



ФАКУЛТЕТ ЗА ИНФОРМАТИЧКИ НАУКИ И КОМПЈУТЕРСКО ИНЖЕНЕРСТВО

# Web design process

Basics of Web design

# 10 web design rules

- And when to break them

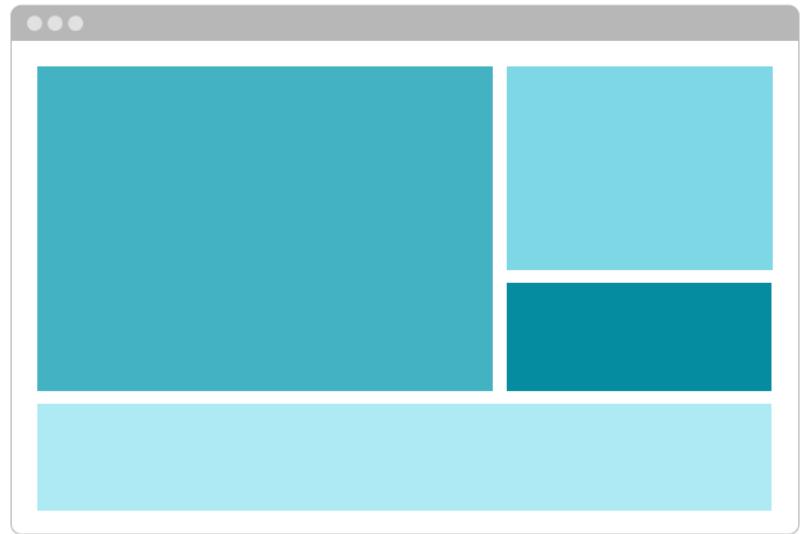
NO.1

DON'T USE  
TOO MANY COLORS

# 1. DON'T USE TOO MANY COLORS

## Following the Rule

- 2-3 colors
- Brand colors
- Convey the right message





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SKIN CARE

CAR SEATS

DIAPERS &  
ACCESSORIES

FEEDING

LAUNDRY &  
CLEANING

NURSERY

TOYS  
& GIFTS



# HAPPY BABY

IS A NATURE LOVING BABY

[BROWSE THE SHOP](#)

We Are OKLAHOMA CITY'S #1 NATURAL PARENTING RESOURCE



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# HAPPY BABY

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We Are OKLAHOMA CITY'S #1 NATURAL PARENTING RESOURCE

# 1. DON'T USE TOO MANY COLORS

## Breaking the Rule

- Use color to draw attention
- Make elements standout
- Organize like things with color





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## BRING COLOR

*to Your Life!*  
with our new colored pencils

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NO.2

KEEP THINGS  
ABOVE THE FOLD

## 2. KEEP THINGS ABOVE THE FOLD

### Following the Rule

- Term borrowed from newspapers
- Things at the top of the site will be seen first



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**We Have  
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## MOTORCYCLE PARTS

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WOMEN'S APPAREL

## BIKER GEAR

From helmets to boots, we've got you covered!

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MEN'S APPAREL

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**We Have  
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## MOTORCYCLE PARTS

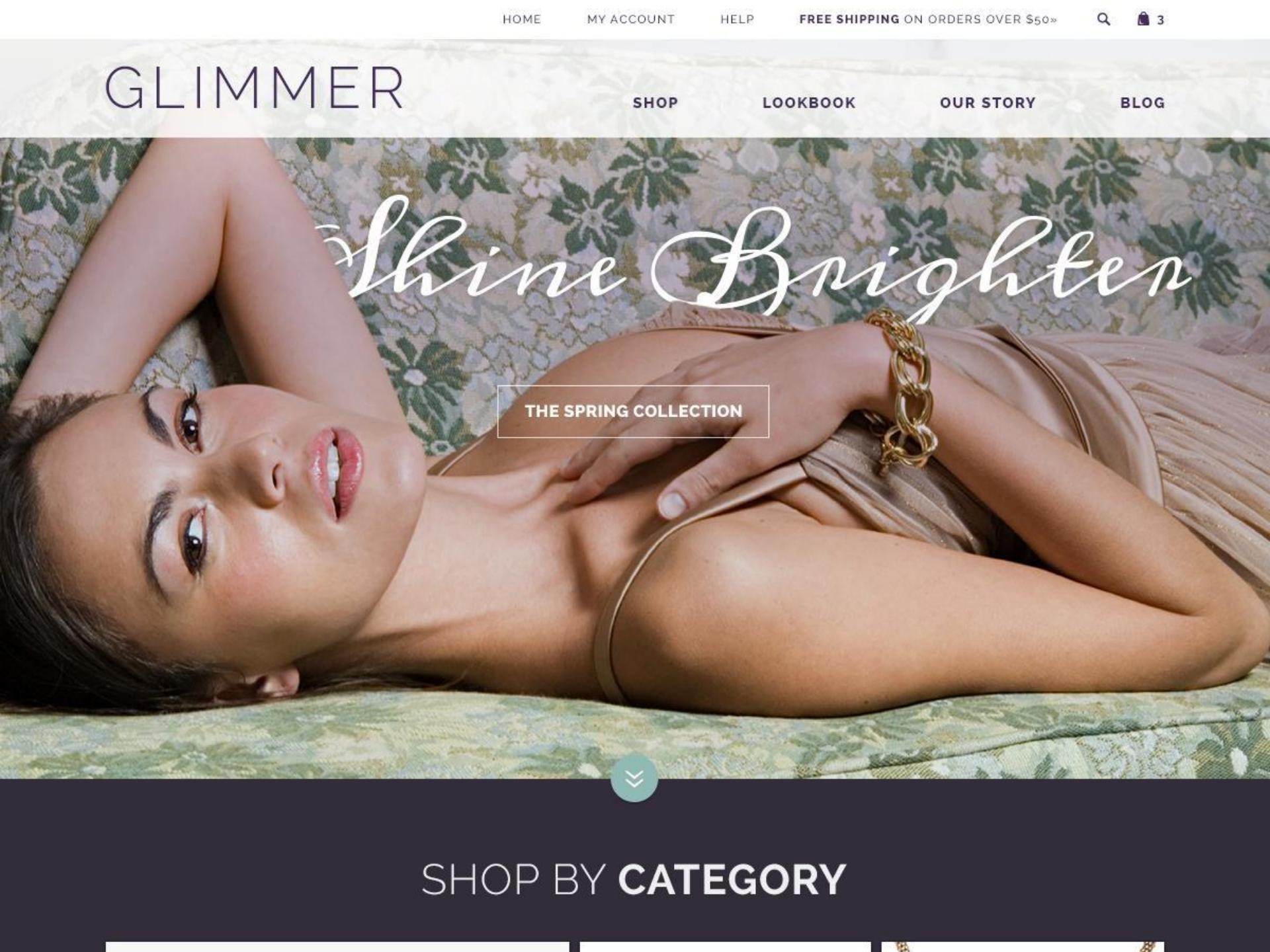
[FIND YOUR PART](#)

