

## Sweet Success at Amelia's Cakes: Going Online Helps Bakery's Sales Rise

Amelia's Cakes is a Washington, D.C.-based bakery specializing in custom desserts. After two months of being in business and only a handful of orders, Amelia's Cakes decided it needed to increase exposure to potential customers by going online. Hiring a Web designer was expensive and online hosting services were confusing. After sifting through its options, Amelia's Cakes found the right mix of features in Microsoft® Office Live Small Business. It launched [www.ameliascakes.com](http://www.ameliascakes.com) and now receives orders from around the world. Business has grown more than tenfold, with two-thirds of new customers coming from the Web.



### Company Background

"My grandmother taught me how to bake," says Afua Anim, founder of Amelia's Cakes. "I've been baking for a long time, as a hobby." Anim's sister-in-law suggested she start her own boutique bakery and in September 2006 they opened Amelia's Cakes. Anim rented space in a commercial kitchen while her sister-in-law marketed to friends and family. These initial efforts produced an average of two orders per week. "In order for the business to grow I knew we needed to reach more customers," says Anim. "For us to get as much exposure as possible, we'd have to be online."

### A Recipe for Success

Because Anim wanted to create the Web site herself she researched several popular options, but Anim found that "they were costly and their processes were too rigid and complicated."

Anim decided that Microsoft® Office Live Small Business contained the right combination of ingredients to help her create a professional, customized Web site. "It was just so intuitive to use," Anim says, "especially for someone who didn't have any Web programming experience." Afua used the Site

Designer tool to walk step by step through the process of building her Web site. Now she updates and makes changes to her site quickly and easily using Page Editor. "Within 10 seconds most changes that I want to make are done," Anim says.

"I listed our site on every relevant, free search engine and directory I could find," Anim explains. "But when I first created the site I didn't install meta tags so we weren't getting much traffic. The minute I realized how to use page properties and search engine optimization, I put in the keywords and business immediately tripled."

### Results

By blending online presence with the easy-to-use features, real-time reports, and search engine optimization of Office Live Small Business, Anim says that "business has grown exponentially. We've gone from two orders every week to six or seven orders every day." Amelia's Cakes is taking orders from around the world and "two-thirds of our customers come from the Web," says Anim. "Now we're getting so many orders that we have to cap the number that we take each day!"

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*"Microsoft Office Live is the best, most affordable way for a small business to get a professional-looking online presence."*

*Afua Anim, Owner, Amelia's Cakes*

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### Overview

**Company Name:** Amelia's Cakes

**Web Site:** [www.ameliascakes.com](http://www.ameliascakes.com)

**Employees:** 3

**Industry:** Specialty catering

**Location:** Washington, D.C.

#### Highlights:

- **Easy to Use** - "I would rate the ease of use as 10 out of 10."
- **Detailed Reports** - "You can monitor traffic to your site and track what people are searching for, so you can change your product offerings in real time to keep business growing."
- **Search Engine Optimization** - "The keyword and meta tag tools that Office Live Small Business offers make us more visible to new customers than other Web sites."

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