Link for example business websites if you are having a hard time finding them

<https://www.oberlo.com/blog/best-small-business-website-examples>

**Johanne**

URL: <https://www.tree-land.com/>

Description: This website is more of a landscaping business that involves trees.

Visual Features:

1. Has social media and contact info at the top of the page right as the user get in. Phone number is emphasized
2. A photo gallery that shows up products and sales also takes up part of the front page as the user lands
3. The mission statement/goal is in the first page for the user to see
4. It has an introductory video for people to watch at the end of the page
5. The website has a lot of menus and pages dedicated to showing off the product in photos as well as inventory
6. It has a whole guide on ordering products from them
7. Contact page for when people need to reach them
8. Testimonials page to show that they make reputable products

Structural Features:

1. It uses JQuery
2. The website uses many JavaScript files that are structured based on what they do, like *Plugins* and *themes*.
3. Uses a “wrapper” class around all content after the header tag
4. Uses <iframe> for video
5. Uses media queries
6. Everything seems to be wrapped in some sort of “container” or <div> tags

URL: <https://www.madsencycles.com/>

Description: this website is for bike selling

Visual Features:

1. Has nav links for products, a blog, reviews, and FAQ
2. Home page also includes mission statement and testimonials
3. Larger links with photos describing the links are also used towards the bottom of the page
4. Includes product breakdown for an individual bike on homepage as well as various photos that show off the product in everyday life
5. All pages seem to have a place to see instagram posts featuring the product and a way to subscribe to them at the bottom of the page right before the footer. They also feature a top area that has a link to the bike sales.
6. Social media links in footer

Structural Features:

1. Uses specific javascript files for Shopify integration
2. Uses rel=”alternative” for different links to the same page but for different languages like en vs en-ca (english vs canada)
3. Uses “aria-label” for emails which helps with accessibility Based on research, this is used for when labels for elements are present on the page
4. Autocorrect and autocapitalize are attributes that can be used when using inputs
5. Instagram photos at the bottom, when clicked, enlarge and show off the corresponding caption as well a clickable SVG to that poster’s page
6. JQuery is used again and something called AJAX has appeared again on this page

**Ocean**

URL: <https://mothersnutrition.com/>

Description: This website sells supplements

Visual Features:

1. Has links to the home page, business locations, contact, delivery and shopping pages. The shopping pages have sub-links
2. The home page directs users towards different categories of supplements and as an account feature for frequent shoppers
3. Each product has a details page with pictures, the SKU and Item number as well as a add to card button
4. The locations page has embedded google maps images of each location of the business as well as the address, hours, and a button to view the location in google maps itself for navigation
5. The site has a feature to signup for email alerts
6. It also has a cart button that links to the users cart and shows products they have in there that they haven’t purchased

Structural Features:

1. The site utilizes javascript for displaying the products and handling the cart.
2. Utilizes a lot of CSS sheets on the server to achieve the display
3. It makes use of jquery in it’s javascript judging from some of the id names for some of the scripts
4. The site seems to be almost exclusively built from javascript and images.
5. It has multiple css styles for dark mode
6. The site doesn’t have it directly listed but is built using WooCommerce.

URL: <https://bigdansfitness.com/>

Description: This website sells supplements

Visual Features:

1. Lots of pictures and videos on the home page
2. Has a login page and a shopping cart
3. Products are displayed as cards with an image, cost, and star rating
4. Has an option for someone to subscribe to email updates at the bottom
5. Displays accepted card payment types at the bottom of the page
6. Has an option for you to become an affiliate

Structural Features:

1. Has been optimized for SEO with Yoast SEO
2. The site is built on shopify as many of the links contain shopify within them
3. Utilizes javascript to define most of the site
4. This site also contains 3 styles for dark mode

**Dominic**

URL: <https://popchart.co/>

Description: Site that sells wall decor

Visual Features:

1. Home page shows various popular products
2. Top of the page has links to their products, sales, and the cart
3. There are other links at the bottom relating to their contact info, a FAQ, and about us sections
4. On the home page, there are logos of reputable companies and their reviews

Structural Features:

1. Clicking on the logo leads to the home page
2. When browsing their products, at the bottom of the page, there is an arrow that leads to the top of the page
3. The site uses JavaScript and CSS to style the website.
4. This site also builds upon Shopify

URL: <https://www.minaal.com/>

Description: This website sells travel products

Visual Features:

1. This site has a menu bar that stays on the top of the screen as you scroll down
2. The menu bar on the home page has links to various categories of products that they sell as well as their logo and the cart
3. The home page advertises a product that will be released soon, giving the user an option to pre-order it.
4. Further down the home page, the website has reviews from people who have bought their product (or bots).

Structural Features:

1. This site also uses JavaScript and CSS to style the website.
2. This site also uses Shopify
3. The site uses Google tag manager which tracks activity across the website.
4. There are a couple of iframe tags that contain another HTML document inside of them.

**Ian**:

URL: <https://www.loltyler1.com/>

Description: This website is a supplement and apparel store.

Visual Features:

1. The top of the website contains an image that has the name of the website and social media platforms listed, when clicked on it takes you to the home page.
2. Contains a contact page an about and a privacy policy
3. The front page contains a bunch of products that are being sold
4. The policy page says the clothing apparel comes from Nerdvana Clothing

Structural Features:

1. The website uses Javascript Frameworks of Modernizr, jQuery 1.12.0, and stats JS
2. The payment processors use stripe
3. They uses Widgets for Facebook
4. The site contains the Cache Varnish
5. The Font Script is Google Font API
6. The side navigation uses a div tag then a ul to create a table with a bunch of li holding the contents.

URL: <https://www.squarespace.com/>

Description: Squarespace is a professional website builder.

Visual Features:

1. The homepage of squarespace lists their mission goal for creating professional business websites using basic templates.
2. The products tab list the many services they provide.
3. The template page allows you to preview the website templates they have available.
4. The resources page gives more insight to customers on how they can use squarespace.

Structural Features:

1. The website uses the Javascript Frameworks Modernizr and jQuery 1.
2. The CMS is Squarespace and the website uses the Font Script Typekit.
3. The site analytics are managed by Hotjar
4. The site contains 4 different accepted currencies and the site allows you to choose from 7 languages.
5. Everything on the site is contained in many div tags.
6. The site uses Intercom for communication.
7. The site also operates off of HTTP/2
8. The site contains many div and script tags all throughout.

**Artur**

URL: <https://gorillamind.com/>

Description: Supplement business oriented towards weight lifting athletes.

Visual Features:

1. Huge banner showing off new products.
2. Most popular products banner is the next one down.
3. Has pictures of popular online athletes using their products.
4. Minimal design, the top has only four dropdown tabs.
5. Overall really simple to navigate.
6. Has a referral system, as well as a sponsorship system.

Structural Features:

1. Uses shopify sections. Shopify is an ecommerce platform.
2. Uses javascript price widgets that looks nice.
3. Almost entirely constructed using shopify widgets from prices to even images.
4. Javascript is used for calling events such as “setEmail” and “setZipcode”
5. Google tag manager used alongside Javascript for the events.
6. Shopify is also used for the drop down tabs in the menu.

URL: <https://www.dmoose.com/>

Description: Fitness oriented website selling everything from supplements to equipment.

Visual Features:

1. Only 5 drop down tabs, but each containing very many options to select.
2. Huge banner showing off current promotional deals.
3. Slightly lower down, shows company morals and ideals.
4. Has a best seller section

Structural Features:

1. Similar to gorillamind, contains many shopify sections.
2. Javascript program to chat with a representative.
3. Comprised primarily of calls to shopify functions, possibly a template.
4. Contains many “quick-add-modal” functions for the items displayed on the main page.