

MISSED OPPORTUNITIES



DESIGN FOR ECOMMERCE



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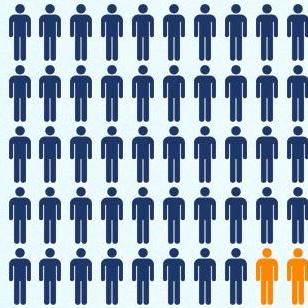


Maren Jepsen
PROJECT COORDINATOR



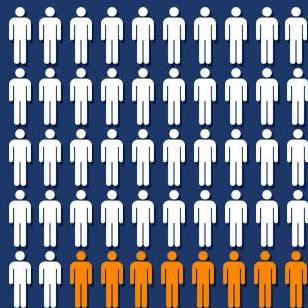
Confidential and Proprietary Information

DESIGN FOR E-COMMERCE



*on average, websites only convert
1-4% OF THEIR VISITORS*

however,



*some of the top ecommerce websites convert
AS MUCH AS 15%*

DESIGN FOR E-COMMERCE

*merchants who have **custom designed** their site are
30% MORE SUCCESSFUL*

IT ONLY TAKES

one 20th of a second

FOR PEOPLE TO MAKE DECISIONS AFTER VIEWING A WEBSITE

Agenda

photography

contact info

typography

thank you page

navigation

404 error page

slideshow

social media

landing pages

trends

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GOOD vs. BAD

- What is “good” photography?
 - Consistent
 - Clear
 - Descriptive
 - Enticing
 - Real
 - Conveys emotion
- Impact of “bad” photography
 - Make your site look unprofessional & unreliable
 - Shed poor light on your brand
 - Drive visitors to seek out other sites with better images of the products or a more visually pleasing site
 - Decrease in conversions

BEFORE...



Purveyors of fine soaps
and outstanding home fragrance.

Tel: 01293 525825
sales@heylandandwhittle.co.uk

LOG ON

YOUR BASKET



Your basket contains:

0 items

[CHECKOUT](#)

- [REED DIFFUSERS](#)
- [CANDLES IN A GLASS](#)
- [CANDLE IN A TIN](#)
- [GIFT BOXES](#)
- [PREMIUM GIFT SETS](#)
- [HOPE & GLORY](#)
- [HANDWASHES & LOTIONS](#)
- [BODYWASHES & LOTIONS](#)
- [FOAM BATHS](#)
- [CLASSIC SOAPS](#)
- [ORGANIC SOAPS](#)
- [OILS & SALTS](#)
- [MINI SOAP FAVOURS](#)
- [BONE CHINA MUGS](#)
- [TREATS & SMALL GIFTS](#)
- [GIFT PACKAGING](#)
- [LIP BALMS](#)
- [ACCESSORIES & POTPOURRI](#)
- [BEST SELLERS](#)
- [WEBSITE EXCLUSIVES](#)
- [GIFTS FOR MEN](#)
- [VALENTINE GIFTS FOR HER](#)
- [VALENTINE GIFTS FOR HIM](#)
- [ROOM FRAGRANCE](#)
- [NEW PRODUCTS](#)

[HOME](#) | [ABOUT US](#) | [INFORMATION](#) | [TERMS & CONDITIONS](#) | [CONTACT US](#) | [BLOG](#)

NEW Jasmine & Lilac fragrance!

Explore the new range of candles and diffusers with this sensual yet fresh fragrance of Jasmine & Lilac.

[View Jasmine & Lilac products](#)



[Tin Candles](#)



[Will we get a hot Summer this year?](#)



[Looking for a Gift?](#)



[► TIN CANDLES](#)

This very popular range of candles comes in all the best selling scents.

[► FULL MUG RANGE](#)

Plenty of Humour with the [► Bone China Mugs](#).

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Handmade in England

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PRODUCT SEARCH
please enter a keyword

[GO](#)

STOCKIST SEARCH
Enter town or postcode

[GO](#)

UPCOMING EVENTS

- > [Spirit of Christmas Fair](#)
- > [Country Living Christmas Fair](#)
- > [RHS Wisley Craft Fair](#)
- > [Christmas Grand Sale](#)
- > [Bath Christmas Market](#)



[► Lip Balms](#)



[► Gifts for your mum](#)



...AFTER

All of our soap is Sulphate and Paraben Free | Handmade in the UK
Free Shipping over £30

MY ACCOUNT TEL: 01293 525825 [Customer Support](#)

enter keywords

LOGIN | BASKET (0) ITEMS, £0.00

REED DIFFUSERS | CANDLES | TRADITIONAL SOAP | FINE LIQUID SOAP | LOTION | GIFT SETS | SHOP BY FRAGRANCE | ACCESORIES | DEAL OF THE DAY

Reed Diffusers

SHOP OUR FAVORITE SCENTS

[VIEW CANDLES](#)

JOIN OUR NEWSLETTER / Receive special offers as well as latest news on our upcoming products!

enter email address

CITRUS & LAVENDER
This gorgeous fine set will leave your body cleansed & nourished. Organic

TIN CANDLES
This very popular range of candles comes in all the best selling Heyland

CANDLES
Create a warm cosy atmosphere at home. We have a comprehensive range

ORGANIC SOAPS
Soap that perfectly complements our range of washes, lotions, reed

ACTION PLAN

- Take visually interesting photos of your products.
- Keep a consistency among your photos.
 - Background color
 - Size
 - Orientation
 - Portrait
 - Landscape
- Use good photography not just on the homepage, but throughout your site.
- Provide your customers with alternative images of your products.

INTERESTING...



NOT INTERESTING...



CONSISTENT...



INCONSISTENT...





[CLICK ABOVE TO ZOOM](#)

[\[+\] VIEW LARGER IMAGE](#)

&



[CLICK ABOVE TO ZOOM](#)

[\[+\] VIEW LARGER IMAGE](#)



&



Homepage

DINNERWARE STEMWARE/BARWARE FLATWARE PLATE COVERS COOKWARE

SHOWROOMS TRADE SHOWS WHAT'S NEW

Shop By Brand Search for Products...



COMMERCIAL

Offering hotels, restaurants, country clubs, caterers and executive dining facilities many creative tabletop presentations that satisfy their every need, price point, and budget.

For Retail shopping please visit www.████████.com.

Commercial Hospitality offering Dinnerware, Flatware and Stemware [Find Out More ➔](#)

Unmatched Quality

Since 1889, the name █████ has represented the highest standards of artistry and quality in dinnerware and tableware.



Dinnerware

Unparalleled Service

Superior customer service, unique designs and the ability to customize our patterns assures you of 100% satisfaction guaranteed.



Stemware/Barware

Multiple Price Points

Whatever the size of the budget our diverse designs coordinate with virtually any decor.



Flatware

CATEGORIES

DINNERWARE STEMWARE/BARWARE FLATWARE PLATE COVERS COOKWARE

SHOWROOMS TRADE SHOWS WHAT'S NEW Shop By Brand Search for Products...

Home > Dinnerware > Alumina

Alumina

Accessories

Del Rio

El Paso

Milazzo

Salina

Zamora

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WHY TYPOGRAPHY IS IMPORTANT

- Bad typography can make a site look sloppy or unprofessional
- Readability is key for conversions
- Sets an emotional tone for brands, products, and the buying experience
- Typography concerns more than just the specific font used. It also involves:
 - Size
 - Styles & Weights (bold, semibold, italic)
 - Spacing
 - Pairing (mixing fonts)

READABILITY



NEW

Washable Sidewalk Chalk

New anti-roll shape with even brighter colors!