## 2. KEEP THINGS ABOVE THE FOLD

### Breaking the Rule

- Long scrolling sites
- Frees the top area for visual impact





*Shine Brighter*

THE SPRING COLLECTION

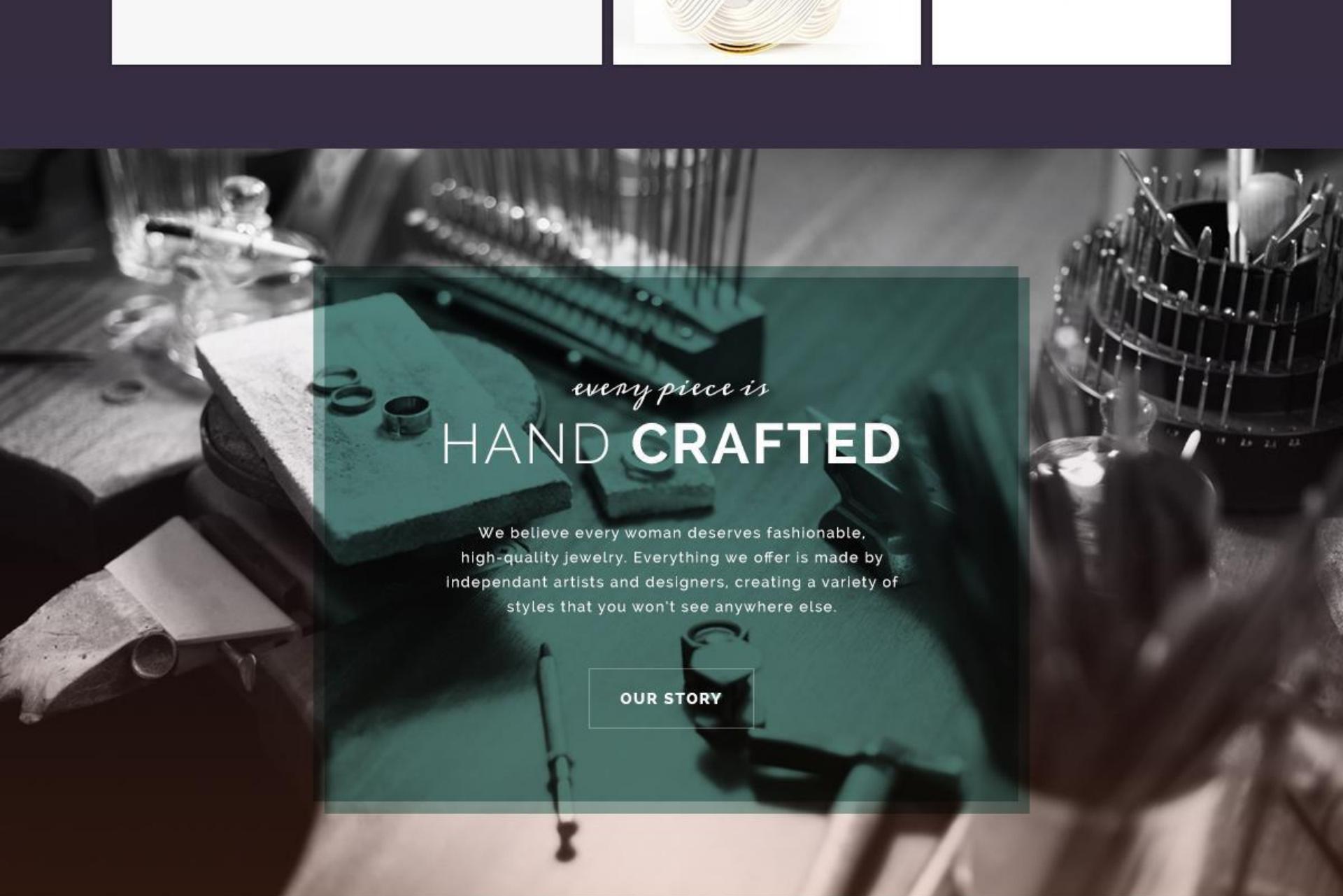


SHOP BY **CATEGORY**



## SHOP BY CATEGORY





*every piece is*  
**HAND CRAFTED**

We believe every woman deserves fashionable, high-quality jewelry. Everything we offer is made by independent artists and designers, creating a variety of styles that you won't see anywhere else.

[OUR STORY](#)

OUR TOP **LOOKS**

# OUR TOP LOOKS



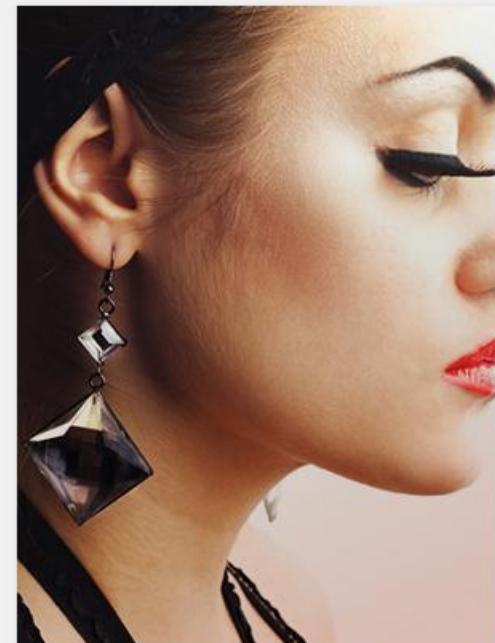
CLASSIC

[SHOP ELEGANT STYLE](#)



BOHEMIAN

[SHOP LOVELY LAYERS](#)



BOLD

[SHOP STATEMENT PIECES](#)

GET ON THE LIST  
*for updates on sales + new arrivals*

ENTER YOUR EMAIL ADDRESS



CONNECT  
WITH US!



NO.3

USE A MINIMAL  
NUMBER OF FONTS

### 3. USE A MINIMAL NUMBER OF FONTS

#### Following the Rule

- 2-3 fonts
- Each font has it's own personality
- Avoid Confusion





# INFLUENCE

*The World*

ONE BIKE AT A TIME

SHOP NOW



## OUR MISSION

Cras justo odio, dapibus ac facilisis in, egestas eget quam. Donec ullamcorper nulla non metus auctor fringilla. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Vestibulum id ligula porta felis euismod semper. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam porta sem malesuada magna mollis euismod.

LEARN MORE



# INFLUENCE

The World

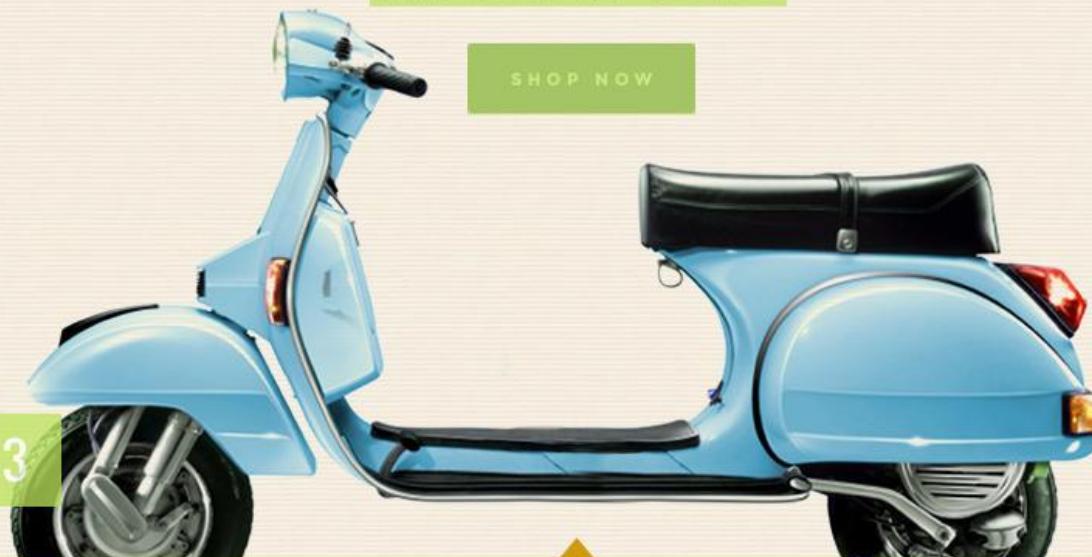
ONE BIKE AT A TIME

SHOP NOW

1

2

3



OUR MISSION

Gras justo odio, dapibus ac facilisis in, egestas eget quam. Donec ullamcorper nulla non metus auctor fringilla. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Vestibulum id ligula porta felis euismod semper. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam porta sem malesuada magna mollis euismod.

