

MAKE
ur
CAKE

SPIRACKERSTRASSE 47, 8044 GOCKHAUSEN, SWITZERLAND

MAKEURCAKE.CH

TEAM



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PROBLEM

CUSTOMER CAN'T BAKE

NEEDS BAKING GOODS FOR
SPECIAL EVENT

CUSTOMER CAN'T DECORATE

WANTS TO LEARN TO
DECORATE CAKES,
CUPCAKES, CAKE POPS, ETC.

CUSTOMER DOESN'T HAVE SUPPLIES

NEEDS BAKING SUPPLIES FOR
NEXT PROJECT

MAKEURCAKE IS YOUR ONE STOP DESTINATION
FOR CUSTOM MADE BAKING GOODS,
BAKING CLASSES AND BAKING SUPPLIES.

CUSTOM BAKING GOODS

SELL CUSTOM ORDERED
CAKES, CUPCAKES, CAKE
POPS, COOKIES, ETC.

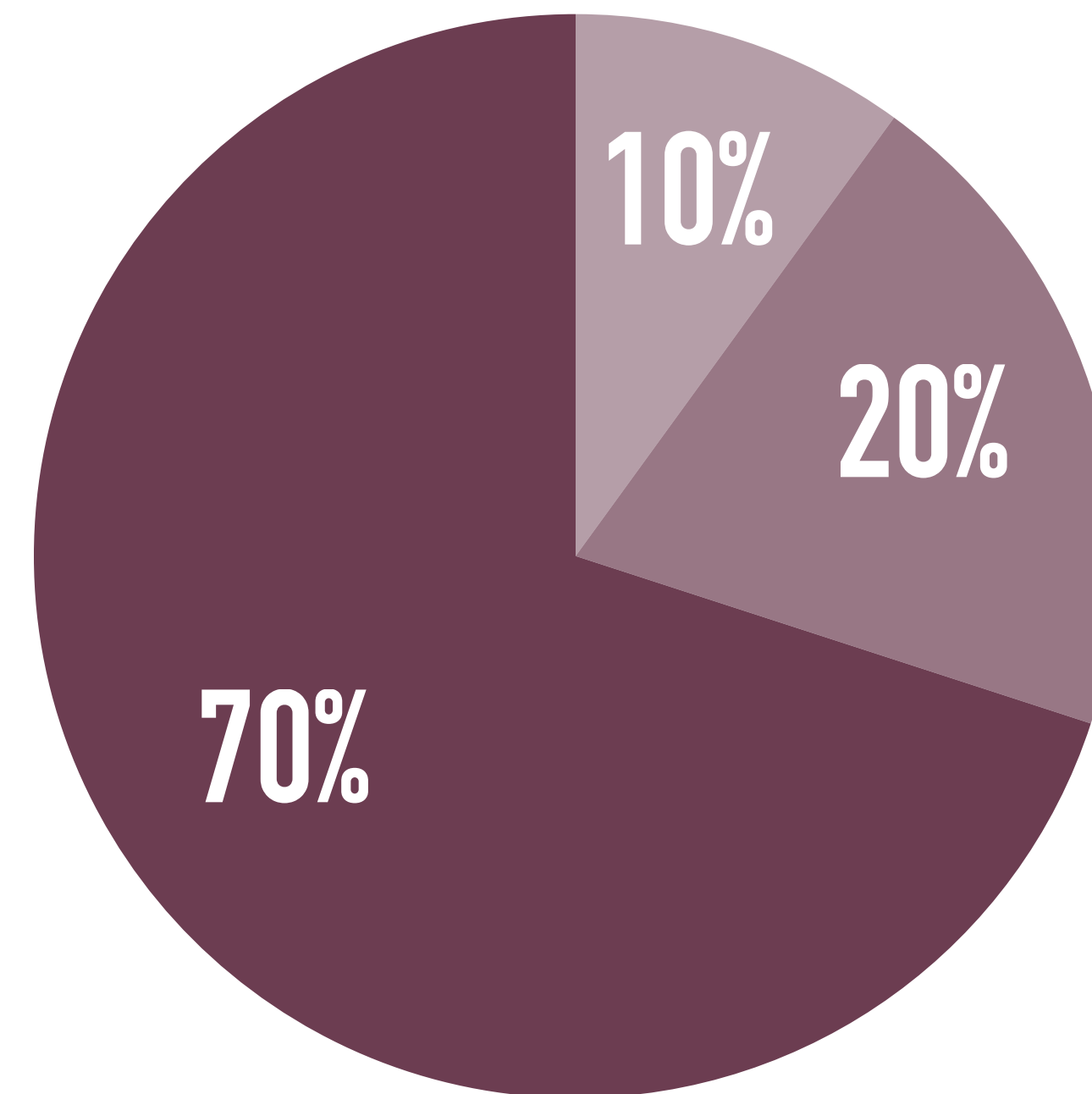
BAKING CLASSES

SELL CAKE, CUPCAKE, CAKE
POP DECORATING CLASSES
AND MANY MORE

BAKING SUPPLIES

SELL OVER 2000 BAKING
SUPPLY PRODUCTS, ON- AND
OFFLINE

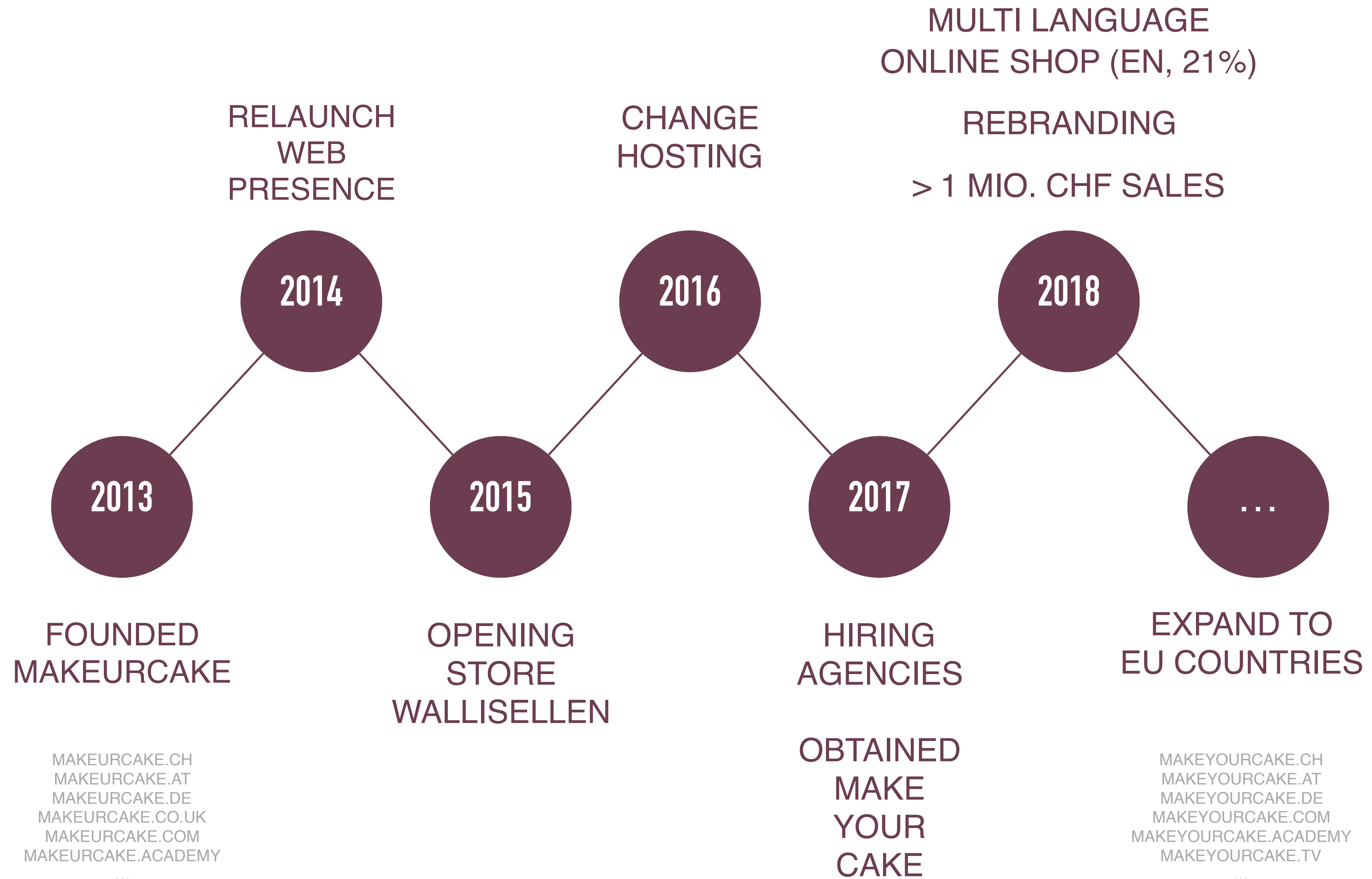
● Goods ● Classes ● Supplies



THE RIGHT PRODUCT
FOR
THE RIGHT CUSTOMER