[View Now](#)

READABILITY



Color Wonder Glitter & Metallic

Glitter effects in the paper give Disney Princesses that special sparkle. Metallic effects turns Teenage Mutant Ninja Turtles pages into heavy metal action!

[View Now](#)

[Prev](#) [Next](#)

SETTING THE MOOD

CATEGORIES

APPAREL
CAPS
COLLECTIBLES
HOME & OFFICE
SOUVENIRS
TOYS & RECREATION
FIELD GEAR
JEWELRY
GRAPHICS
BOOKS
CD'S/DVD'S
MADE IN THE USA
MUSEUM
TUN TAVERN
CLEARANCE

THE MARINE CORPS
HERITAGE FOUNDATION

BECOME A *Preferred*
CUSTOMER

Our Most
**POPULAR
PRODUCTS**

APPAREL
MENS, WOMENS & KIDS

SOUVENIRS
PINS, PATCHES, & AUTO

TUN TAVERN
EXCLUSIVE PRODUCTS

SETTING THE MOOD



SETTING THE MOOD

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The New York Times

Thursday, May 2, 2013 Last Update: 5:37 PM ET

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Event Guide
Fashion & Style
Home & Garden
Jobs
Magazine
Media
Movies
Music
Obituaries
Public Editor
Real Estate

Politics and Vetting Leave Key U.S. Posts Long Unfilled

By MICHAEL D. SHEAR

A backlog of vacancies in top posts throughout the Obama administration, especially in the State Department, has slowed policy making in a capital already known for inaction.

- [Graphic: Empty Positions at the State Department](#)
- [Obama Nominates Pritzker for Commerce Post](#) | [Video](#)

United States Calls on North Korea to Free American

By CHOE SANG-HUN and RICK GLADSTONE 54 minutes ago

The Obama administration wanted the convicted American, who was sentenced to 15 years of hard labor, to be granted amnesty and immediate release.â€œ

Central Bank Takes Step as Europe



Jaipal Singh/European Pressphoto Agency

In Disputed Region, Push Becomes Shove

By GARDINER HARRIS and EDWARD WONG 1:07 PM ET

A standoff between troops along the border between China and India has entered its third week, causing alarm. Above, Indian activists burned a Chinese flag.

Suicide Rates Rise Sharply in the U.S.

By TARA PARKER-POPE 3:48 PM ET

The rate among middle-aged people rose 30 percent from 1999 to 2010. Men in their 50s saw the sharpest rise.

- [Post a Comment](#) | Read (11)

Netanyahu Says Any Peace Deal Must Face Vote

By ISABEL KERSHNER 3:50 PM ET

The call for a referendum by Prime Minister Benjamin Netanyahu was seen as a nod to rightists in his coalition.

The Opinion Pages

Putting Politics Ahead of Science

By THE EDITORIAL BOARD

The Obama administrationâ€™s compromise on reproductive rights will hurt girls and women and is bound to undermine the presidentâ€™s credibility.

MORE IN OPINION

- [Blow: â€œThe Juice,â€™ the Jousting and the Job](#)
- [Collins: Mark Sanford](#)



DISUNION Cameristas

By TED WIDMER

A photograph taken 150 years ago of a runaway slave changed the way Americans saw the Civil War.

- [Interactive: The Civil War](#)
- [Luhrmann: Is That God Talking?](#)
- [Taking Note: Guns for Kids](#)
- [Op-Ed: Cicadas Are Here](#)

MARKETS » At close 05/02/2013

S&P 500	Dow	Nasdaq
1,597.59	14,831.58	3,440.62
+14.89	+130.63	+41.49
+0.94%	+0.89%	+1.26%

[GET QUOTES](#) [My Portfolios](#) [Ask Stock, ETFs, Funds](#) [Go](#)

BUSINESS DAY

Buffett Speaks and Tweets

The chairman of Berkshire Hathaway made his debut on Twitter, with the handle @WarrenBuffett.

THEATER Â»

Theater Season Q. & A.

Ben Brantley and Charles Isherwood answer readersâ€™ questions



Â

For Sons of â€œRaisin,â€™ a Back-to-Back Duel

Two plays at CenterStage in Baltimore, both inspired by the 1959



ACTION PLAN

- **Illustrate information hierarchy**
 - Use fonts to draw attention to important points (not everything!)
- **Specific strategies**
 - Pair fonts that have stylistic differences
 - Play with size and placement
- **Be consistent**
 - Using your selected fonts in multiple areas throughout your site will maintain a cohesive and deliberate look

HIERARCHY



NEWS & press

CHECK OUT OUR LATEST PRESS & EDITORIAL...

fashion FILM

ISHTAR
SPRING/SUMMER
2013

WATCH THE FILM HERE...

blog

STYLE EDITS,
MUST HAVE PIECES,
FASHION AND MORE...

JOIN OUR
mailing list

SIGN UP & RECEIVE 10% OFF YOUR FIRST ORDER

HIERARCHY

Pier1 imports®

Let's SHOP get inspired Learn how share Find us 0 Items in my basket

Free shipping on orders of \$50 or more*

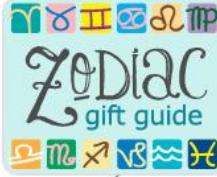
Have a Question? | Pier 1 Rewards | Sign Me Up for Updates | My Wishlist | Sign In ►

We have an idea.

Click on any photo to see our latest takes on parties, trends and gifts. Or follow the arrow to find even more »





Zodiac gift guide



Cinco de Mayo

But wait.
There's more

DOUBLE POINTS* when you shop outdoor fun.
Get all the hot details ▶

FALL SNEAK PEEK

PAIRING

bebe

SIGN IN | MY ACCOUNT | STYLUST BLOG | EMAIL SIGN UP | STORES | CLUBBEBE | MY BAG | 0 ITEMS Enter keyword(s) or style#

JUST IN DRESSES TOPS BOTTOMS DENIM OUTERWEAR BEBE SPORT LOGO SHOES ACCESSORIES **SALE** ▾ *Shop by...*

\$4.95 bebe BASIC U.S. SHIPPING



• • • •

Tote-ally
FAB

NEW HANDBAGS ▶



TRIBAL
glam

BOLD ACCESSORIES ▶



PAIRING

Lobster & Droid Sans

If you need something a bit different,
this could be it.

Bitter & Source Sans Pro

Big and bold versus clean and fresh.
Always a good combination.

Dosis and Ubuntu

Two very modern fonts working in
perfect harmony

LATO & OLD STANDARD TT

A classic combination of bold modern
with old world cool.