LEARN MORE

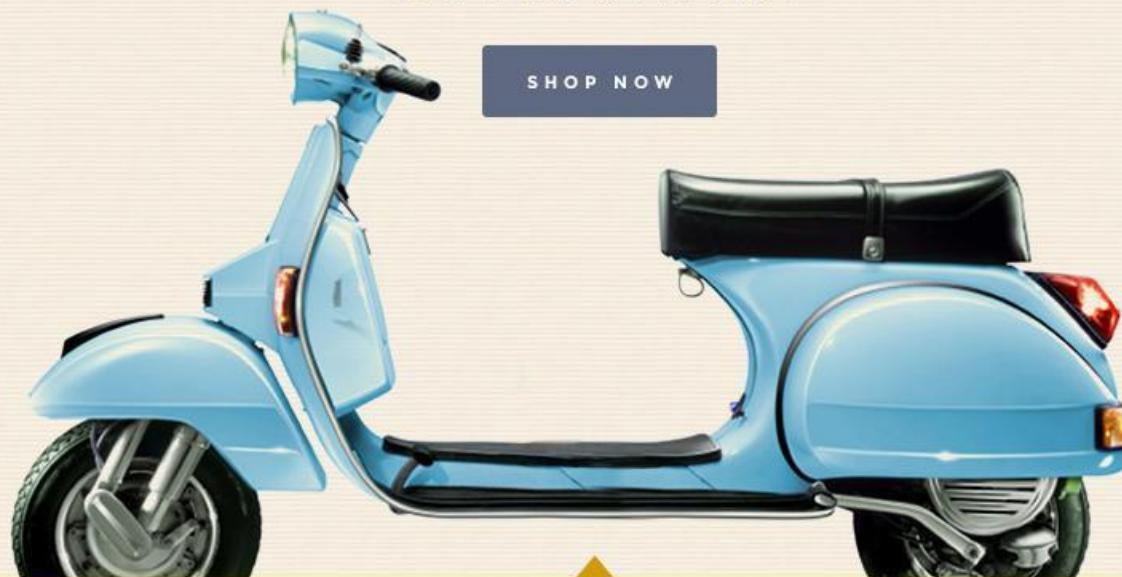


# INFLUENCE

*The World*

ONE BIKE AT A TIME

SHOP NOW



## OUR MISSION

Cras justo odio, dapibus ac facilisis in, egestas eget quam. Donec ullamcorper nulla non metus auctor fringilla. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Vestibulum id ligula porta felis euismod semper. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam porta sem malesuada magna mollis euismod.

LEARN MORE

### 3. USE A MINIMAL NUMBER OF FONTS

#### Breaking the Rule

- Draw attention using different fonts
- Brand different sections or promotions
- It's all about pairing fonts



# Study Time!

SCHOOL SUPPLIES • ORGANIZATIONAL TOOLS



Let's get organized!



VIEW CART

MY ACCOUNT

CONTACT US

ABOUT US

Category Name

Category Name

Category Name

Category Name

Category Name



## PLANNING SALE

All Notebooks, Day Planners, Notepads & Sketchbooks are **ON SALE!**

[SHOP NOW](#)



### JOIN OUR STUDY GROUP!

HEAR ABOUT NEW PRODUCTS, SALES & MORE!

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### JOIN OUR BOOK CLUB!

Get a head-start on the school year & browse our selection of recommended reading!

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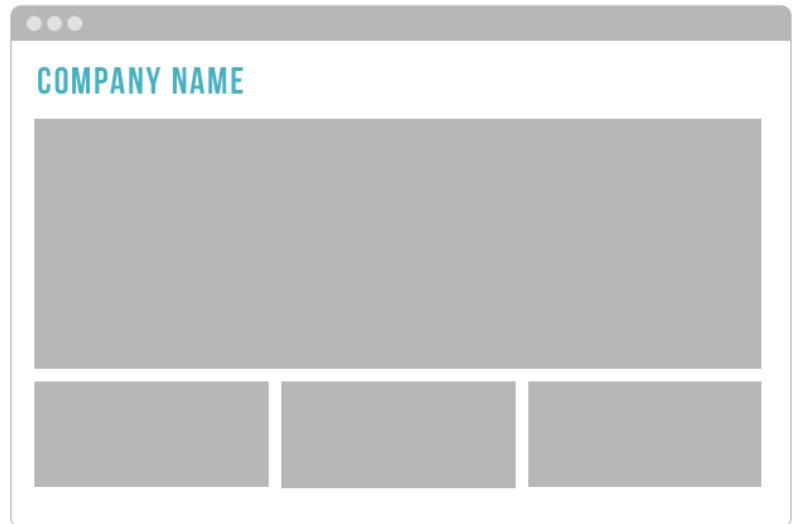
NO.4

LOGO SHOULD  
BE IN THE TOP LEFT

## 4. LOGO SHOULD BE IN THE TOP LEFT

### Following the Rule

- Standard practice
- Long, horizontal logos
- Can help with header organization





search our products



Search by Brand

FACE

LIPS

EYES

COLOR

SPARKLE

BRUSHES

TOOLS

AIRBRUSH

CONTACT US

SHOP BY BRAND ▾

# FIFTY SHADES OF **PINK**

Lorem Ipsum. Proin gravida nibh  
vel velit auctor aliquet. Atenean

[SHOP NOW](#)

NEW!

BRAND NAME HERE

## BRUSHES

[SHOP NOW](#)

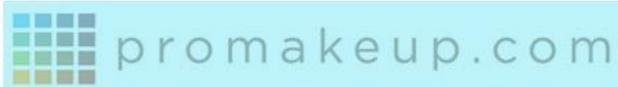
### OUR DEAL OF THE DAY

\$24.99



NAME OF PRODUCT PLACED HERE

[SHOP NOW](#)



search our products

Search by Brand

FACE LIPS EYES COLOR SPARKLE BRUSHES TOOLS AIRBRUSH CONTACT US SHOP BY BRAND ▼

FIFTY SHADES OF  
**PINK**

Lorem Ipsum. Proin gravida nibh vel velit auctor aliquet. Atenean

**SHOP NOW**



NEW!

BRAND NAME HERE

## BRUSHES

**SHOP NOW**



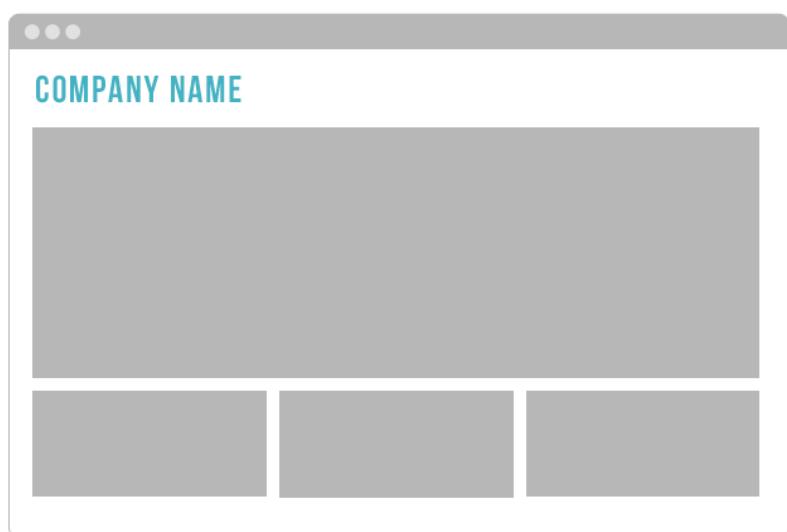
### OUR DEAL OF THE DAY



\$24.99

## Breaking the Rule

- Fits certain shapes better
- Puts company name on display
- Be careful to balance header



