



## **Data Subsystems, Inc. Launches Key West Online Bike Rental Service for EatonBikes.com**

*Data Subsystems, Inc., a [business software and web development company](#), has successfully launched new web site for Eaton Bikes that features online bike rental service. The company modified its ecommerce solution and shopping cart engine to create a convenient system for customers to place bicycle reservations online at Eaton Bikes, the leading full service cycling company based in Key West, Florida. Data Subsystems also installed an ecommerce system that manages all the orders received online and in the shop, giving Eaton Bikes a powerful business management solution. After the installation Data Subsystems carried out web marketing campaign to promote Eaton Bikes, making it the most popular bike renting company in Key West on the Internet.*

(Vocus) May 6, 2010 -- Data Subsystems, Inc., a [business software and web development company](#), has successfully launched new web site for Eaton Bikes that features online bike rental service. The company modified its ecommerce solution and shopping cart engine to create a convenient system for customers to place bicycle reservations online at Eaton Bikes, the leading full service cycling company based in Key West, Florida. Data Subsystems also installed an ecommerce system that manages all the orders received online and in the shop, giving Eaton Bikes a powerful business management solution. After the installation Data Subsystems carried out web marketing campaign to promote Eaton Bikes, making it the most popular bike renting company in Key West on the Internet.

“Data Subsystems bike rental solution changed and improved Eaton Bikes image online,” commented Stephen Lawrence, co-owner of Eaton Bikes. "We are processing all our online and in store orders with the help of the system now, it is very convenient for us. And our customers now can rent a bike online on our new web site and be sure that it will be waiting for them at our [Key West bike shop](#). We are also offering free delivery in Key West, so we can deliver the bikes to customer’s hotel or any other address specified. The web marketing plan carried out by Data Subsystems increased the number of visitors and reservations on our web site. I am more than satisfied with the cooperation with Datasub.”

Data Subsystems business solution manages hundreds of bicycles that Eaton Bikes rents every day. Dozens of orders for different types of bicycles are delivered daily to various locations at Key West with the help of Data Subsystems business system. The customers can place orders online on the new web site that was designed and developed by Data Subsystems and pay for their reservation with a credit card, or they can also make a reservation via the phone or directly at the bike shop. Orders from all sources are imported in the system and it allocates bicycles for the selected dates. This way same bike does not get rented twice for the same dates. On top of its own customers, Eaton Bikes has many customers that are brought by the affiliates. When an affiliate order is placed the system also keeps record of the affiliate that brought the client to correctly calculate the bonuses. Powerful reports system generates detailed reports for every affiliate and calculates total amounts of bonuses. It also provides detailed sales reports, taxes reports, etc.

The goal of the web marketing campaign carried out by Data Subsystems after installation was to bring EatonBikes.com web site to the top positions in the search engine result pages for many relevant keywords like “



[key west bicycle rentals](#)". With many years of success in search engine optimization, Data Subsystems used proven content building and links building techniques, as well as social media resources to promote the web site online. Shopping cart engine is integrated with Wordpress blog that was filled with relevant seo-optimized content and cross-linked with other pages on the web site. Some interesting articles even reached the top of social news websites like Digg.com and Reddit.com. Various other techniques were used to create external links to the web site from relevant resources. As a result EatonBikes.com reached the top of search engine result pages for nearly all targeted keywords and became the most popular Key West bike renting service online. The traffic significantly increased, driving up the revenues of the company.

About Data Subsystems, Inc.:

Data Subsystems, Inc. is a software and [web development company based in Tampa, Florida](#). The company also has a vast experience in ecommerce and search engine optimization. It has developed its own search engine optimized shopping cart and has a proven record of getting companies to the first page of Google for targeted keywords. The company specializes on business software, ecommerce stores and information web sites. The combination of professional management and skilled developers make this company stand out above the rest.

About Eaton Bikes :

Eaton Bikes is the [Key West's leading full service cycling shop](#) with the main store at 830 Eaton Street. The company specializes on bike renting services and carries all types of two- and three-wheelers, from beach cruisers to mountain bikes and tricycles. The company also sells new bikes and bike parts at the main store and provides bike adjusting and repairing services. It is a team of skilled and passionate bike professionals that will help to make your stay at Key West unforgettable.

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