CONSISTENCY

ROCKSTAR
TACTICAL SYSTEMS

REDEFINING THE WEEKEND WARRIOR

Live Chat | OFFLINE Call 412.415.0575
MON - FRI 9AM - 5PM EST

Home | Account Login | Contact Us | Help | View Cart 0 Items: \$0.00

Search **GO >**

Air Accessories Apparel Paintball Guns Packages Barrels Goggles Vests and Packs Loader Accessories Gun Parts Paintballs Field Gear

Free Shipping on U.S. Orders Over \$79! [MORE INFO >](#) Deal of the Day [New Arrivals >](#) Clearance

TIBERIUS T4.1
.68 CALIBER | FIRST STRIKE READY

OPEN DOT SCOPE
13CI TANK/STOCK
MONOLITHIC SHROUD
LAPCO RIFLED BARREL
TWO 10 OR 14RD MAGAZINES

FIRST STRIKE EQUIPPED

SHOP NOW >

Free Shipping
Orders Over \$79! [MORE INFO >](#)
Continental U.S. Only 

Manufacturer Spotlight 
[GUNS AND ACCESSORIES >](#) **GO >**

Star of the Week 
[NEW! VIRTUE CROWN SF >](#) **GO >**

Top Seller
6 COLOR PATTERNS
FULL CLIP
TRIPLE MAG POUCH
[FOR TIBERIUS OR TIPX >](#) **GO >**

Featured Products

CONSISTENCY

sign in or register ACCOUNT BEAUTY INSIDER 3 FREE SAMPLES SHOPPING LIST 0 BASKET

SEARCH 

SEPHORA 3-DAY SHIPPING
FREE over \$50 ▾

MAKEUP SKINCARE FRAGRANCE HAIR NAILS BATH / BODY TOOLS / BRUSHES MEN GIFTS SALE TRENDS ADVICE TV BRAND ▾


GET YOUR GIFTS BY MOTHER'S DAY (MAY 12)
Order by May 2 for select fragrances and other hazmat items. Order by May 6 for standard shipping.
[SEE MORE DETAILS ▾](#)

QUICK LINKS

MOTHER'S DAY GIFTS

WHAT'S NEW

BESTSELLERS

TRAVEL SIZE

PERFUME PERKS

WEEKLY SPECIALS

SHOP OUR BESTSELLING SCENTS 
FIND FRESH PICKS ▾

FLOWERBOMBS VICTORIAGOLF PRADA Miss Dior I ❤ NY DAISY MARC JACOBS

1/3

WEEKLY SPECIALS CHOOSE 1 OF 5 BEAUTY INSIDERS: CELEBRATE MOMS AND WOMEN EVERYWHERE WITH A FRAGRANCE MINI—FREE. USE CODE TOPSCENTS. WHILE SUPPLIES LAST 
[SEE DETAILS ▾](#)

EDITORS' PICKS [see more](#)






Agenda

photography

typography

navigation

slideshow

landing pages

contact info

thank you page

404 error page

social media

trends

THINGS TO CONSIDER

- How many categories do you plan on setting up for your store?
- Will you have subcategories?
- Will you be expanding your product line?
- Are your category names concise and clear?
- How many clicks will it take to get your visitor to their desired product page?

ACTION PLAN

- Write out your category and subcategory tree
- Keep the category names short
- Create your categories using the navigation style that works best for your business

TOP NAVIGATION

The screenshot shows a website layout with a focus on top navigation and product categories.

Top Navigation:

- ABOUT US
- CONTACT US
- MY ACCOUNT
- HELP

Shopping Cart: (0 Items)

Product Categories:

- BODY BUTTER
- LIP BALM
- LOTION
- SOAP
- DEAD-SEA SALT SCRUB
- GIFT BASKETS

Shipping Discounts! **GO**

Search Bar: Search... **GO**

Image Banners:

- A central image shows a white bucket labeled "SOAPS" containing various bars of soap, with a yellow sponge and a bar of soap next to it. The background is a green landscape.
- To the right, a banner features two goats in a field with the text "Welcome to Acres!"
- At the bottom left, a banner asks "Why Goat's Milk Soap?" and provides a brief description of its benefits.
- At the bottom right, a banner for "THE Pink Ribbon SOAP" describes it as dedicated to breast cancer survivors and includes a call to action.

TOP NAVIGATION DROPSHDS

The screenshot shows a website for needlearts with a floral header and footer. The top navigation bar includes links for Wholesale Account Login, Home / My Account, My Cart (0) \$0.00 / Help, and a Search Our Site field. A banner below the header reads: "PUBLISHES FRESH & INNOVATIVE DESIGNS THAT INSPIRE OTHERS TO APPRECIATE & ENJOY THE NEEDLEARTS!"

The main menu features five categories: Books & Patterns, Renee's Fabrics, Kits & Bundles, Rug Hooking, and Favorite Things. The "Books & Patterns" menu is open, showing sub-options: Threads Books, Quilt Books & Patterns, Needlework, Punchneedle, and Cross Stitch. A red box highlights the "Threads Books" option, which has a cursor icon pointing at it.

A large image of a hooked rug with a heart pattern is the central visual element. A text overlay on the left side of the rug says "Seasonal Hooked Rugs!". To the right, there's a "DEALS!" banner and a "CLICK TO VIEW THIS WEEK'S Special Offer". Below these, a newsletter sign-up form asks for an email address and has a "SUBMIT" button.

