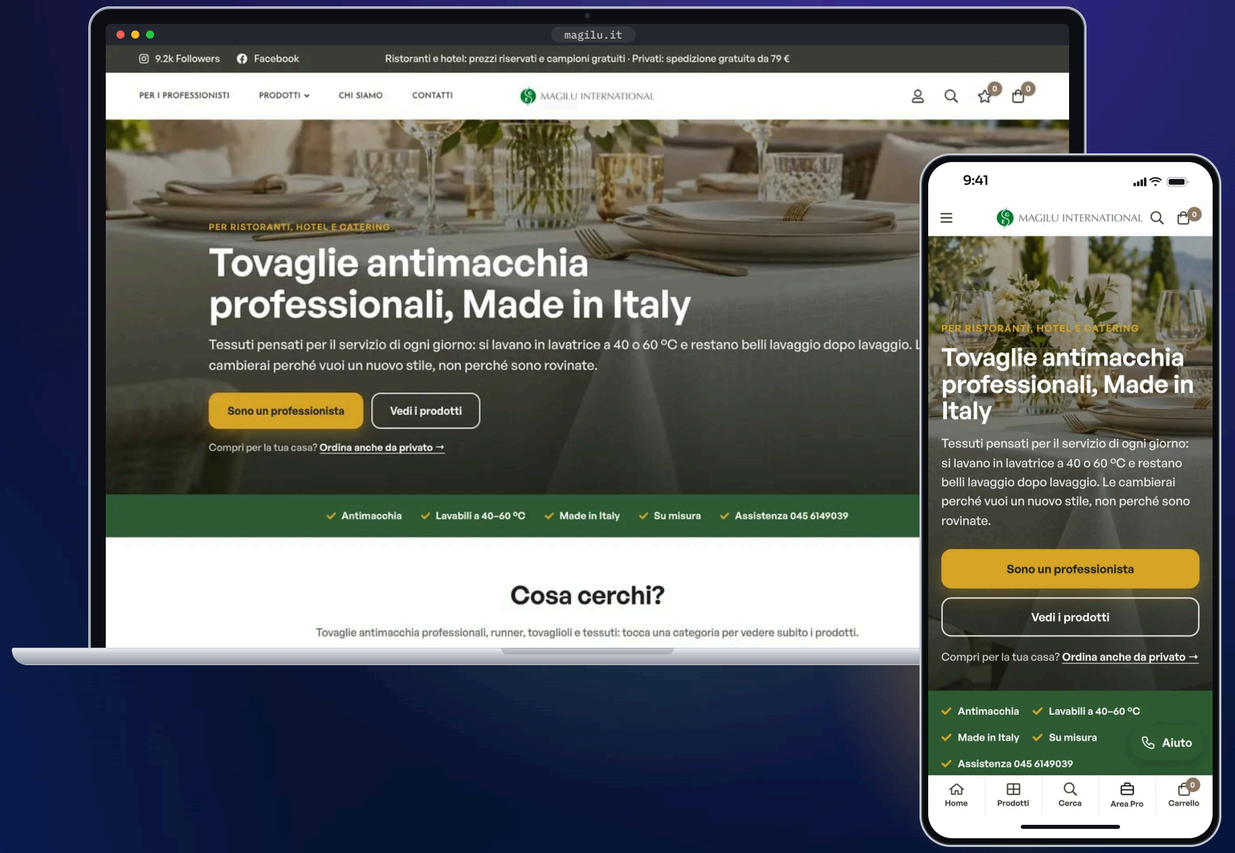
CASE STUDY · 2026

CUSTOM E-COMMERCE

Magilu International

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

Stain-resistant tablecloths for restaurants, hotels and families: one site instead of two, a made-to-measure configurator that finally works, a trade area and a shop three times faster.



magilu.it · online since November 5, 2026

naluwebagency.com

A shop *working against itself.*

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.

