DuoDocks.com Purpose / Content

# The Why

The purpose for our website (<http://www.duodocks.com>) is to increase sales for our products.

People will come to our site because it will be the landing page for our domain, and we will publish it on all our social media feeds, and ask reviewers to link to it. We will back-link from our ecommerce site at square to this page to provide additional information.

# The How

To increase sales, we want to increase customer confidence in our product. To do this we will:

* present a professional image
* provide content that demonstrates the benefits of our product.
* Encourage purchasing with direct links into square for purchasing.

## Professional Image

Customers expect ecommerce websites to look polished. If something in the quality of the experience on the website isn’t right, then it will impact their confidence.

## Content

* We will provide high quality images of our products. We want to demonstrate
  + Functionality
  + Quality
  + Color selection
* We will provide a video of the product in action.
* We will provide links to customer and influencer reviews.

## Encourage Purchasing

Each image on our site will be a unique color and design. We will link directly to the square site to place this item in their cart.

# Main Page

# The What

We currently sell the DuoDock; shortly we will launch the DuoDock 2. The DuoDock comes in both standard and magnetic configurations.

The DuoDock is a bespoke product, design exclusively to work with the Microsoft Surface Duo and Surface Duo 2. It is the only dock/charging stand on the market designed to fast charge your Duo, while allowing you to interact with it at the perfect angle. Its thoughtful design supports all the various configurations of bumpers and covers, without buying anything additional. Small touches include: notches for proper alignment, proper height for swipe gestures, and storage for your pen.

## DuoDock

* Full PD100 charging (5V @ 20Ampa)
* Full USB 3.1 Connectivity supporting video and data.
* Includes Pen storage.
* Multiple colors available
* Supports all bumper/cover configurations.
* Great design.
  + Stable and non-slip.
  + Solid/Substantial, weighing 4oz

## Accessories

We also sell two cables as accessories.

* 6 inch right angle cable.
* 1.5 meter USB-C to USB-C magnetic cable (adapter included)

## Research

Customers will want to see pictures and video of our products.

## Purchase

Customers will want to purchase.

# The Who

The people who will come to our site will be people who have purchased or are considering purchasing a Microsoft Surface Duo or Surface Duo 2. They purchased a very expensive phablet. They have high expectations of products, and don’t mind paying a premium for their technology. They see devices as productivity improvements.

# The Who and the What

People will want to perform the following activities:

* Research our products (main page)
* Purchase our products (main page)
* Contact us for questions or support (contact us)
* Find out more about what other people think about our products (FAQ / Reviews)
* Understand pricing and shipping costs/options (FAQ / Reviews)
* Sub/Unsub from our mailing list. (contact us)

## Contact

Customers will want to contact us. We will provide an email address as well as a form that will contact us.

## Links to Reviews

Customers will want to know what influencers think about our product.

## Pricing/Shipping

Customers will want to know if we ship to their country, and what the cost is.

### SHIPPING:

$5 flate rate for US shipping and $20 flat rate for anywhere else in the world.

### TAX:

We collect sales tax for residents of the state of Washington.

### PRODUCT COSTS:

* + USB-C DuoDock $40
  + Magnetic DuoDock $45
  + Magnetic Cable 1.5M: $17
  + USB-C DuoDock 2 $40

## Mailing List

Customers want to know the latest information, and if you have specials. They don’t want to be spammed daily with stuff, but monthly updates would be appreciated by customers.