VERTICAL POPOUTS

FRAMES | MIRRORS | SCRABBLE | MAGNET BOARDS

Home > FRAMES

Sort By: Most Popular

24 per page ▾ Page 1 of 6

FRAME COLLECTIONS

- Cabin
- Canyon
- Gallery**
- Hampton
- Haven
- Moab
- Tahoe

FRAME SIZES

- 3x3s
- 4x4s
- 4x6s
- 5x5s
- 6x6s
- 5x7s
- 7x7s
- 8x8s
- 8x10s

3x3 Gallery Frames

4x4 Gallery Frames 

5x5 Gallery Frames

6x6 Gallery Frames

4x4 square "Gallery" frame - black
Our Price: \$9.00

4x4 square "Gallery" frame - sea foam
Our Price: \$9.00

4x4 square "Gallery" frame - white
Our Price: \$9.00

4x4 square "Gallery" frame - mojave
Our Price: \$9.00

4x4 square "Gallery" frame - blue
Our Price: \$9.00

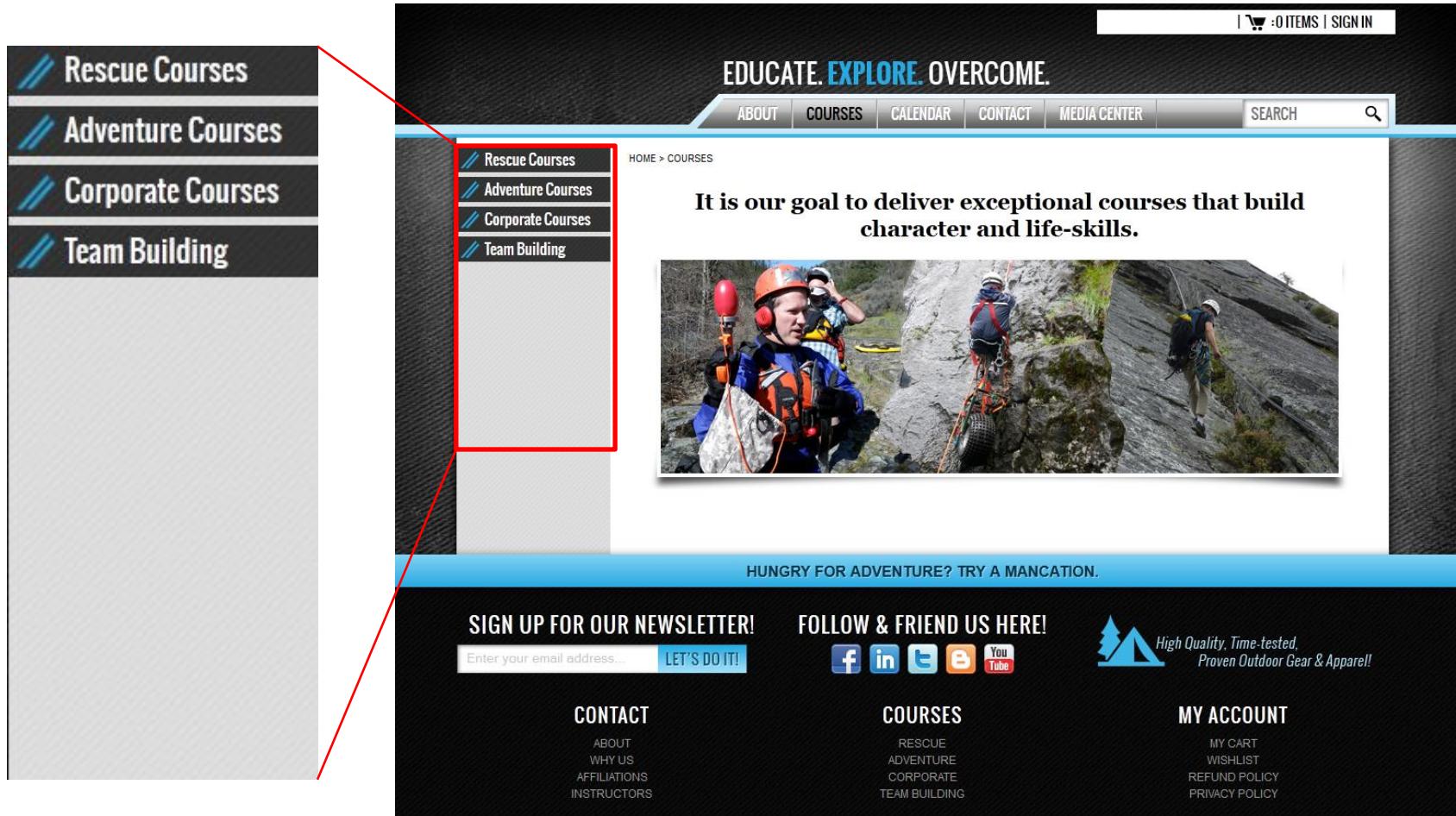
4x4 square "Gallery" frame - daffodil yellow
Our Price: \$9.00

4x4 square "Gallery" frame - turquoise
Our Price: \$9.00

4x4 square "Gallery" frame - gray green
Our Price: \$9.00

4x4 square "Gallery" frame - honeydew
Our Price: \$9.00

SMART TREE EXPAND



The image shows a website interface demonstrating the "Smart Tree Expand" feature. A red arrow points from the left sidebar to a vertical navigation menu on the right side of the main content area.

Left Sidebar:

- Rescue Courses
- Adventure Courses
- Corporate Courses
- Team Building

Right Side Main Content Area:

- Header:** EDUCATE. EXPLORE. OVERCOME. | 0 ITEMS | SIGN IN
- Navigation:** ABOUT | COURSES | CALENDAR | CONTACT | MEDIA CENTER | SEARCH
- Breadcrumbs:** HOME > COURSES
- Text:** It is our goal to deliver exceptional courses that build character and life-skills.
- Image:** A photograph of three people rappelling down a rocky cliff face.
- Call-to-action:** HUNGRY FOR ADVENTURE? TRY A MANCATION.
- Newsletter Sign-up:** SIGN UP FOR OUR NEWSLETTER! Enter your email address... LET'S DO IT!
- Social Media:** FOLLOW & FRIEND US HERE! (Facebook, LinkedIn, Twitter, YouTube)
- Logos:** High Quality. Time-tested, Proven Outdoor Gear & Apparel!
- Footer Categories:** CONTACT (ABOUT, WHY US, AFFILIATIONS, INSTRUCTORS), COURSES (RESCUE, ADVENTURE, CORPORATE, TEAM BUILDING), MY ACCOUNT (MY CART, WISHLIST, REFUND POLICY, PRIVACY POLICY)

SMART TREE EXPAND



EDUCATE. EXPLORE. OVERCOME.

ABOUT COURSES CALENDAR CONTACT MEDIA CENTER SEARCH

HOME > COURSES

It is our goal to deliver exceptional courses that build character and life-skills.



HUNGRY FOR ADVENTURE? TRY A MANCATION.

SIGN UP FOR OUR NEWSLETTER!

Enter your email address... LET'S DO IT!

FOLLOW & FRIEND US HERE!

[Facebook](#) [LinkedIn](#) [Twitter](#) [Blog](#) [YouTube](#)

 High Quality, Time-tested,
Proven Outdoor Gear & Apparel!

CONTACT

ABOUT
WHY US
AFFILIATIONS
INSTRUCTORS

COURSES

RESCUE
ADVENTURE
CORPORATE
TEAM BUILDING

MY ACCOUNT

MY CART
WISHLIST
REFUND POLICY
PRIVACY POLICY

POOR PLANNING: TOO MANY CATEGORIES

The screenshot shows a website homepage for a wargame store. On the left, there is a large vertical navigation menu with a red border around its top section. The menu items include:

- ARMED FORCES
- ARMY DEALS
- 28mm Ancients
- 28mm Dark Ages
- SAGA The Viking Age
- 28mm Medieval
- 28mm Renaissance
- 28mm Thirty Years War
- 28mm English Civil War
- 28mm Musketeers 1672
- 28mm Georgian
- 28mm Marburian
- 28mm French Indian War
- 28mm American War of Independence
- 28mm Napoleonic
- 28mm Crimean War
- 28mm American Civil War
- 28mm African and Zulu
- 28mm Austro Prussian 1866
- 28mm French Foreign
- 28mm Sudan
- 28mm Wild West
- 28mm WWI
- 28mm WWII
- 28mm Modern
- 15mm Plastic WWII
- 1:72 Plastic WWII Range
- Dosprey Publishing
- FREE DOWNLOADS
- SCI-FI & FANTASY
- Warhammer 40K
- Warhammer
- The Hobbit
- Lord of the Rings
- DAVIN FORCE CLUBS
- BATTALY
- MAULSTY POSTBELL
- Poly Mini
- Steam Punk
- Star Trek Starships
- Army of the Month
- MINIATURES
- CORE 40K
- Core Training 40K
- Names of the 40K
- Maps 40K
- Star Citizen 40K
- Core Training Tape
- Prints 40K
- 40K Cassette
- PAINTS & ACCESSORIES
- Paints
- Paint Brushes
- Brushes
- Gloves

The main content area features a banner for "Armies of the SOVIET UNION" and sections for "NEW RELEASES - Click here", "28mm Figure Cases", "PREORDERS", "RULES", "BOLT ACTION", "PAINTS & ACCESSORIES", "ARMY DEALS", and "VIDEOS". To the right of the main content is a sidebar titled "WARGAME MINIATURES" with a long list of product categories:

- Browse Min by BRAND
- GIFT VOUCHERS
- SPECIALS !!
- PREORDERS
- Wargame Rule Books
- ARMY DEALS
- 28mm Ancients
- 28mm Dark Ages
- SAGA The Viking Age
- 28mm Arthurian
- 28mm Medieval
- 28mm Samurai
- 28mm Renaissance
- 28mm Thirty Years War
- 28mm English Civil War
- 28mm Musketeers 1672
- 28mm Georgian
- 28mm Marburian
- 28mm French Indian War
- 28mm American War of Independence
- 28mm Napoleonic
- 28mm Crimean War
- 28mm American Civil War
- 28mm African and Zulu
- 28mm Austro Prussian 1866
- 28mm French Foreign
- 28mm Sudan
- 28mm Wild West
- 28mm WWI
- 28mm WWII
- 28mm Modern
- 15mm Plastic WWII
- 1:72 Plastic WWII Range
- Osprey Publishing
- FREE DOWNLOADS
- SCI-FI & FANTASY
- Warhammer 40K
- Warhammer

POOR PLANNING: CATEGORY NAMES

AR-15 Barrel Parts, Flash Suppressors, Gas Blocks, etc.
AR-15 Lower Parts
Stocks, Grips, and Handguards: Vltor, Magpul, Tango Down, etc
Tactical Handguards: Daniel Defense, YHM, LaRue Tactical, Troy Ind, Midwest Industries, etc
Tactical Handguards for AK47 AK74 and SCAR16 SCAR17
Iron Sights
Tactical Accessories
Magazines and Accessories
Slings and Mounts
Optics: Aimpoint, EOTech
Optic Mounts: Midwest Ind, LaRue Tactical, ARMS, ADM, - Bobro
Tactical Flashlights and Weapon Lights: Surefire, Inforce

Crystal and Glassware Gift Products
Cup Cake Design Gift Products
Dining Room and Kitchen Gift Products
Dragon Ornaments and Figurines
Draught Excluders, Door Stops and Door Curtains
Dreamcatchers and Native American
Egyptian
England and Union Jack Gifts
Fairies
Figurines and Statues
Games and Novelty Gift Products
Garden, Outside and Al Fresco Gifts
Gifts for the Home
Gothic, Mystic, Fantasy, Witches and Halloween

POOR PLANNING: TOO MANY CLICKS TO GET TO DESIRED PAGE

Home > [Birthday Party Supplies](#) > [Birthday Decorations](#) > [Custom Banners](#) > [Girls Birthday Banners](#) > [Hello Kitty Custom Photo Banner 6ft](#)

PHOTOS



+ ZOOM - ZOOM RESET

Hello Kitty Custom Photo Banner 6ft

\$19.99 - \$29.99 each

SKU: 522713

Price: Please add to basket and customize for pricing

[See Price List](#)

[!\[\]\(0ae8361765f665634e41f95a70e8b74b_img.jpg\) Like 2](#) [!\[\]\(31da6726007de2d76ed0eaa1ac7eb898_img.jpg\) Pin it](#) [!\[\]\(1cbc4415309750e22733af676d9c3f09_img.jpg\) SHARE](#)

[!\[\]\(6b8994a45ef6ddc913862c771c6dc730_img.jpg\) PRINT THIS](#)

Make a big statement with a personalized banner. This six foot long banner matches the Hello Kitty party ensemble. Choose indoor paper to enhance the decor of your party, or outdoor material to announce your event. You can even have your guests sign the banner for a great keepsake! Order will be shipped in 5 business days. Hello Kitty Custom Photo Banner measures 13in x 70in.

Agenda

photography

typography

navigation

slideshow

landing pages

contact info

thank you page

404 error page

social media

trends

GOOD SLIDES vs. BAD SLIDES

- What makes a “good” slide design?
 - Balance of images and text
 - A ‘Call to Action’
 - Readable font style and size
- What makes a “bad” slide design?
 - Clutter
 - Too much text to read
 - Text is not readable

BALANCED

Light Up the Dark

CREATE YOUR WARM, COZY ATMOSPHERE

[VIEW CANDLES](#)



UNBALANCED



*You want everything
perfect. Let us give you
the perfect figure.*

ACTION PLAN

- Use a few images and simple text to create your slides
- Choose a readable font style and size for text
- Provide a ‘call to action’ to direct visitors on where you want them to click on the slide
- Promote your products or popular categories as well as other important aspects of your business.
 - Ex: Social Media pages, Causes you support, Discounts, etc..

A GOOD AMOUNT OF TEXT



Need a nutritional supplement?

TRY OUR EXCLUSIVE LINE
OF PRODUCTS.

[LEARN MORE TODAY>>](#)



TOO MUCH TEXT

MEPILEX AG

Mepilex Ag is an antimicrobial soft silicone foam dressing that absorbs exudate and maintains a moist wound environment. Mepilex Ag inactivates wound related pathogens within 30 minutes with sustained effect up to 7 days. by reducing the number of microorganisms, Mepilex Ag may also reduce odor. Mepilex Ag is designed for the management of low to moderate exuding wounds such as leg as foot ulcers, pressure ulcers and partial thickness burns. Mepilex Ag may be used under compressing bandaging.



[Get Started Now ▶](#)

PROMOTE MORE THAN JUST PRODUCTS

SOCIAL MEDIA

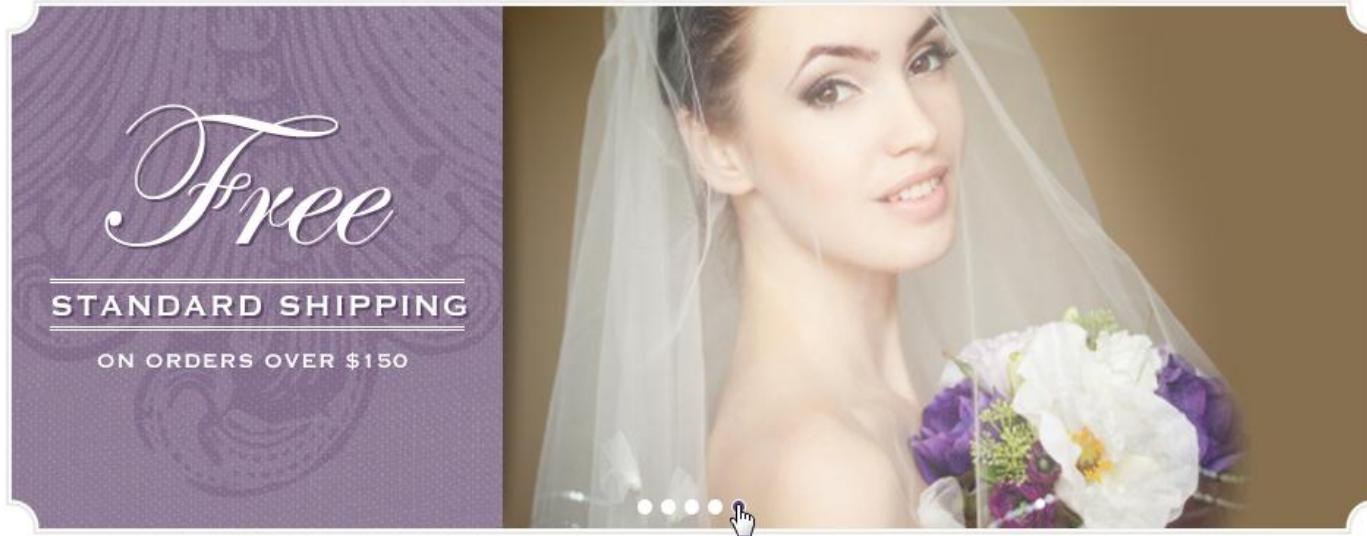


CAUSES AND
CONTESTS



SAME MESSAGE, DIFFERENT DELIVERY

LIKE THIS...