- 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



OLD SHOP

500

error on every page, campaigns included

Numbers you can see, *from day one.*

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

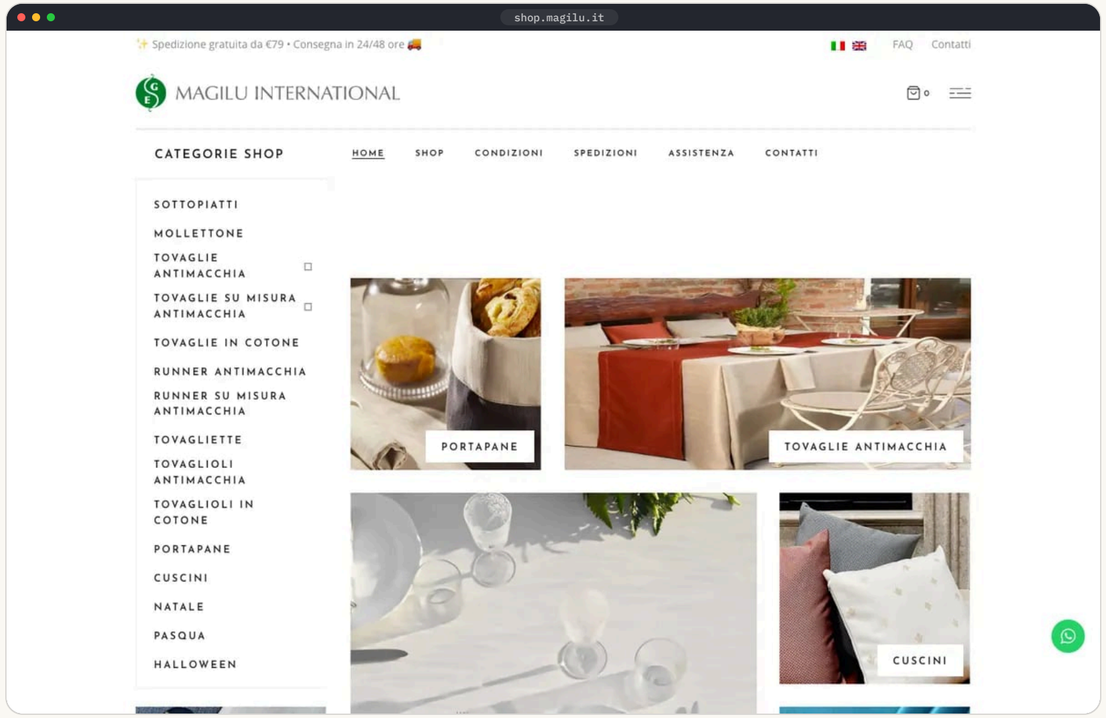
325 products and 545 variants migrated, none lost

310 fabrics in the made-to-measure configurator

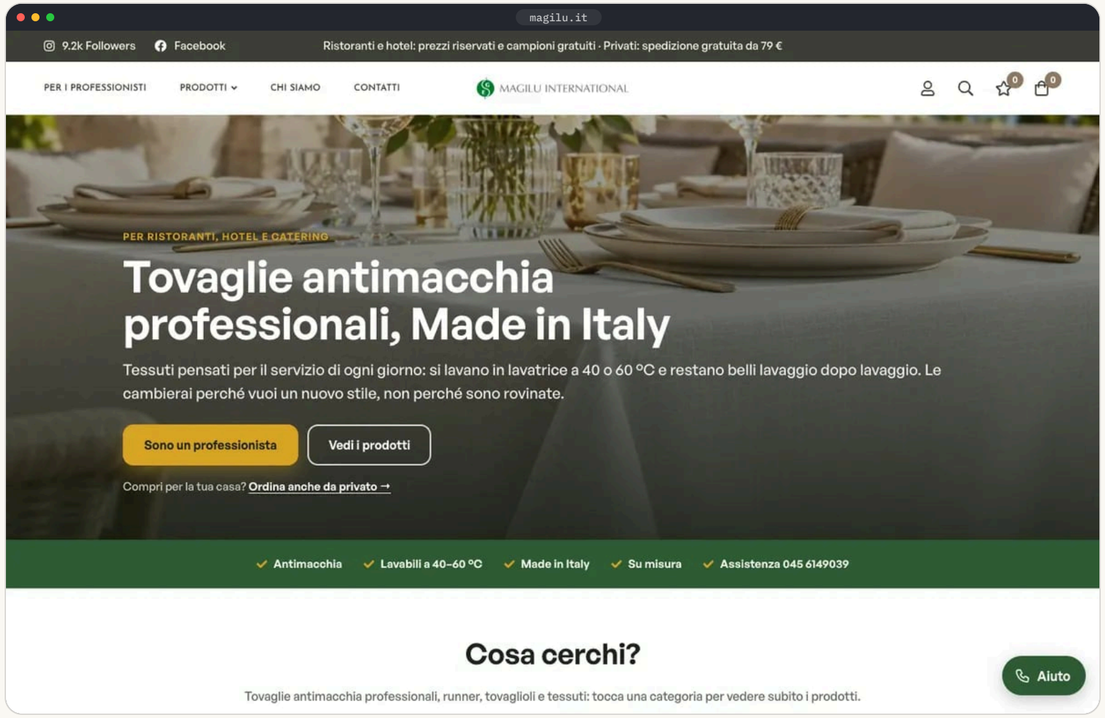
892 old addresses moved to the new pages