search products



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HOME

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DECOR

RUGS

FURNITURE

BEDDING

BABY

GIFTS

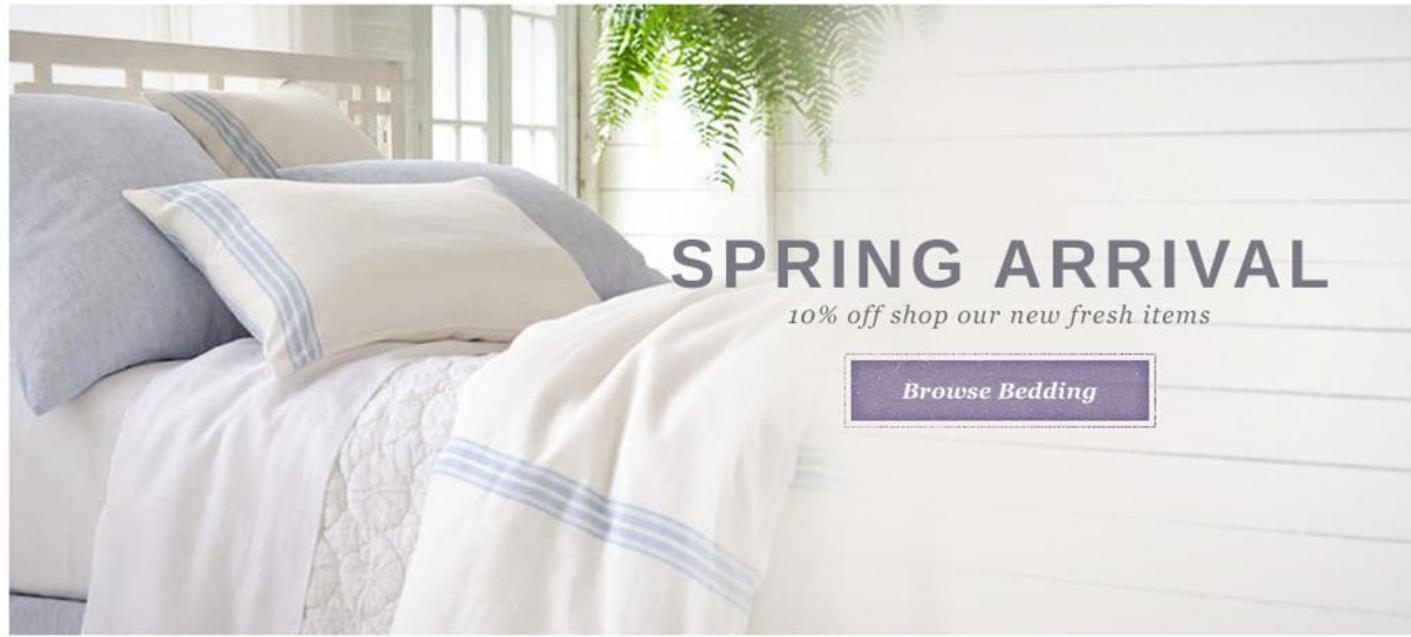
SHOP BY BRAND

VINTAGE PICKENS

STYLE

SALE

New!



## SPRING ARRIVAL

10% off shop our new fresh items

[Browse Bedding](#)

**20% off Bella Notte Linens** January 15th thru January 31st

**FREE SHIPPING**  
on all orders over \$75

**GET 25% OFF**  
on all Matteo Products

*the best of*  
**BEDDING**

*Lore ipsum dolor sit amet,  
consectetur adzipsicing elit,  
sed do eiusmod tempor inci-  
idunt ut labore et dolore*



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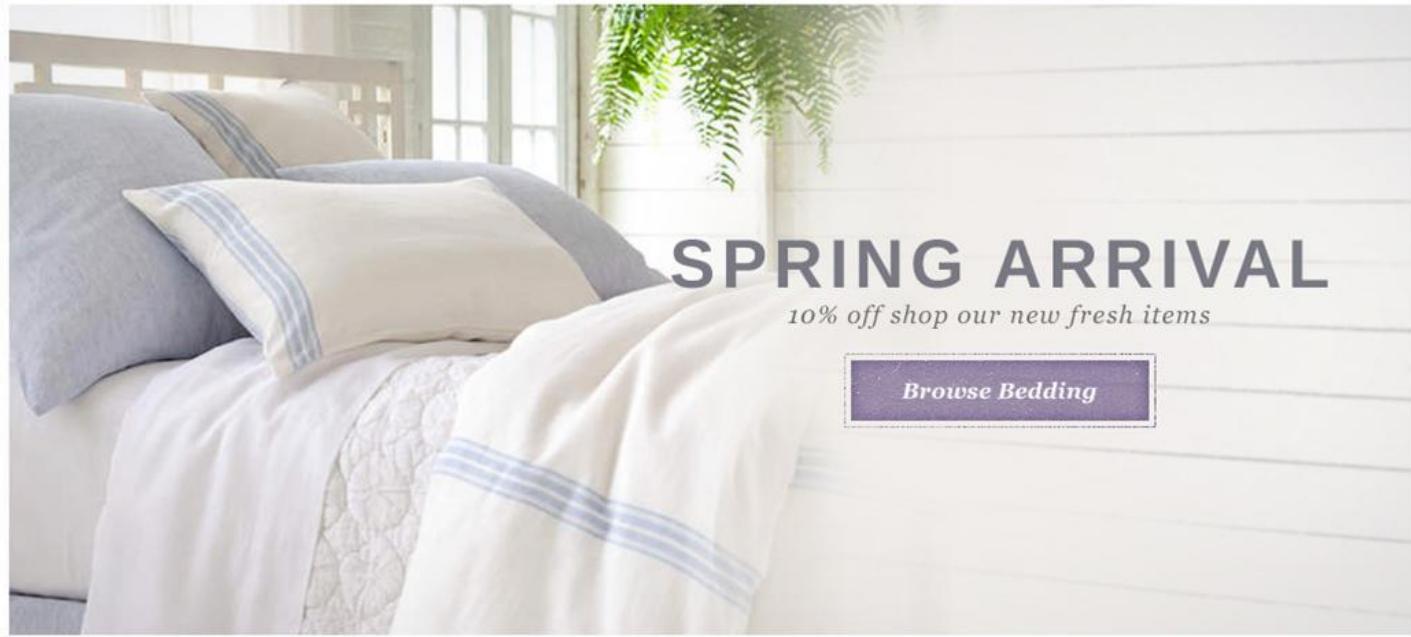
SHOP BY BRAND

VINTAGE PICKENS

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*the best of*  
**BEDDING**

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consectetur adzipsicing elit,  
sed do eiusmod tempor inci-  
dunt ut labore et dolore