NOT THIS...



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ACTION PLAN

- Create graphics for your category pages
- Design informational pages that your visitors will be frequenting
- Try not to leave pages blank
- Keep a consistent look throughout the pages of your site design

FILL INTERIOR PAGES – CATEGORY GRAPHICS

629 Liverpool Road, Pickering Ont L1W 1R1 | Wed 11am-6pm | Thurs & Fri - 11am-9pm | Sat & Sun - 11am-6pm

[Email Us](#) [Search our products](#) [View Your Cart](#) 0 items, \$0.00

[p](#) [e](#) [f](#) [t](#)  905-449-7207

- DEAL OF THE DAY
- BABYCAKES ORGANIC OLIVE OIL
- HANDMADE GOURMET SOAPS
- GLYCERIN SOAPS
- CAKERY
- SKIN CARE
- SOAPYLOVE
- CARBERRY KIDS
- BATH BOMBS
- BATH CREAMERS
- GIFT SETS
- CANDLES & WAX MELTS

Home > Handmade Gourmet Soaps

HANDMADE SOAPS



Why handmade soap? Commercial soaps are often full of harsh chemicals and detergents. Handmade soaps are made the old fashioned way with only the purest of ingredients using the highest quality oils and butters. Why not treat yourself and your skin with the luxury of handcrafted soaps?

Sort By: Price: Low to High

10 per page


Cool Water Handmade Soap Enriched with Shea Butter
Our Price: \$5.00
 [ADD TO CART](#)
Feel the fresh, invigorating scent of the waves. A popular bar for the man in your life.
Ingredients: Olive Oil, Palm Oil, Coconut Milk, Canola Oil, Shea Butter, Sodium Hydroxide, Parfum, Blue Clay [»more info](#)


Midnight Rose Handmade Soap Enriched with Shea Butter
Our Price: \$6.95
 [ADD TO CART](#)
The sweetest rose of all is the one that blooms at midnight. This gentle rose scented bar has pure Australian Pink Clay.
Ingredients: Olive Oil, Palm Oil, Coconut Oil, Canola Oil, Shea Butter, Sodium Hydroxide, Parfum, Austrian Clay [»more info](#)

CATEGORY GRAPHICS

DO THIS...



NOT THIS...



Supreme pillow top mattress pad - Available now!

Thick and luxurious high quality mattress pads made in the USA with UltraPure earth friendly odor control. Bring new life to your mattress. Sleep better than ever before!

- Has the look and feel of Down
- Hypo-Allergenic
- Silpure uses the natural ability of silver to limit the growth of odor causing bacteria
- Ultra Fresh provides long lasting freshness and performance

LANDING PAGE: ABOUT US

Tall Tale

Shop Our Wares

- New Arrivals
- Prairie
- Underground
- TOMS
- Dresses
- Tops
- Sweaters
- Bottoms
- Jackets & Outerwear
- Footwear
- Accessories
- Apothecary
- Gifts
- SALE
- Gift Cards
- By Brand

The Dispatch

As a young girl, growing up in the concrete meadows of Denver, played "store" while the other girls played "house." At age 12, the moment she was old enough to work, got a job so she could buy her beloved designer clothes and accessories. From a very young age, style, fabric and fit mattered.

Decades later, not a lot has changed. While eventually traded the "meadows" of Denver for Seattle's greener pastures, her boutique named for good luck and inspired by her Wild West roots gives her an opportunity to "playing store" and living her dream.

ancestors trail-blazed the West and their fearless determination and sense of adventure spurred Horseshoe's Farmer Americana theme. Vintage windows, wagon wheels, barn doors, pitchforks and very own horseshoe collection, are on display throughout the boutique.

"I've always been a city girl," admits "I have no life experience on a farm or roughing it, but my soul has definitely been there."

Whether shopping in person or online, Horseshoe Boutique is a unique place. Striving to discover the true spirit of femininity in each woman that passes through her store, has proven to be a trailblazer herself.

About the original Horseshoe Lady

She arrives. The door says "open" and she enters. She is greeted with sincerity and immediately she feels that in here she will be taken care of. Once inside, femininity is celebrated, independence is cheered, and she can leave any insecurity at the door. She looks proudly in the mirror and see's that her beauty is the glow that comes from within. She just need a little coaxing, nurturing, and support; and we are here to give her that support. For now, she is learning that glamour is a state of mind, elegance is her smile, and fashion is not about trends, but about discovering a look that speaks to her own unique experience. She arrives with desires, curious, and questioning. She will leave satisfied, informed and understanding more about who she really is. Who is she? She is a mother, a daughter, a sister, a seeker, a survivor, an honest friend. The Horseshoe lady is you.

LANDING PAGE: LOOK BOOK

POTTERY BARN

DESIGN STUDIO® / DECORATING / ENTERTAINING / DESIGN SERVICES / DESIGN LIBRARY / BE SOCIAL / THE BLOG

NEW FURNITURE OUTDOOR RUGS & WINDOWS BEDDING BATH LIGHTING DECOR & PILLOWS TABLETOP GIFTS REGISTRY SALE

THEME PARTIES

Bahamian Brunch

- Summer Party
- Mediterranean Tapas Party
- Lakeside BBQ
- Seaside Dining Party
- One-Pot Lobster Party
- Tropical Fare Party
- Big Game Party
- Bridal Shower
- Spring Celebration
- Comfort Food Party
- Movie Night
- Pizza Party
- Tequila Tasting Party
- Farmhouse Brunch
- Mojitos & Tacos
- Summer Barbecue
- Summer Travels

EVERDAY PARTIES

- Summer Ceviche Party
- Breakfast Pizza Brunch
- Focaccia Party
- Argentinian Grill
- Wine Pairing
- Go Local Luncheon
- Housewarming Party
- Alfresco Dinner Party
- Wine & Cheese
- Cocktail Party
- Dinner Party
- Charcuterie & Cheese Party
- House Cocktails
- Tasting Party
- Fruits De Mer
- Honey Brunch
- Olive Oil Tasting
- Crab Feast
- Backyard Barbecue
- Lobster Steam
- Margarita Party
- Cooking With Fire Party
- Sangria & Tapas Party

HOLIDAY PARTIES

BAHAMIAN BRUNCH



GUIDES, TIPS & VIDEOS

- GUIDE: Bahamian Brunch Setup >
- GUIDE: Bahamian Brunch Basics >
- RECIPE: Recipes for Your Bahamian Brunch >
- VIDEO: How To: Bahamas Inspired Brunch >
- VIDEO: How To: Create a Conch Salad >

8

Download Invitations

Download Party Playlist

WHY THIS PARTY WORKS

We were inspired to throw a party with one of Mexico's most beloved culinary exports as its theme — the soft taco — for a fun, festive and easy way to share a bahamian-brunch meal with friends and family.

FEATURED IN THIS ROOM



LANDING PAGE: PRODUCT LINE

Baking Tools

Prized by artisans,
relied upon by global operators

products and more for your home,
bakery or restaurant

[SHOP](#)

COOKIE SUPPLIES

CUPCAKE SUPPLIES

BREAD SUPPLIES

CAKE SUPPLIES

BAKER'S BLADES

BREAD KNIVES

WE PROUDLY CARRY
Demarle
PRODUCTS FOR YOUR
BAKING NEEDS

ROULPAT
SILPAT

The Demarle line of products is beloved by Artisan bakeries and home-bakers around the world for making the finest Silicone baking equipment that money can buy. No other baking mats, moulds and trays even come close!