100 Lighthouse SEO score

Same company, *a whole new shop.*



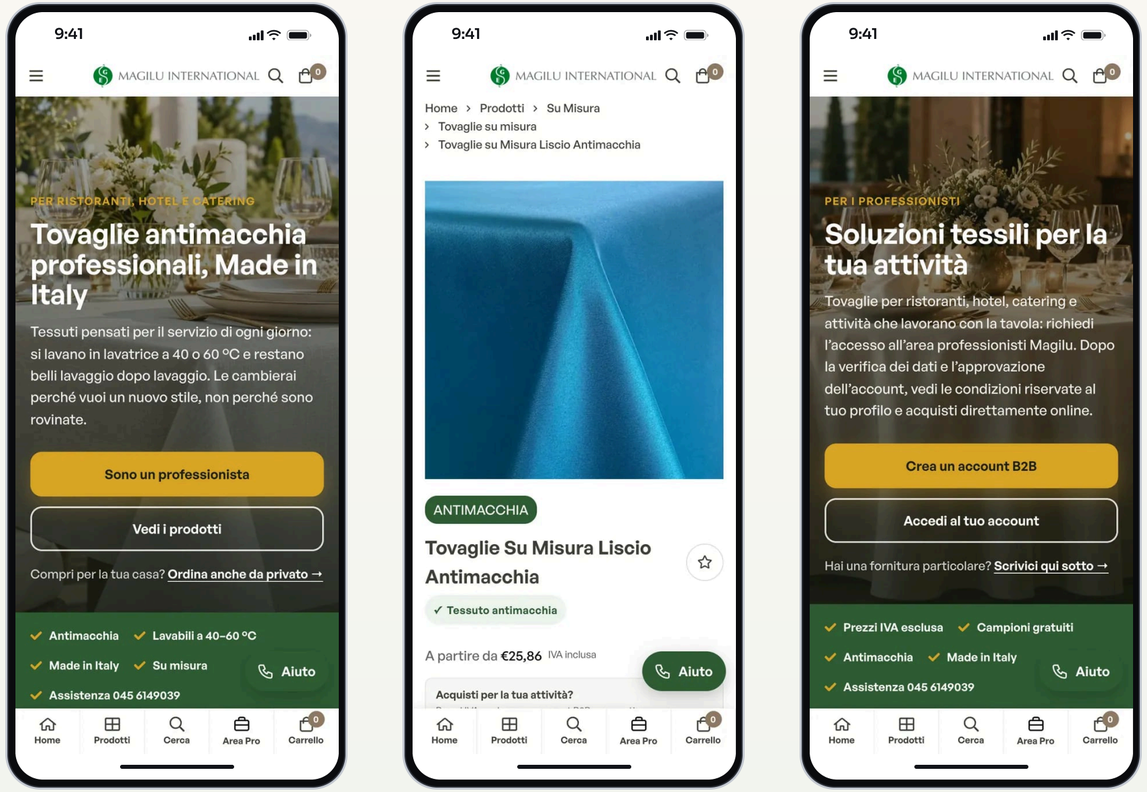
OLD SITE



NEW SITE

Designed first and foremost *for the phone.*

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.