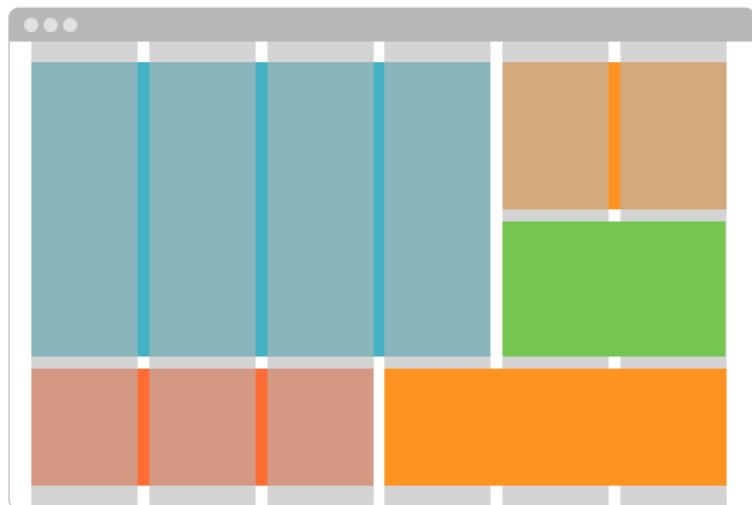
NO.5

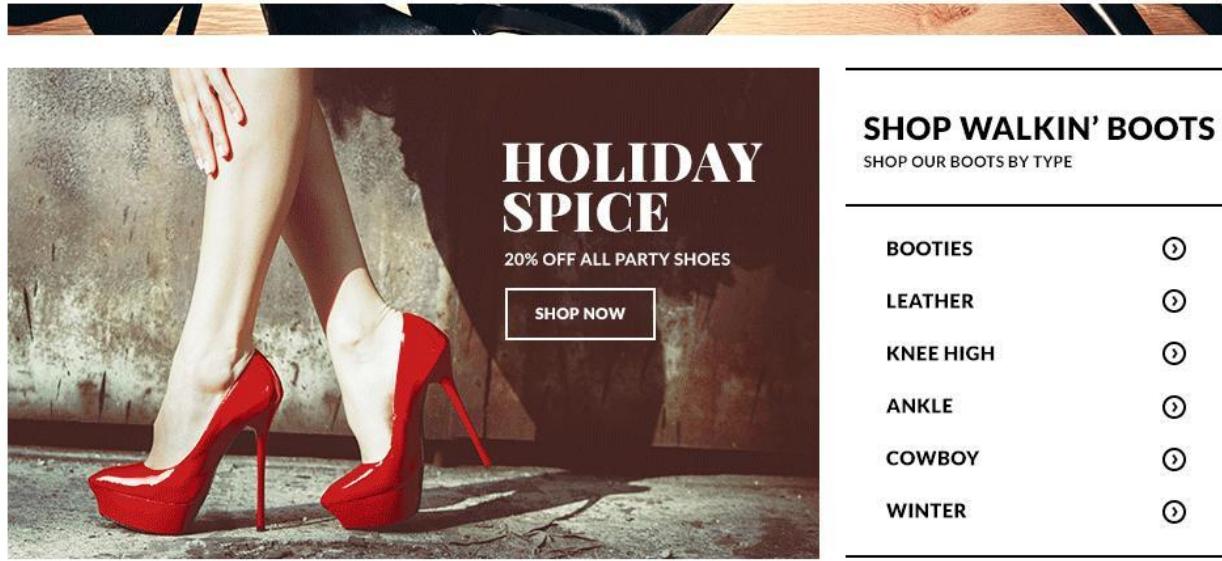
STICK TO A  
GRID LAYOUT

# 5. STICK TO A GRID LAYOUT

## Following the Rule

- What is the grid system?
- Helps structure a site
- Helps with organization and consistency





**HOLIDAY SPICE**  
20% OFF ALL PARTY SHOES  
[SHOP NOW](#)

## SHOP WALKIN' BOOTS

SHOP OUR BOOTS BY TYPE

- BOOTIES [»](#)
- LEATHER [»](#)
- KNEE HIGH [»](#)
- ANKLE [»](#)
- COWBOY [»](#)
- WINTER [»](#)



**GOT COLOR?**  
[SHOP COLORS](#) [»](#)



**MIX & MATCH**  
BUY ONE, GET ONE 50% OFF  
[SHOP NOW](#)



*All TIED UP.* [»](#)

## SHOP THESE LOOKS



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**GOT COLOR?**  
[SHOP COLORS](#)

**MIX & MATCH**  
BUY ONE, GET ONE 50% OFF  
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**SHOP WALKIN' BOOTS**  
SHOP OUR BOOTS BY TYPE

---

BOOTIES	<a href="#">Shop</a>
LEATHER	<a href="#">Shop</a>
KNEE HIGH	<a href="#">Shop</a>
ANKLE	<a href="#">Shop</a>
COWBOY	<a href="#">Shop</a>
WINTER	<a href="#">Shop</a>

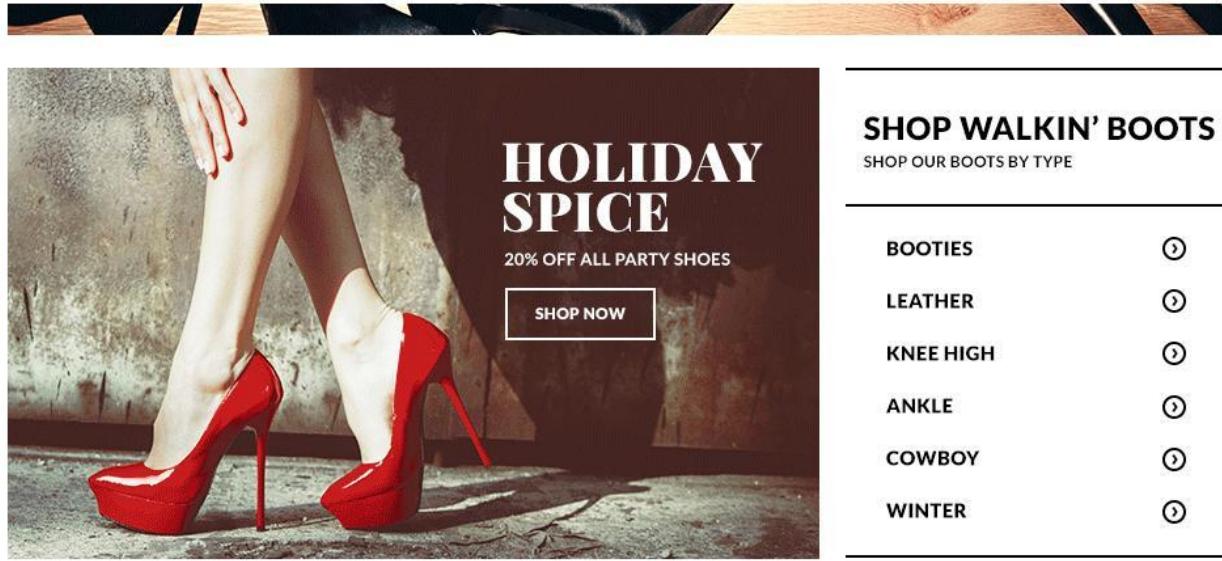
*All TIED UP.*  
[Shop](#)

---

**SHOP THESE LOOKS**

---





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## SHOP WALKIN' BOOTS

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- WINTER [»](#)



**GOT COLOR?**  
[SHOP COLORS](#) [»](#)



**MIX & MATCH**  
BUY ONE, GET ONE 50% OFF  
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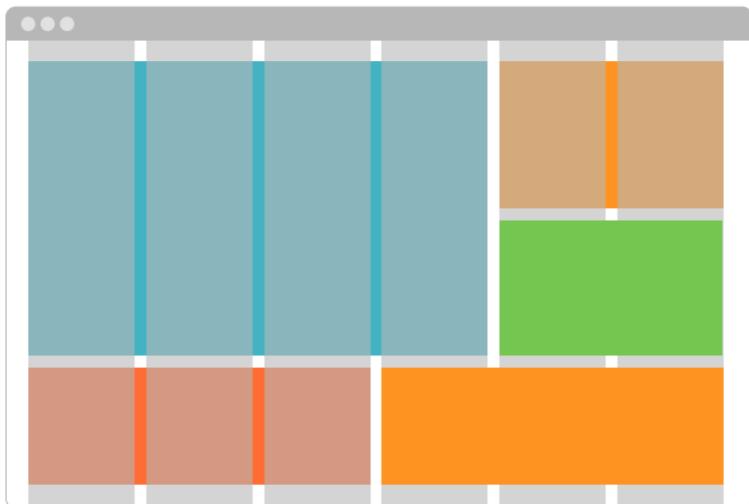
## SHOP THESE LOOKS



