Design Best Practices and Tips for the Holiday Season and Beyond

December 4, 2010
Agenda

• Why Design Matters
• Best Practices
• Worst Practices
• Seasonality
• Mobile
• Q&A
Terminology

• Template vs. Homepage
• Typography
• Above-the-fold
• Dynamic menus
• Call-to-action (CTA)
Why Design Matters

- Identity
- Differentiation
- Credibility
- Conversion
Best Practices – Menu’s

• Have a separate menu bar for product categories.
• Make sure your menu allows users to go where they want without delay.
• Customers should know right away the types of products you sell.
• Use terminology that your customers can understand.
Best Practices – Menu’s

1st Nav Menu
- Volusion Gear (3)
- Bluetooth (1)

Category 1 (5)
- Sub Category 1 (24)
- Sub Category 2 (23)
- New Category (22)
- New Category (21)
- Your Sub Category Name 1 (9)
  - New Category (20)
  - Your Sub Category Name 2 (10)
  - Your Sub Category Name 3 (11)
- Other (2)
  - Your Category Name 4 (4)

2nd Nav Menu
- SALE (12)
- Your Other Links 2 (13)
- Your Other Links 3 (14)

3rd Nav Menu
- Some More Links 1 (17)
- Some More Links 2 (18)
- Some More Links 3 (19)

4th Nav Menu
- Your Category Name 7 (7)
- Your Category Name 8 (8)
- Your Category Name 6 (6)

5th Nav Menu
- [click to add new category]

6th Nav Menu
- [click to add new category]

7th Nav Menu
- [click to add new category]

8th Nav Menu
- [click to add new category]
Best Practices – Menu Types

There are three main types of navigation menu’s, DropDown, Tree Expand and List Item.
Worst Practices – Dropdowns

There are three main types of navigation menu’s, DropDown, Tree Expand and List Item.
Best Practices – Menu Types

There are three main types of navigation menus, DropDown, Tree Expand and List Item.

newborn essentials
organic baby clothes
onesies & one-pieces
shirts & tops
bottoms- pants & shorts
outwear, sets & sweaters
dresses & skirts
accessories
organic toddler clothes
organic baby bedding

### Headpieces
- Wedding Headbands
- Wedding Tiaras
- Flowers & Feathers
- Combs & Hair Pins

### Wedding Jewelry
- Jewelry under $30
- Rhinestone & Crystal
- Pearl Jewelry
- Gold Jewelry

### Dog Beds
- Bolster & Donut Dog Beds
- Dog Blankets & Dog Mats
- Rectangle & Pillow Dog Beds
- Round Dog Beds
- Sofa & Double Donut Dog Beds
- Eco Friendly Dog Beds
- Designer Dog Beds
- Square Dog Beds
- Dog Bowls
- Dog Carriers
Best Practices – Menu Types

There are three main types of navigation menu’s, DropDown, Tree Expand and List Item.
Best Practices - Homepage

And the winner is ...

WINNERS OF THE 2010 allure BEST OF BEAUTY AWARDS!

Kinerase® Restructure Firming Cream
 voted Best Facial Moisturizer for dry skin

Kinerase® Cream
 voted Best Product For Sensitive Skin

Visit Kinerase on Facebook for more details on these awards!
Best Practices - Homepage

- Place promotions in the sweet spot
- Use slideshows if necessary
Best Practices - Homepage

• Use “hero shots” to showcase your product in its environment
Best Practices - Homepage

- Include featured products
Best Practices - Homepage

- Always provide the next action step
- Use action-oriented words
Worst Practices – Homepage

Free Shipping On Any Purchase Over $100.00!

Home Fashions

Luxury Bedding
SALE
SAVE 20%
ON ROSETREE BEDDING

Eclipse Suede
Blackout Energy Efficient Curtains
Reg. $34.99
SALE $24.99

Kathy Ireland
Comforter Sets
SAVE AN ADDITIONAL 20%
$239.99 - $399.99

Save on Croscill and Rose Tree and Kimlor and Home Source and Thomasville and Veratex and Lawrence and Wooded River and Empress Silk and Kathy Ireland and Victor Mill and April Cornell and Williamsburg and Patch Magic Bedding Ensembles.

Shop Now for Fall Fashion White Sale Savings on Name Brand Linens and Bedding Ensembles for Your Home Decor! Most Croscill Orders Ship in 24 Hours! Large Selection of Tropical and Toile and Western and Lodge Quilt Ensembles Ship in 24 Hours!

Free Shipping On Any Purchase Over $100.00! No Sales Tax Outside Texas! We ship to Canada, Alaska, Hawaii, Puerto Rico, Guam, Virgin Islands, APO/FPO and Overseas.