AT
THE RIGHT MOMENT



MARKET PLAN





VIELFÄLTIGES SORTIMENT

Bekannte Marken und über 1000 Produkte. Zusätzlich Kurse im Laden Wallisellen, Schweiz.



KOSTENLOSE LIEFERUNG

Bereits ab CHF129 bestellen Sie versandkostenfrei. Gratis Abholung im Laden Wallisellen.



KURZE LIEFERZEIT

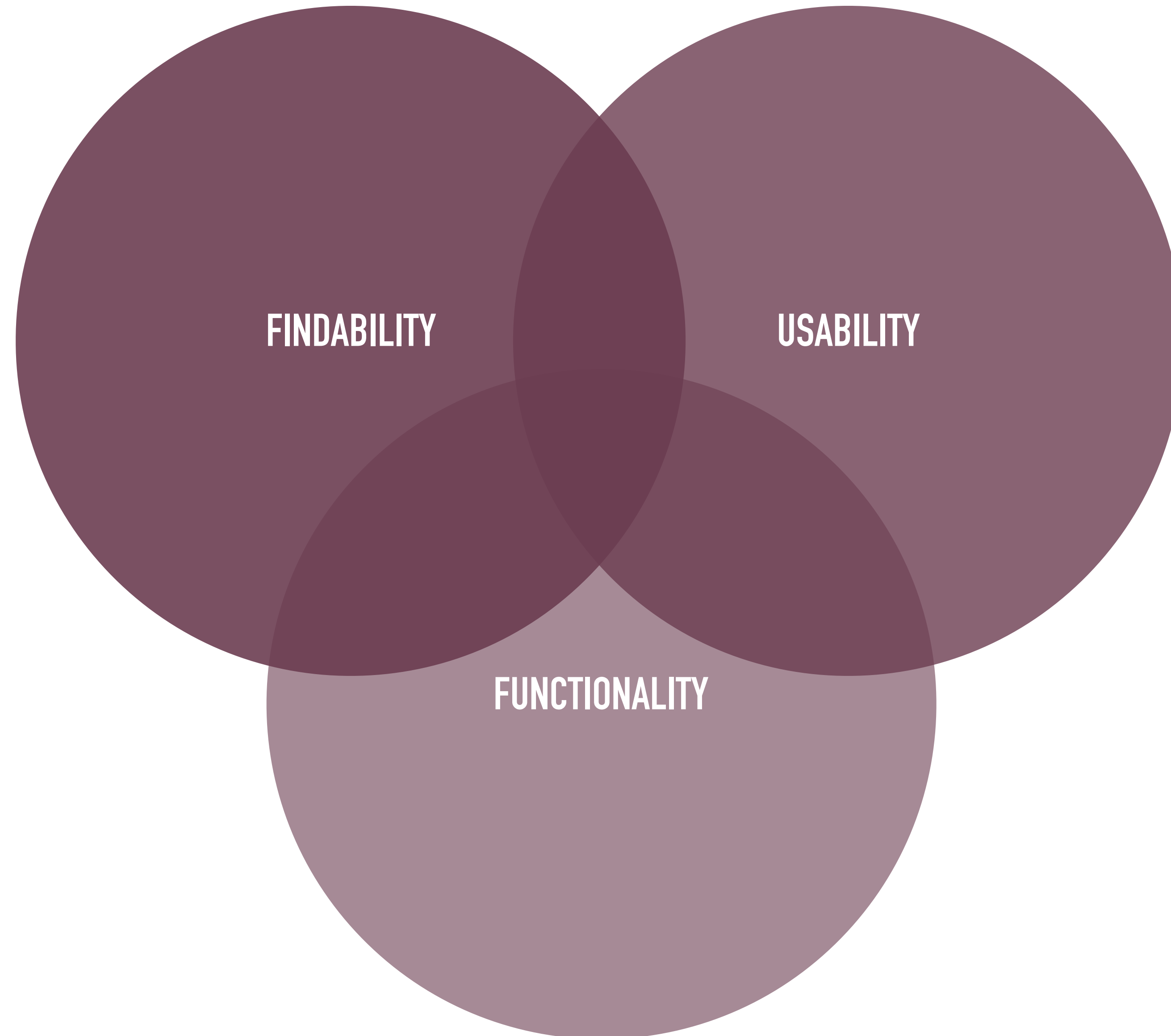
Bestellen Sie werktags bis 13:00 Uhr und Ihre bezahlte Ware wird noch am selben Tag versandt.