[SHOP DEMARLE](#)

LANDING PAGE: VIDEO GALLERY

HOME SHOP BY: [Shop By Category](#) [Shop By Brand](#)

REQUIRED TESTING

- D.O.T. APPROVED TESTS
- ADULTERATION TESTS
- CLIA WAIVED TESTS

RAPID TEST KITS

- RAPID DETECT PRODUCTS
- RAPID ALCOHOL TESTS
- RAPID DRUG TESTS
- RAPID ORAL SCREENS
- RAPID TEST CUPS
- RAPID DIP CARDS
- RAPID NICOTINE TEST
- RAPID TEST ACCESSORIES

URINE

- ICUP DRUG SCREEN
- INTEGRATED E-Z KEY CUP
- ISCREEN DRUG TEST
- K2 TEST
- R T CARD
- R T DIP TEST
- R T K2 TEST
- ICASSETTE DRUG SCREEN
- NOBLE CUPS

SALIVA

- ALCO-SCREEN
- ISCREEN ORAL FLUID TEST
- QED SALIVA ALCOHOL TEST
- R T SDS
- ORALERT 6 ORAL
- ORATECTPLUS ORAL
- ORATECT III ORAL

STORE DIRECTORY

- CROSS-REACTION
- REFERENCE GUIDE
- CUSTOMER SUPPORT
- DRUGS OF ABUSE CHART
- INTERNATIONAL SHIPPING
- LINK EXCHANGE PROGRAM
- SAME DAY SHIPPING
- VOLUME DISCOUNTS
- STORE SPECIALS

WELCOME TO THE TV VIDEO HUB! [VISIT](#) [YOUTUBE CHANNEL!](#)

1 PANEL DRUG TESTS [Panel Drug Tests](#) [Category](#)

2 PANEL DRUG TESTS [Panel Drug Tests](#) [Category](#)

3 PANEL DRUG TESTS [Panel Drug Tests](#) [Category](#)

4 PANEL DRUG TESTS [Panel Drug Tests](#) [Category](#)

5 PANEL DRUG TESTS [Panel Drug Tests](#) [Category](#)

6 PANEL DRUG TESTS [Panel Drug Tests](#) [Category](#)

DIP DRUG TEST PROCEDURE [Panel Drug Tests](#) [Category](#)

TV

Please check out our very helpful videos.

[VISIT](#) [TV YOUTUBE CHANNEL!](#)

[VIEW VIDEOS PAGE 1](#)

Drug Test Instructions
(Procedure Card)



volusion®

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ACTION PLAN

- Display the ways you want to be contacted
 - Phone, email, store address, contact form, social media channels
- Provide your contact information throughout your site
 - Header, Footer, Contact page, Feedback Form, etc...
- Add forms to your site for your visitors to fill out

VISIBLE CONTACT

Sign-in My Account Contact Us Help 0 items: \$0.00

ALL NATURAL ODOR REMOVER

Toll Free: 866.478.2368

Keyword... SEARCH

HOME PET ODORS AROUND THE HOME OUR GUARANTEE FAQS REFER-A-FRIEND CONTEST WRITE-A-REVIEW CONTEST

ORDER HERE

- Original
- Plus
- Skunk
- Marine & RV
- Gels
- Gel Pearls
- SuperPrep Disinfectant
- Mechanical Diffuser
- Accessories
- Canadian Customers

MORE INFORMATION

- Free Ground Shipping
- How to Use
- Show Schedule
- Affiliates Program
- Video



Super Prep

POWERFUL DISINFECTANT & CLEANER. CONTROLS VIRUSES AND BACTERIA. REMOVES MOLD AND MILDEW. BIODEGRADABLE, ECO-FRIENDLY

SHOP NOW

30-DAY DOUBLE MONEY Back GUARANTEE

Free Shipping ON ORDERS OF \$20 OR MORE*

LEARN MORE

*FOR CONTIGUOUS 48 STATES ONLY.

WE ARE AN **Eco-friendly** ALL NATURAL ODOR REMOVER

VISIBLE CONTACT

STAY SOCIAL!

MY ACCOUNT / CONTACT US / CUSTOMER SERVICE / SHIPPING INFO

LIVE CHAT WITH US!

SEARCH...

FASHION ELECTRICALS/HI-FI SPORTS AND LEISURE EDUCATION BEAUTY APPLIANCES GADGETS EXECUTIVE GIFTS

MENU

Laptops And Computers

- Amazon
- Apple Store UK
- Apple Store US
- Best Buy
- Cancom UK
- Cisco
- Comet
- Comp USA

ABOUT US MY ACCOUNT PRODUCTS HELPFUL INFO QUESTIONS?

Company Info
Contact Us
E-Newsletter

View Cart
Sign-In
Order Status

Category Index
Product Index
Site Map

Shipping & Returns
Privacy Policy
Terms & Conditions

Questions? Call Us!
Toll-Free: 800-
Mon-Fri 9am-5pm EST

ACCESSIBILITY

We are still testing and modifying this website for easier accessibility and mobile smart phone friendly facility. There may still be some pages that are being developed by the third parties which do not fully meet our standards. If you have any difficulty browsing or placing your order please contact our customer service team immediately or our office near you and we would try to help you as quick as possible. We also welcome your suggestions or feed backs. Please [contact us](#) with your concerns.

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“CONTACT US” PAGE

The page has a rustic, vintage aesthetic with a wooden background and paper-like textures. At the top right is a navigation bar with links for "Search...", "MY ACCOUNT / SIGN IN", "MY WANTS", "ORDER STATUS", and "MY BAG". Below it is a shopping cart icon showing "0 ITEMS, \$0.00". The main content area features a title "Wardrobe Round Up" and a call to action: "To get started, shed some light about yourself by answering a few questions below...". There are several input fields for user information: "How can we help?", "Name*", "Email Address*", "Phone Number (555-555-5555)", "Birth Month/Year (MM/YY)", and "Tell us about your personal style*". A section asks, "What items in your closet could you not live without?" with a text input field. A question "Have you shopped with us before?" has two radio button options: "yes" and "no". A decorative banner at the bottom right says "Giddy up!". A note at the bottom left states, "Yeehaw! You're almost done. Simply click the button to the right and ya'll be hearing from us shortly." A footer at the bottom center says, "We always offer FREE SHIPPING! Click [here](#) to get the details."

“CONTACT US” PAGE

CONTACT US

*NAME:

COMPANY:

*EMAIL:

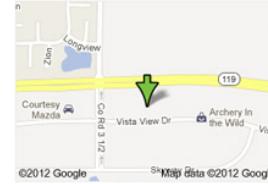
PHONE:

ORDER #:

COMMENTS:

VISIT US

1234 VISTA LAGO DRIVE
CITYVILLE, CO 56724
M-F 9AM-4PM



EMAIL US

SUPPORT@US.COM

CALL US

TOLL FREE: 1-888-555-7744
LOCAL: 512-123-4567

FAX US

1-888-555-4477

CHAT WITH US

LIVE CHAT!