# 5. STICK TO A GRID LAYOUT

## Breaking the Rule

- Let a few important elements standout
- It's more organic
- Keep it organized no matter what



## New! Combi Coccoro



### Babble Blogger RUNNER-UP

Best for small cars

The Combi Coccoro is lightweight and compact to fit perfectly in smaller vehicles. The compact design also accommodates three car seats across the rear seating of most vehicles. The Coccoro achieves Tru-Safe® side impact protection with deep side walls and a layer of energy absorbing foam to distribute crash forces away from your child's head, neck and spine.

[Learn More!](#)



[SHOP NOW](#) [View Demo »](#)



### About us

*Enhancing parenting* with products  
that are lightweight, compact and portable.

Derived from the word, "**combination**," Combi refers to the relationship between children and their caretakers. Since its establishment in 1989 as a subsidiary of Combi Corporation in Japan, Combi USA strives to create and provide products that enhance this fundamental relationship. Today, Combi USA offers products ranging from strollers to feeding sets while ensuring that each item makes children a little happier and parenting a little easier.

[VISIT our BLOG](#)



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[Learn More!](#)



Comes in a variety of **COLORS!**

[SHOP NOW](#) [View Demo »](#)



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[Learn More!](#)



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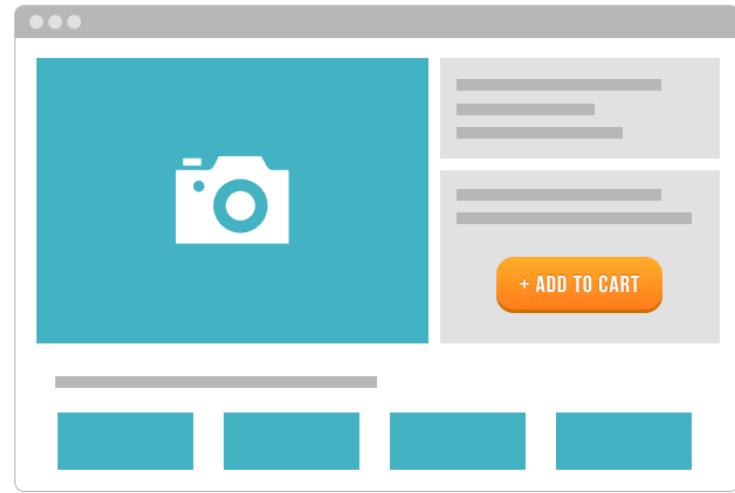
[VISIT our BLOG](#)

NO.6

BUTTONS SHOULD  
BE ROUND & 3D

# Following the Rule

- Should stand out from the page and look dimensional
- Skeuomorphic design
- A way to entice users to click





MY GOLF CART

0 items: \$0.00

# GolfCart King

THE RULER OF GOLF CART PARTS &amp; ACCESSORIES!



Questions? Ring the King: 1-877-960-KING (5464)

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## WINDSHIELDS

[EZGO WINDSHIELDS](#)[YAMAHA WINDSHIELDS](#)[CLUB CAR WINDSHIELDS](#)[WINDSHIELD PARTS](#)[Golf Cart King Parts and Accessories > Windshields >](#)

### Club Car Precedent - Folding Acrylic 3/16" Windshield 2004-Up - Tinted

[LARGER PHOTO](#)[EMAIL A FRIEND](#)

List Price: \$157.00

Our Price: **\$99.99**

Qty:

[ADD TO CART](#)[ADD TO WISH LIST](#)[Click for Shipping Rates](#)

Availability: Usually Ships in 24 to 48

Hours

Product Code: 10017

#### Description

Tinted, folding 3/16" acrylic, windshield for Club Car Precedent gas and electric golf carts 2004 and newer. Dimensions: 37-3/8" wide X 34-5/8" tall. All parts included for bolt on installation.

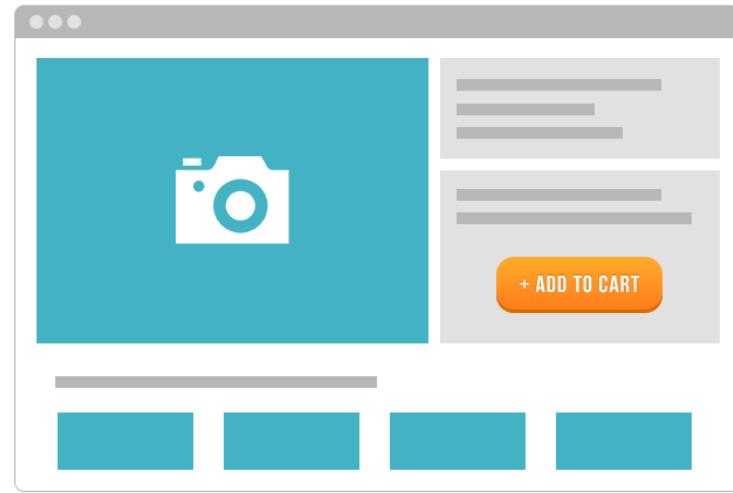
NOTE: Do not remove protective film until you have dry-fitted your windshield. Removing the protective film will make windshield ineligible for return.

[GET SOCIAL!](#)[Related Items](#)

# 6. BUTTONS SHOULD BE ROUND & 3D

## Breaking the Rule

- Flat design
- Scale and color, not effects



[Home](#) > [shop](#) > [Flats](#) >

## Julie Grape


[LARGER PHOTO](#)

**\$295.00**
**Availability:** Usually Ships in 24 Hours

### CHOOSE YOUR OPTIONS

 Size: 

 Qty: 
[+ ADD TO BAG](#)
 [ADD TO WISHLIST](#)

#### Alternative Views:


[DESCRIPTION](#)
[RETURNS](#)

This is the ultimate "do-it-all" shoe. Perfect for adding a touch of polish to almost any occasion - office days, weekend errands, soccer through the streets of Paris. Our lasting arch support and premium cushioning ensure your feet will feel as awesome as you look.



NO.7

ALWAYS HAVE A  
LEFT NAVIGATION

# 7. ALWAYS HAVE A LEFT NAVIGATION

## Following the Rule

- Can hold a large number of categories
- Height of a site changes, but width stays consistent



**eurekazone<sup>TM</sup>**

smart tools for smart people.

Have a question?  
Give us a call!

**352-620-2262**

Enter your search...



Want to  
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& live per...

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### Products

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EZ Cutting Table Kits

EZ Dust Collection

EZ Power Bench

EZ Ready Power Tools

EZ Ripping Kits

EZ Routing Kits

EZ Tool Track Packages &  
Accessories

Woodworking Combo Kits

### Featured Specials

Category Name

Category Name

Category Name

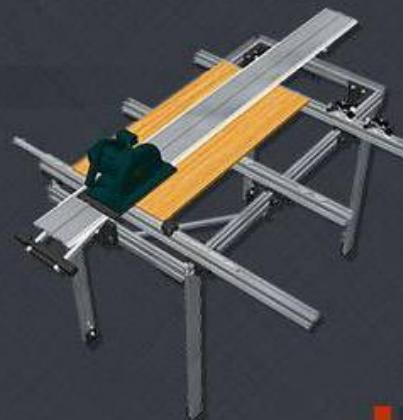
Category Name

Category Name

## EZ-One Power Bench

- ◆ Make cross cuts and rip cuts with presets in each direction for repeat cuts.
- ◆ Make angle and bevel cuts, narrow cuts and wide cuts.
- ◆ The adjustable bridge puts pressure on the wood to keep it from moving.