OLD SITE

HOME



OLD SITE

PRODUCT



OLD SITE

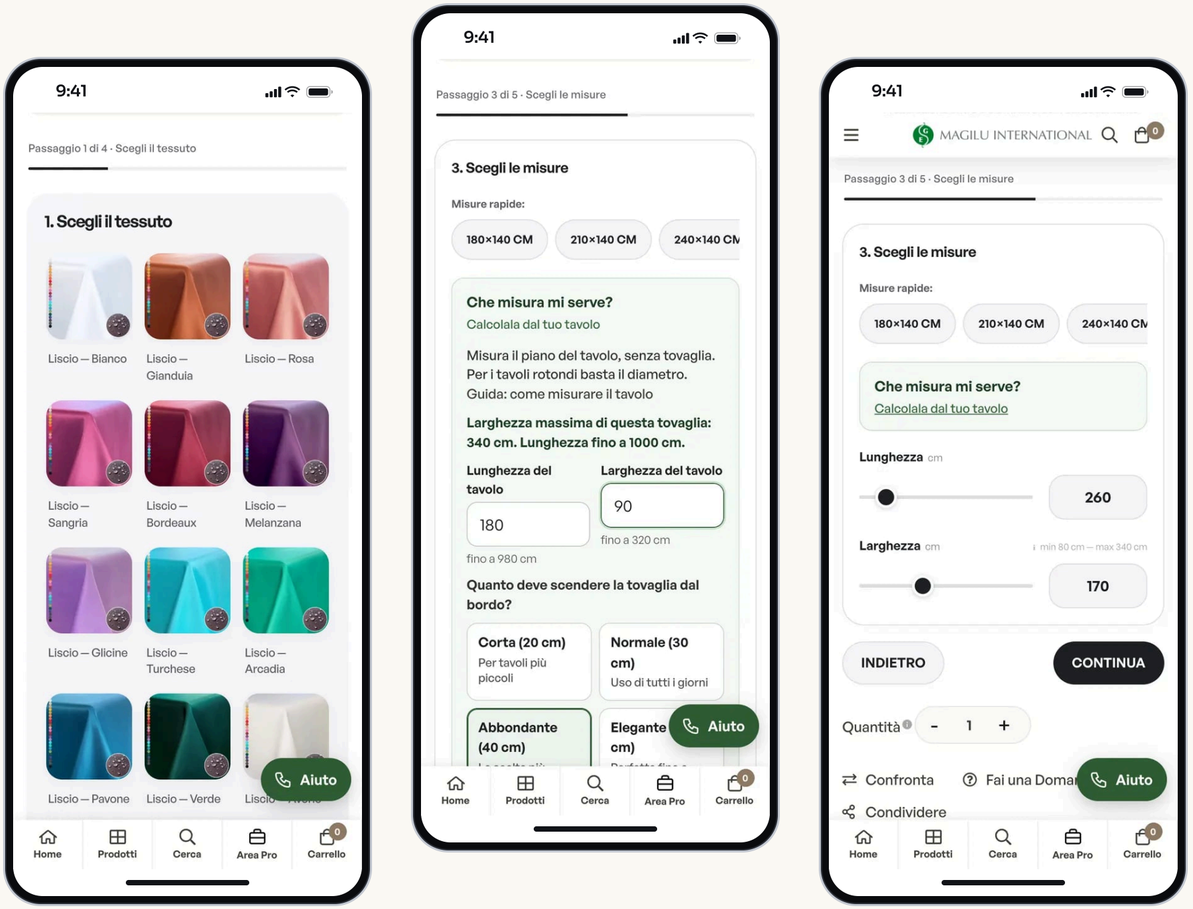
PROFESSIONALS

01 · MADE-TO-MEASURE CONFIGURATOR

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