SICHERE ZAHLUNG

Höchstmögliche Datensicherheit im PCI zertifiziertem Zahlungsumfeld von Concardis.





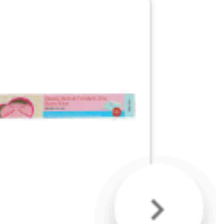
USER EXPERIENCE



FINDABILITY

The screenshot shows a Google search for "fondant kaufen". The search bar contains the text "fondant kaufen" and a search icon. Below the search bar are navigation tabs: All, Images, Shopping, Maps, Videos, More, Settings, and Tools. The search results show "About 2.570.000 results (0,37 seconds)".

Shop for fondant kaufen (Sponsored)

 Rollfondant – weiss CHF 4,95 MakeUrCake By Google	 Rollfondant Massa Ticino... CHF 5,50 MakeUrCake By Google	 Fondantdecke pink hell (36cm) CHF 9,50 MakeUrCake By Google	 1pc Kuchen Kunststoff Gute... CHF 7,34 LightInTheBox By Google	 Fondantdecke blau hell (36cm) CHF 9,50 MakeUrCake By Google
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Fondant - MakeUrCake | Zuckerpaste für die Dekoration | makeurcake.ch
www.makeurcake.ch/Fondant
Fondant in vielen Farben. Top Marken im Sortiment. Jetzt bestellen! Gratis Abholung im Laden. Sichere Zahlung. Versand am selben Tag. Bis 13:00 Uhr bestellen. Vielfältiges Sortiment. Rice-Dänisches Geschirr - from CHF 4,50 - Farbenfrohe Produkte · More
Richtiarkade 10, Wallisellen - Open today · 10:00 AM – 2:00 PM

Map of Zürich area: Shows locations for MakeUrCake, The Cake Boutique, Bakeria Shops GmbH, and others.

Business Listings:

- MakeUrCake**
4.6 ★★★★★ (27) · Backbedarf
Wallisellen · 044 558 85 03
Closed · Opens 10AM
- Bakeria Shops GmbH**
4.5 ★★★★★ (24) · Backbedarf
Thalwil · 043 443 50 76
Closed · Opens 9AM
- The Cake Boutique**
5.0 ★★★★★ (15) · Backbedarf
Uster · 043 366 55 07
Closed · Opens 10AM

[More places](#)

Fondant & Rollfondant online kaufen | MakeUrCake
<https://makeurcake.ch> > ... > Fondant > Translate this page
Fondant, auch als Rollfondant bekannt, in vielen tollen Farben zum Dekorieren & Überziehen von Torten und Kuchen. Jetzt Rollfondant online kaufen!