[LEARN MORE >>](#)



Have questions about the EZ System? Need some advice on where to start?  
Would you like to share your ideas with other woodworkers?

**Visit the Tracksaw Forum**

[GET STARTED >>](#)

**MEET**

"All of the people in construction are very  
friendly and helpful. I have learned a lot with the  
EZ system."

**FEATURED**

## The RipSizer

EZ RipSizer - A better way to rip.



**EZ SMART**  
A Division of Eureka! Tools Inc.

**eurekazone**™

smart tools for smart people.

Have a question?  
Give us a call!

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Reviews

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Frequently Asked Questions

Upcoming Events

**Products**

Accessories

EZ Cutting Table Kits

EZ Dust Collection

EZ Power Bench

EZ Ready Power Tools

EZ Ripping Kits

EZ Routing Kits

EZ Tool Track Packages &  
Accessories

Woodworking Combo Kits

**Featured Specials**

Category Name

Category Name

Category Name

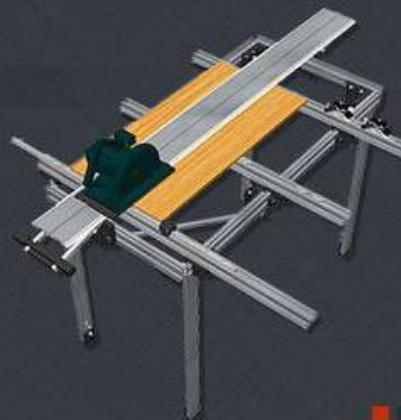
Category Name

Category Name

## **EZ-One Power Bench**

- ◆ Make cross cuts and rip cuts with presets in each direction for repeat cuts.
- ◆ Make angle and bevel cuts, narrow cuts and wide cuts.
- ◆ The adjustable bridge puts pressure on the wood to keep it from moving.

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Have questions about the EZ System? Need some advice on where to start?  
Would you like to share your ideas with other woodworkers?

**Visit the Tracksaw Forum**

[GET STARTED »](#)

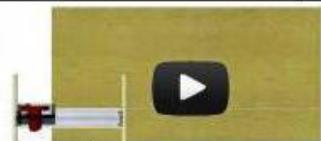
**MEET**

"All of the people in construction are very  
friendly and helpful. I have learned a lot with the  
EZ system."

**FEATURED**

## **The RipSizer**

EZ RipSizer - A better way to rip.



**EZ SMART**  
A Division of Eureka! Tools Inc.

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### Products

Accessories

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"All of the people in construction are very

**FEATURED**

## The RipSizer

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**EZ SMART**  
A Division of Eureka! Tools Inc.

# 7. ALWAYS HAVE A LEFT NAVIGATION

## Breaking the Rule

- Doesn't always have to be on the homepage
- Frees up valuable real estate on the homepage
- Helps consolidate and better emphasize your most important categories
- Easier to navigate



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QUICK LINKS

Deadbolts

Hinges

Door Knobs

Pocket Door

Door Levers

Accessories

Handle Sets

Front Door Pulls

NO.8

PUT EVERYTHING  
ON THE HOMEPAGE

# 8. PUT EVERYTHING ON THE HOMEPAGE

## Following the Rule

- Visitors shouldn't have to go looking for important information
- Lots of content can help with SEO





THE SCIENCE    MYSLIM    STRESS AND CORTISLIM

CORTISLIM AND EXERCISE    CORTISLIM ESPANOL

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*Real Users, Real Results!*

# THE CORTISLIM SYSTEM

*The **MOST ADVANCED** weight loss supplement Ever!*

**60  
DAY  
GUARANTEE**



*Buy 2 CortiSlim Products, Get 1 Free!  
\* FREE PRIORITY SHIPPING UPGRADE! \**



*"I lost 100 pounds and now I feel like a totally different person!"*

- Nancy, Laguna Niguel, CA

*I have had amazing results using Cortislim...  
Can't give it high enough remarks!*

- Shawna, Los Vegas, NV

# BURN FAT AND LOSE WEIGHT. REAL USERS, REAL RESULTS



*The fat-loss and weight-maintenance system that FRIENDS tell their FRIENDS about!*

THE SCIENCE OF CortiSLIM®

## AN ADVANCED SCIENTIFIC WEIGHT LOSS FORMULA

CortiSLIM Original provides a unique three-pronged approach to weight loss by addressing stress, enhancing thermogenesis (so you can burn more fat) and encouraging lean body mass through supporting healthy blood glucose levels.

This revolutionary product blends three Proprietary Complexes in its unique and powerful weight loss formula to give you The CortiSLIM Advantage! In addition, CortiSLIM ingredients include a proprietary blend of Vitamin D3, (which aids in the mitigation of depression, back pain, cancer, both insulin resistance and pre-eclampsia during pregnancy, impaired immunity and macular degeneration), Raspberry K (which stimulates the release of norepinephrine, a powerful brain-signaling hormone, which in turn causes fat cells to break down), and Vinpocetine (a powerful antioxidant, which aids in general health and disease prevention).

### Supplement Facts

Serving Size 3 capsules  
Servings Per Container 30

Amount Per Serving	% DV
Vitamin A (as beta-carotene)	1500IU 30%
Vitamin C	105mg 175%
Vitamin E (as mixed tocopherols)	10IU 35%
Zinc (as amino acid chelate)	9mg 59%
Selenium (as amino acid chelate)	22mcg 32%
**Vitamin E tocotrienols (from palm oil extract)	12mg *
**Vitamin C	5mg *
**Zinc	21mg *



PURCHASE NOW

LEARN MORE



## PROVEN RESEARCH, SOLID RESULTS

Weight loss and management are unique challenges for many of us. Certain factors may be responsible for unsightly weight gain, while other factors contribute to our inability to shed unwanted pounds and achieve a toned physique.

We all know that consuming too many calories, or the wrong kinds of calories, and lack of exercise can all contribute to weight loss and weight management challenges. Studies suggest that stress may also play an important role in our ability to reduce fat, especially belly fat.

The CortiSLIM Lifestyle is a highly successful fat loss and weight management program which consists of four major components:

- ✓ Stress Management
- ✓ Healthy Eating
- ✓ Regular Exercise
- ✓ Supplementation with CortiSlim dietary supplements.