- 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

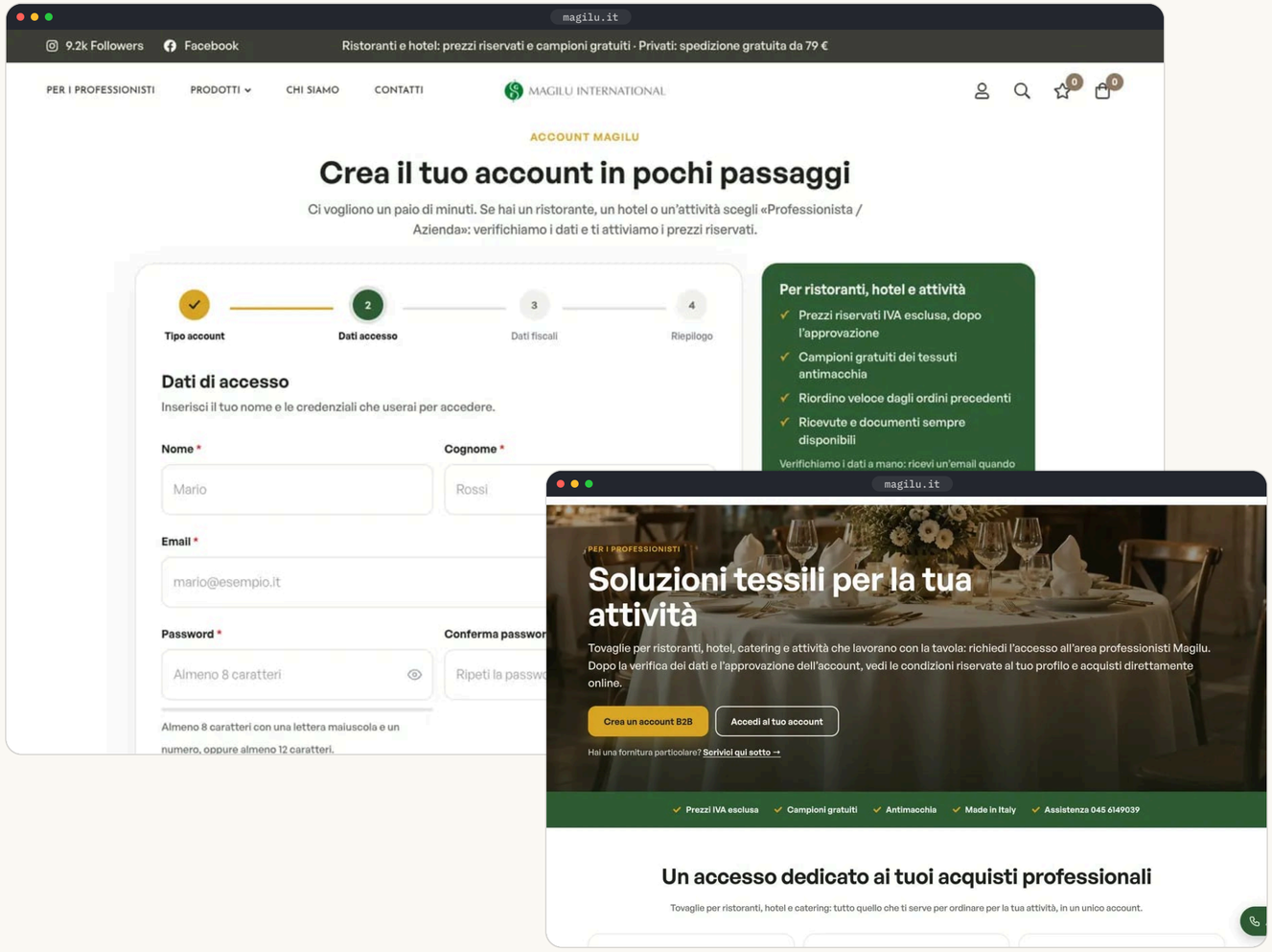
Table 180 × 90 cm → **«Generous» drop** → **tablecloth 260 × 170 cm**



02 · TRADE AREA (B2B)