SEO
SEA
QUALITY SCORE
CONTENT

ONPAGE OPTIMISATION:
PAGINATION
DOCUMENT OUTLINE
TOP&BOTTOM CONTENT
BREADCRUMBS
CRAWL BUDGET
PERFORMANCE

...

USABILITY

Products in WP_DATABASE

product_id	total_sales	in_stock
1	5	0
2	6	3
3	0	4
4	7	0
5	1	10

ordering *wie gewünscht*

product_id	total_sales	in_stock
2	6	3
5	1	10
3	0	4
4	7	0
1	5	0

10 items zwar mehr als 3 items, spielt aber keine Rolle, da product "5" weniger gekauft wird als product "2"

zwar nicht "beliebt" aber immerhin in stock

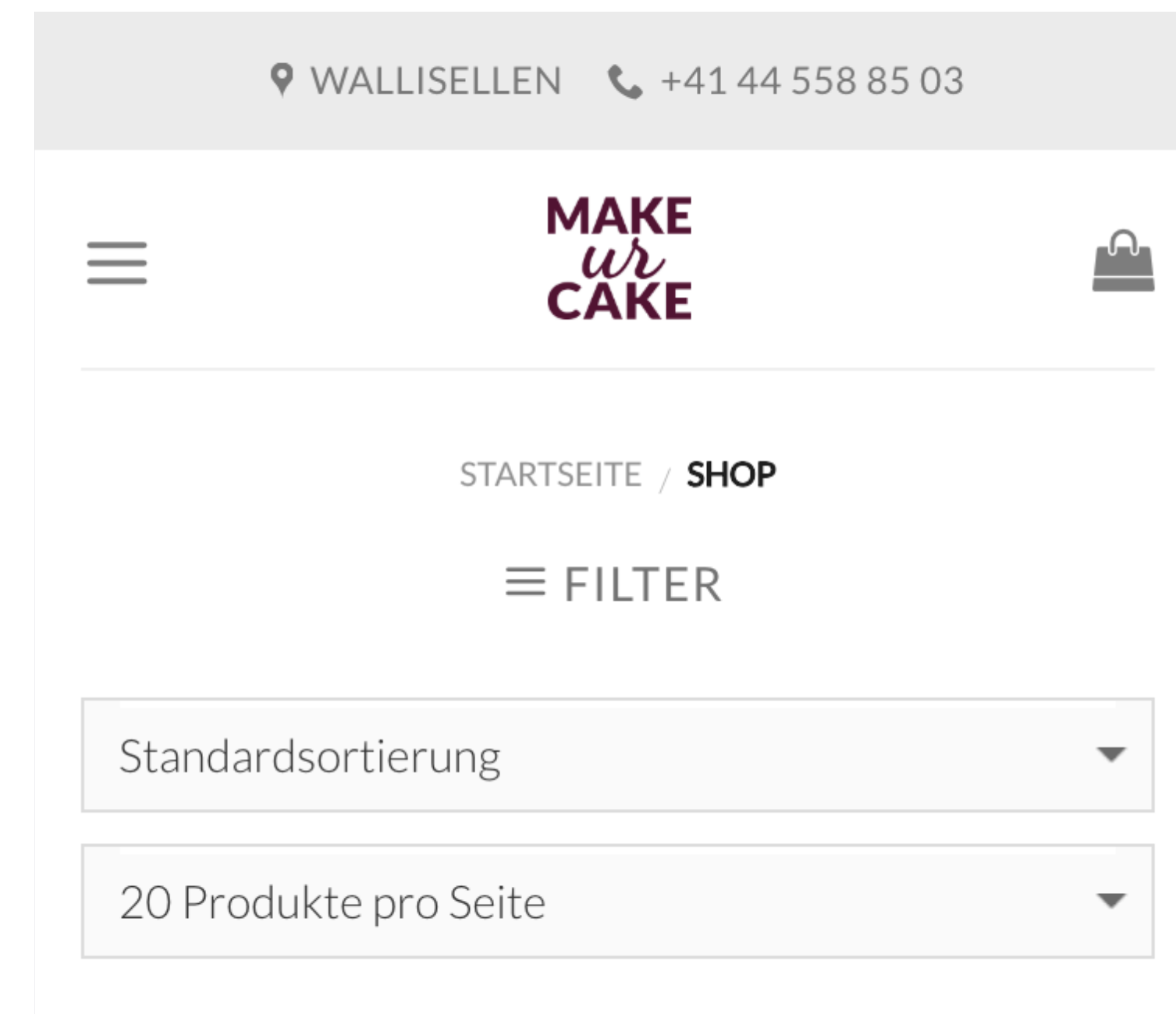
zwar beide out of stock, aber product "4" häufiger gekauft als product "1"
(!) nicht auf fallback-sortierung product_id für diesen Fall verlassen (sonst käme product "1" zuerst)