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### CONTACT US

CortiSlim International, Inc.  
28241 Crown Valley Parkway, suite F-415  
Laguna Niguel, Catherine 92677

### MAILING LIST SIGN-UP

*Your Email Address...*

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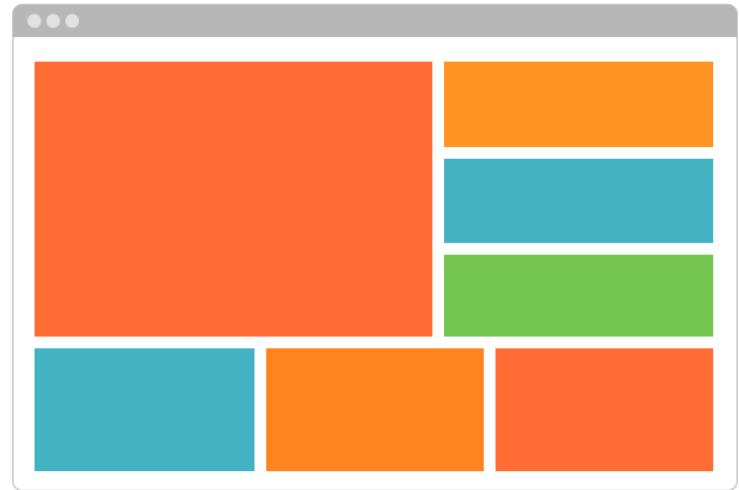
### CONNECT WITH US



# 8. PUT EVERYTHING ON THE HOMEPAGE

## Breaking the Rule

- Too much content = overwhelming
- Highlight key selling points & products
- Well structured navigation



**BATTLEREADY**

MENS

WOMENS



Whether you're a charging head-on into a bullet-riddled combat zone, training for the fight of your life, or you're just trying to push your body beyond its natural limits, the greatest adversary you will ever face is yourself. When you're ready to conquer your goals, we've got your back.

**BATTLEREADY** – Are you?

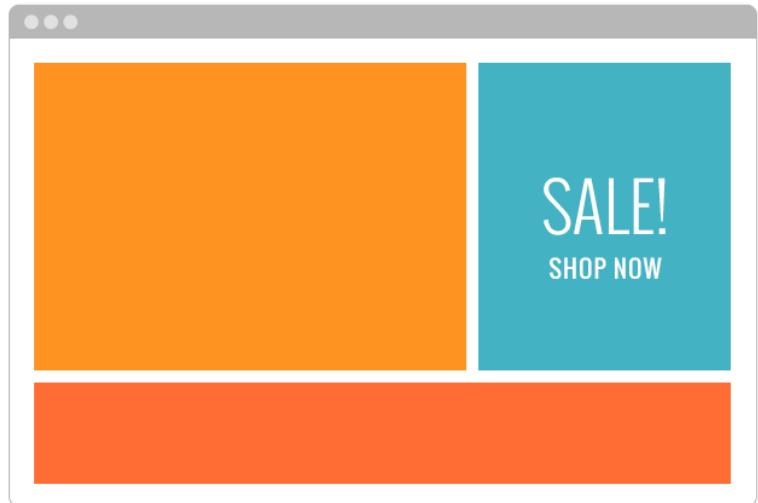
NO.9

# ANIMATION IS A NO-NO

# 9. ANIMATION IS A NO-NO

## Following the Rule

- Animation can be distracting
- Static sites create a pleasant user experience



SEARCH...



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Like Us



0 ITEMS • \$0.00

CLEARANCE

SHOP BY OCCASION

SHOP BY ITEM

WOMENS

KIDS

BRIDAL

WHOLESALE

**Free Shipping** on All Orders of \$49 or More & \$5 Flat Rate Shipping on Any Order!

Add Some

# SPARKLE

To Your

## SPECIAL OCCASIONS!



CREATE YOUR OWN

Celebrity Style

SHOP THE STYLES OUR CELEBRITY CLIENTS LOVE!

\$ DEAL OF THE DAY

WHAT'S HOT!



I'm 23 Today! Birthday



I'm 22 Today! Birthday



I'm 100 Today!



I'm 29 Today! Birthday



I'm 21 Today! Birthday

# 9. ANIMATION IS A NO-NO

## Breaking the Rule

- Subtle animations making a comeback
- Animated GIFs
- Javascript slideshows
- Don't go crazy



SHOP NOW



× FEATURED PRODUCTS ×



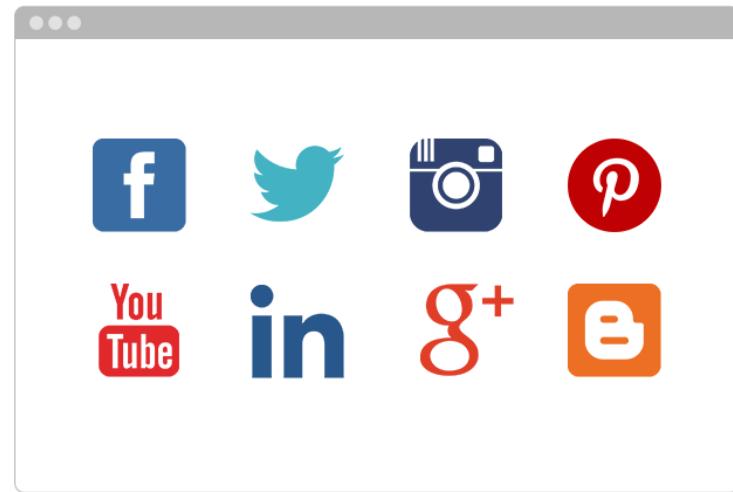
NO.10

USE ALL OF THE  
SOCIAL MEDIA

# 10. USE ALL OF THE SOCIAL MEDIA

## Following the Rule

- Social media builds a community around your business
- Gets the word out about your products





HATS

[SHOP ALL!](#)



ACCESORIES

[SHOP ALL!](#)



SWEATERS

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KIDS

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BOOTS

[SHOP ALL!](#)

GOTTA HAVE THESE!

[SHOP ALL >](#)



CUTE SUMMER DRESS  
OUR PRICE: \$150.00



PEEP TOE HEELS  
OUR PRICE: \$58.00



FLORAL SHOES  
OUR PRICE: \$75.00

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*Find out* MORE FROM US!

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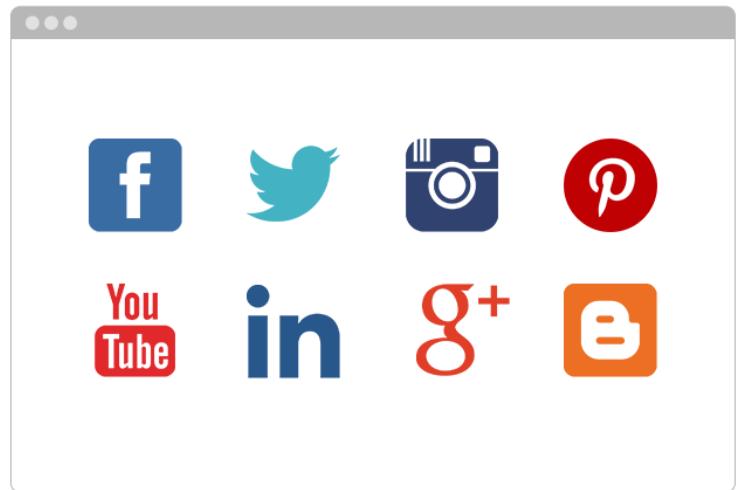
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# 10. USE ALL OF THE SOCIAL MEDIA

## Breaking the Rule

- Only social icons you update
- Connecting accounts so a single post can go to multiple platforms



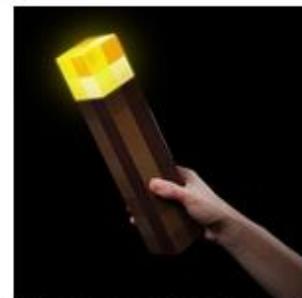
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**HALF-LIFE 2 HEAD CRAB PLUSH**

Sale Price: \$24.95 CAD

**PACIFIC RIM SERIES 1 KAIJU  
KNIFEHEAD 7" ACTION FIGURE**

Sale Price: \$24.95 CAD

**MINECRAFT WALL TORCH**

Sale Price: \$34.95 CAD

**MINECRAFT 24" GIANT FOAM  
CREEPER**

Sale Price: \$64.95 CAD

**MINECRAFT IRON SWORD**

Sale Price: \$22.50 CAD

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