A channel *built for restaurants and hotels.*

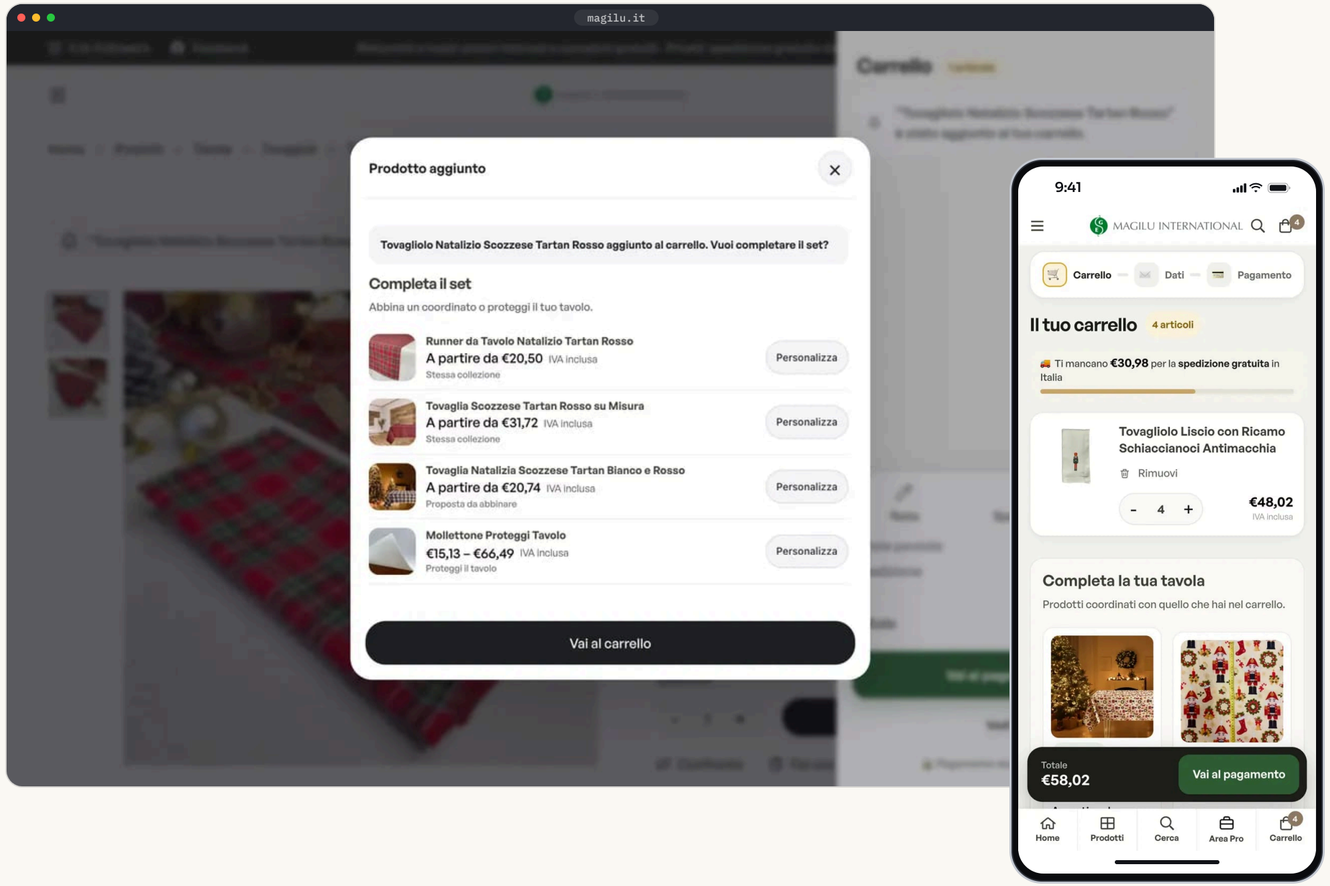
- Guided registration with VAT number, PEC and SDI, VAT number check
- Approval by Magilu, then prices excluding VAT and dedicated discounts
- Up to 5 free samples, one-click reorder, pro forma and invoice