"straight forward" mit WP-Bordmitteln **ging nicht**:
SQL-style simple multi-field order
(two arguments for order_by-WPfield) :

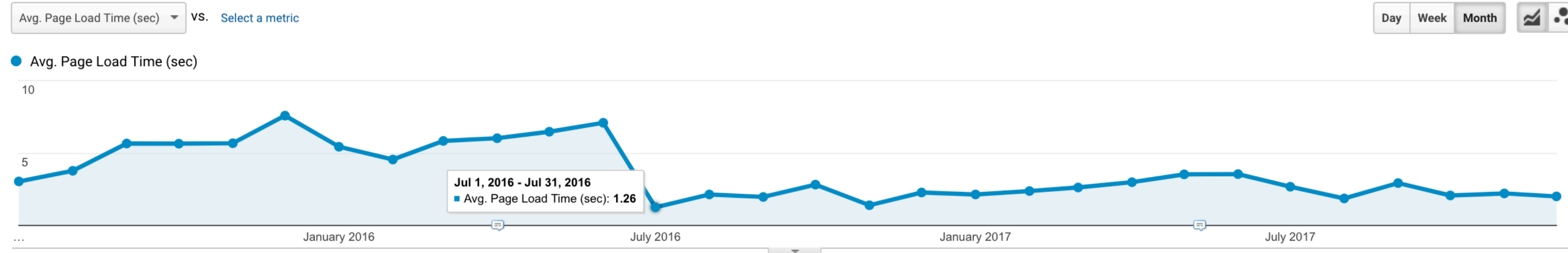
ORDERBY total_sales DESC, in_stock DESC

	product_id	total_sales	in_stock
wrong	4	7	0
	2	6	3
wrong	1	5	0
	5	1	10
	3	0	4

**SORT, AVAILABLE PRODUCTS 1ST
XX PRODUCTS PER SITE
MULTI-LANGUAGE
GDPR COMPLIANCE**



FUNCTIONALITY



Summary

The page's Google PageSpeed performance grade. [Read more](#)

Performance grade [?]
A 96

Load time
862 ms

Faster than
91 %
of tested sites

Page size
751.1 kB

Requests
77

Tested from
 Stockholm
on May 28 at 23:05

pingdom

Performance insights

GRADE	SUGGESTION
B 87	Minimize redirects
A 92	Leverage browser caching
A 95	Minimize request size
A 96	Specify a Vary: Accept-Encoding header
A 100	Avoid bad requests
A 100	Remove query strings from static resources
A 100	Serve static content from a cookieless domain
A 100	Specify a cache validator

THANK YOU
AND LET'S CONNECT.

[HTTPS://WWW.LINKEDIN.COM/IN/TORALFSCHNELL/](https://www.linkedin.com/in/toralfschnell/)