20% Off All Croscill Items Over $200.00! Most Croscill Orders Ship in 24 Hours! Sale Ends NOVEMBER 30TH! Authorized Croscill Retailer For 63 Years! Wooded River and Thomasville and Victor Mill and Bates and Rose Tree Bedding! Ensembles MADE IN THE USA!
Best Practices - Checkout design

- Sub-Category Summary
- Product Page
- Soft Add to Cart Box
- Shopping Cart Summary Page
- One Page Checkout
Best Practices – Checkout Design
Best Practices – Other Pages

• 404 Page
  – A designed 404 page is another way to prove to a customer your credibility. You want to keep users in your site.
  – You should always let customers know they have reached a page that cannot be found. Use Humor.
  – NEVER redirect to your homepage, this is confusing and can lead to abandonments
  – NEVER blame the customer
Best Practices – 404 Page
Worst Practices – 404 Page

The page cannot be found

The page you are looking for might have been removed, had its name changed, or is temporarily unavailable.

Please try the following:

- Make sure that the Web site address displayed in the address bar of your browser is spelled and formatted correctly.
- If you reached this page by clicking a link, contact the Web site administrator to alert them that the link is incorrectly formatted.
- Click the Back button to try another link.

HTTP Error 404 - File or directory not found.
Internet Information Services (IIS)

Technical Information (for support personnel)

- Go to Microsoft Product Support Services and perform a title search for the words HTTP and 404.
- Open IIS Help, which is accessible in IIS Manager (inetmgr), and search for topics titled Web Site Setup, Common Administrative Tasks, and About Custom Error Messages.
Best Practices – Other Pages

• Thank You Page
  – A confirmation of an order reassures your customers and makes them feel safe
  – Make sure this page carries the theme of your website
  – This is another opportunity to add a promotion or offer for their next order
Best Practices – Thank You Page

Thank you for placing your order. Your order number is 1002.

We have sent you a copy of your receipt via email. You may also click on the My Account link at any time to view your orders.

Click here to view / print a copy of your receipt

As soon as your order ships, we will notify you via email. You can also track your packages, review your orders, print invoices, and more, from the My Account page at any time.

Thank you for choosing us! Please come back soon.
Best Practices – Other Pages

• Landing Page
  – Should promote one product line or sale
  – Make sure it is clear what you are promoting, good images and appealing typography
  – Call to action buttons
  – Keep it simple. If pages are too long your visitors will not read all of the info and may be turned off.
  – Make text short, try bullet points. If needed you can always add a read more link
Best Practices – Landing Page
Best Practices – Other Pages

• Contact Us Page
  – Having a contact us page shows your customers that you care about them.
  – Make sure this page lists your address and a way for customers to send you a message.
  – Provide online live customer service to your customers by adding Live Chat.
  – According to industry research an online buyer who uses Live Chat is 20% more likely to make a purchase than a customer who does not.
Best Practices – Contact Us Page

Contact
Studio: South Coast of NSW.
Postal address: Fleur Gunn & Christine Land
PO Box 515, Moruya NSW 2537
Phone: 0417 326432
Email: fgunn@bigpond.net.au
Markets: Moruya Country Markets most Saturdays
WATCH FOR UPDATES ON OUR OTHER MARKET LOCATIONS

Send a message now
Remember to add your email address if you would like a reply

Message *

Email Address

Submit

Contact us
Please feel free to contact Through the Cottage Door at any time with any enquiries and we will get back to you as soon as possible.

Through The Cottage Door
50 Rufford Avenue
Yeadon
LS19 7QR

Tel: 0113 2504400

Email us at support@throughthecottagedoor.co.uk or fill out our form.
Seasonality

- Create seasonal landing pages to target holiday traffic
- Encourage visitors to purchase by giving them time-sensitive promotions
- Show top selling holiday products on your homepage
- Promote your store during the holidays in social media

Our Biggest Event of the Year
Today Only!

Holiday Shipping Deadlines

Red Rocket Hobby Shop

Welcome to our Social Store!

Megatech Nirvana 2 R/C Sailboat RTR Yellow Hull
Our Price: $273.00

Megatech Nirvana 2 R/C Sailboat RTR Red Hull
Our Price: $273.00

Megatech Nirvana 2 R/C Sailboat RTR Blue Hull
Our Price: $273.00

Volusion
Seasonality

free shipping every day! through 12/20, with $99 purchase. exclusions apply.
promo code: GIFTS

BLACK FRIDAY SPECIALS! incredible deals through 11/27
Charter Club Cashmere Crewneck Sweater Reg. $99
SPECIAL $39.99

FREE SHIPPING on all survival kits this season
until Dec. 18 Not valid with any other offer. Requires minimum purchase of only $50.
Seasonality
Seasonality

FREE SHIPPING EVERY DAY!
through 12/20
details & exclusions

Our gift to you...
Free Shipping
On select online and catalogue purchases totaling $100 or more.
Now through Dec. 22 (noon CT)
View details

Sale Now On
Up to 50% Off Top Brands
Whilst Stocks Last

CREATE YOUR LETTER TO SANTA
Mobile

• U.S. mobile commerce sales
  – $1.20 billion in 2009
  – $2.42 billion in 2010
  – $119 billion in 2015

• 30% of sites are not mobile optimized
Update Configuration: General Variables

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</table>
Mobile

• Designing for mobile:
  – Reduced screen size
  – Simplicity
  – More links than images
Thank you!

To learn more about Volusion’s design services visit: www.volusion.com/ecommerce-web-design/

Happy Selling!