03 · SELLING MORE

The right pairing *at the right moment.*

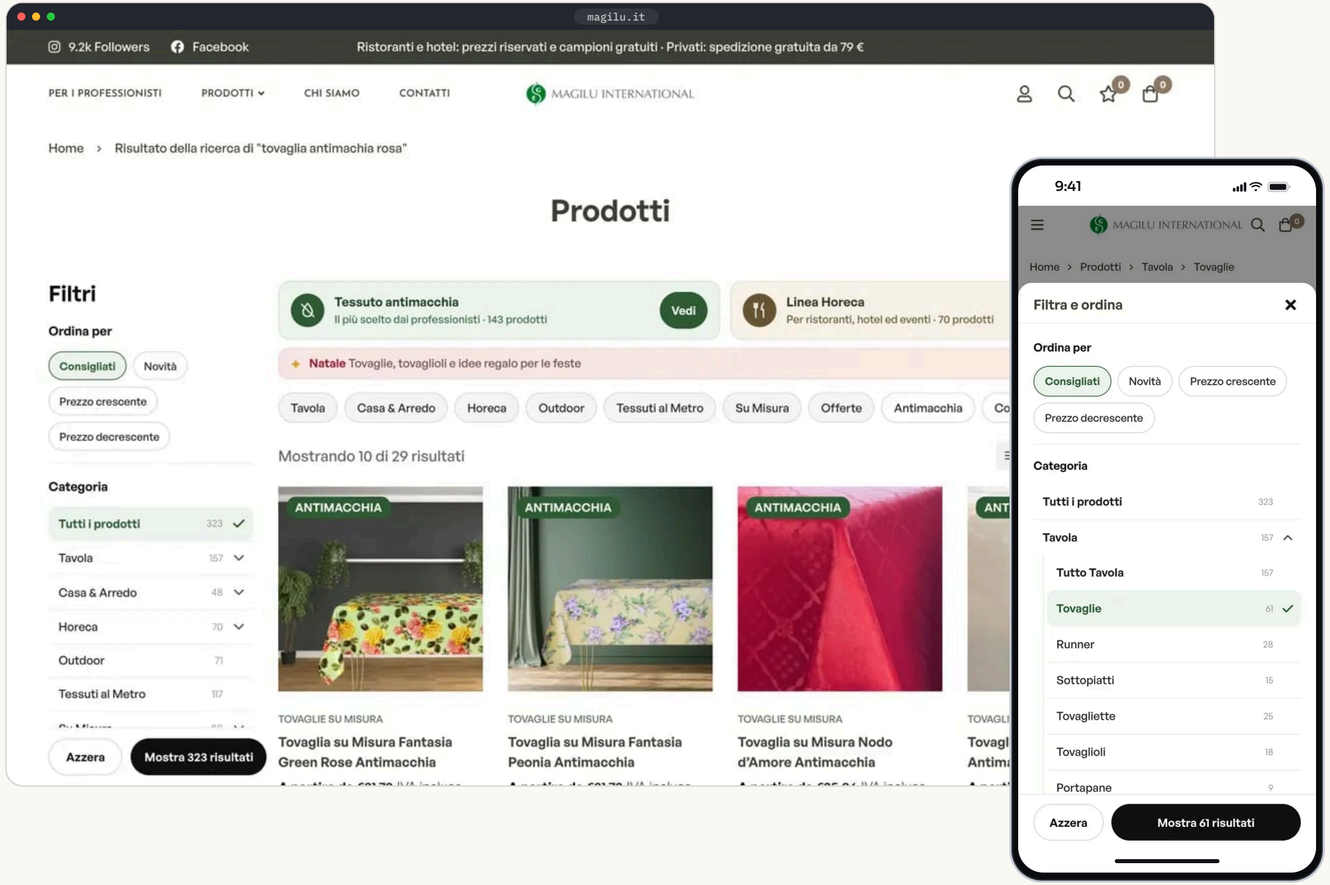
- «Complete the set»: runner, napkins and table pad from the same collection
- Free-shipping bar, packs of 6 and 12 at a discount
- Real Google rating and estimated delivery date on the product page, cart and checkout



04 · CATALOG, OCCASIONS AND SEARCH

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

- 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



A website *that works on its own.*

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.

Moving house *without losing Google.*

OLD SHOP

500

error on every page

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

At launch, *in numbers.*



Desktop performance



Mobile performance



Accessibility



Best practices



SEO

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.

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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