SUBMIT

“CONTACT US” PAGE



Name:

Email:

Subject:

Message:

SUBMIT

FEEDBACK FORM

[WHAT'S NEW](#)[CLOTHES](#)[DESIGNERS](#)[SHOES](#)[ACCESSORIES](#)[OUR PICKS](#)[SALE](#)[BLOG](#)

FEEDBACK FORM

The screenshot shows a website's header with navigation links: WHAT'S NEW, CLOTHES, DESIGNERS, SHOES, ACCESSORIES, OUR PICKS, SALE, and BLOG. Below the header is a main image featuring a person's legs in strappy sandals. A pink feedback overlay is centered over the image. The overlay contains fields for NAME and EMAIL, a newsletter sign-up checkbox, a PRAISE text area, an OVERALL RATING scale from 1 to 5 stars, and a SUBMIT button. A red box highlights a 'FEEDBACK' button located on the right side of the page, just below the main image.

WHAT'S NEW CLOTHES DESIGNERS SHOES ACCESSORIES OUR PICKS SALE BLOG

HAVE A QUESTION? LOVE US! SHOP MISHAP! FEEDBACK

NAME

EMAIL

Yes! Sign me up for your monthly newsletter!

PRAISE

OVERALL RATING: ★★★★★

SUBMIT

SHOP SHOES

SHOP ACCESSORIES

SHOP JUST IN

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ACTION PLAN

- Add Social Media Icons so your customers can connect with your business on other social platforms.
- Display a Promotion
 - Special offer for returning customers
 - Products, services, or events you offer
 - Advertisements
- Turn the Thank you page into a helpful resource page.
 - Add most popular posts, infographics, resource page guides, tutorials, etc..
 - Strengthens visitors' perceptions of you as an expert in your area

OFFER AN INCENTIVE TO SHOP AGAIN

Your order is now complete!

Your order number is 001.



We 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 review your orders, print invoices, and more, from your [Account Page](#).

Thank you & please visit again!

TAKE 10% OFF YOUR NEXT ORDER!

Enter the coupon code 'Get10' at checkout next time you're purchasing from us.

FEATURED PRODUCT SCROLL

THANK YOU!

YOUR ORDER NUMBER IS **102**

We have sent you a copy of your receipt via email.
[click here to view / print a copy of your receipt](#)

Track packages, review orders, print invoices and more from your [My Account](#) page.

JOIN OUR MAILING LIST AND GET EXCLUSIVE DEALS AND UPDATES! [SIGN UP](#)

FEATURED PRODUCTS



FEATURED PRODUCT \$150.00	FEATURED PRODUCT \$150.00	FEATURED PRODUCT \$150.00	FEATURED PRODUCT \$150.00
------------------------------	------------------------------	------------------------------	------------------------------

CONNECT WITH SOCIAL MEDIA

Thank You for Your Order

THANK YOU FOR PLACING YOUR ORDER. YOUR ORDER NUMBER IS 1.



We have sent you a copy of your receipt via e-mail. You may also click [here](#) to view / print a copy of your receipt.



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



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404 ERROR: THE DEFAULT

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**.

ACTION PLAN

- Create a custom 404 error page
 - Eases frustration
 - Can inject humor into this page
- Add links to popular pages or the home page
 - Helps your customer get back on track

404 ERROR: GENERAL OOPS



[Home](#) | [Contact us](#) | [My Account](#) | [My Basket](#)

[Fresh Water Flies](#) | [Salt Water Flies](#) | [Fly Tying Materials](#)
[Fly Tying Tools](#) | [Accessories](#) | [Gear](#) | [Novelties](#)

404 ERROR: USE HUMOR



404 ERROR: LINKS & INFO

Oops! We Can't Find That Page

Try a quick search (above) or check out the latest news below:



NEWS/ OH BUGGER, HMMM...
**THAT'S WHAT
OUR SERVER
SAID? BLERG!**



PHOTOS/ WE DONT HAVE A PHOTO OF
THAT?



VIDEOS/ WE DO HAVE A LOT OF CLIPS
BUT NOT HERE.



VIDEOS/ SORRY, THIS IS MORE THAN A
BUFFERING ISSUE.

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ACTION PLAN

- Use the social media platforms that you are comfortable using, and that fit your business
- Create a brand worthy of social sharing
- Make Social Sharing visible on interior pages
- Reward your followers

SHARING & TEMPLATE ICONS



Login | Register | My Account | Order Status | Help/FAQs

Shopping Cart 0 [checkout >>](#)



HOME

ABOUT US

SHOP

CONTACT US

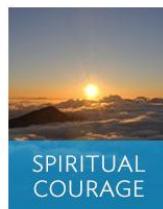
THE SEEKER

Enter keyword or item #...

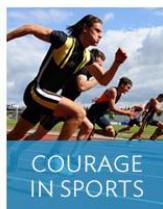


**SHARE YOUR
STORY** HOW CAN YOU BE
COURAGEOUS? ▶

Meet the Seeker
THE SYMBOL OF COURAGEOUS LIFE ▶



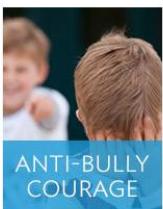
SPIRITUAL
COURAGE



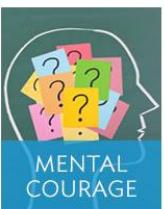
COURAGE
IN SPORTS



COURAGE
IN HEALTH



ANTI-BULLY
COURAGE



MENTAL
COURAGE



MILITARY
COURAGE

COURAGEOUS NEWSLETTER SIGNUP

Enter email address...

SUBMIT

MOBILE VIP SIGNUP

Enter phone number...

SUBMIT

Company Info

About Us
Contact Us
Privacy Policy

My Account

Login/Register
Shopping Cart
Order Status

Customer Service

Help/FAQ
Shipping & Deliveries
Returns & Exchanges



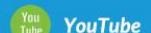
STAY CONNECTED WITH US



Facebook



Twitter



YouTube

Blogger

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180 N. Westmonte Dr, Altamonte Springs, FL 32714. Phone: 407-979-4676

SHARING & TEMPLATE ICONS



HOME ABOUT US SHOP CONTACT US THE SEEKER

Login | Register | My Account | Order Status | Help/FAQs

Shopping Cart 0 [checkout >>](#)



Enter keyword or item #...



Shop

Decals

Silicone Wrist Bands

Stuffed Animals

T-shirts

Company Info

About Us

Blog

Returns

Shipping

Site Help / FAQ



+ Larger Photo Email a Friend



Home > Shop > T-shirts > Ladies >

Take A Stand For What You Believe In

Our Price: \$20.00

This item qualifies for FREE SHIPPING!
Product Code: LADIES-TAKEASTAND

PRODUCT OPTIONS

Choose Your Color

Color*: Blue ▾

Size*: Small
Medium
Large
XL
XXL

Qty: 1 [ADD TO CART](#) + Add To Wish List



Online Payment Service

Description

Ladies Premium Fitted Short-Sleeve Cotton Crew

Key Features:

100% combed cotton jersey
4.3-oz.
32 singles for extreme softness
1x1 baby rib-knit set-in collar

COURAGEOUS NEWSLETTER SIGNUP

Enter email address...

SUBMIT

MOBILE VIP SIGNUP

Enter phone number...

SUBMIT

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STAY CONNECTED WITH US



Facebook



Twitter



YouTube

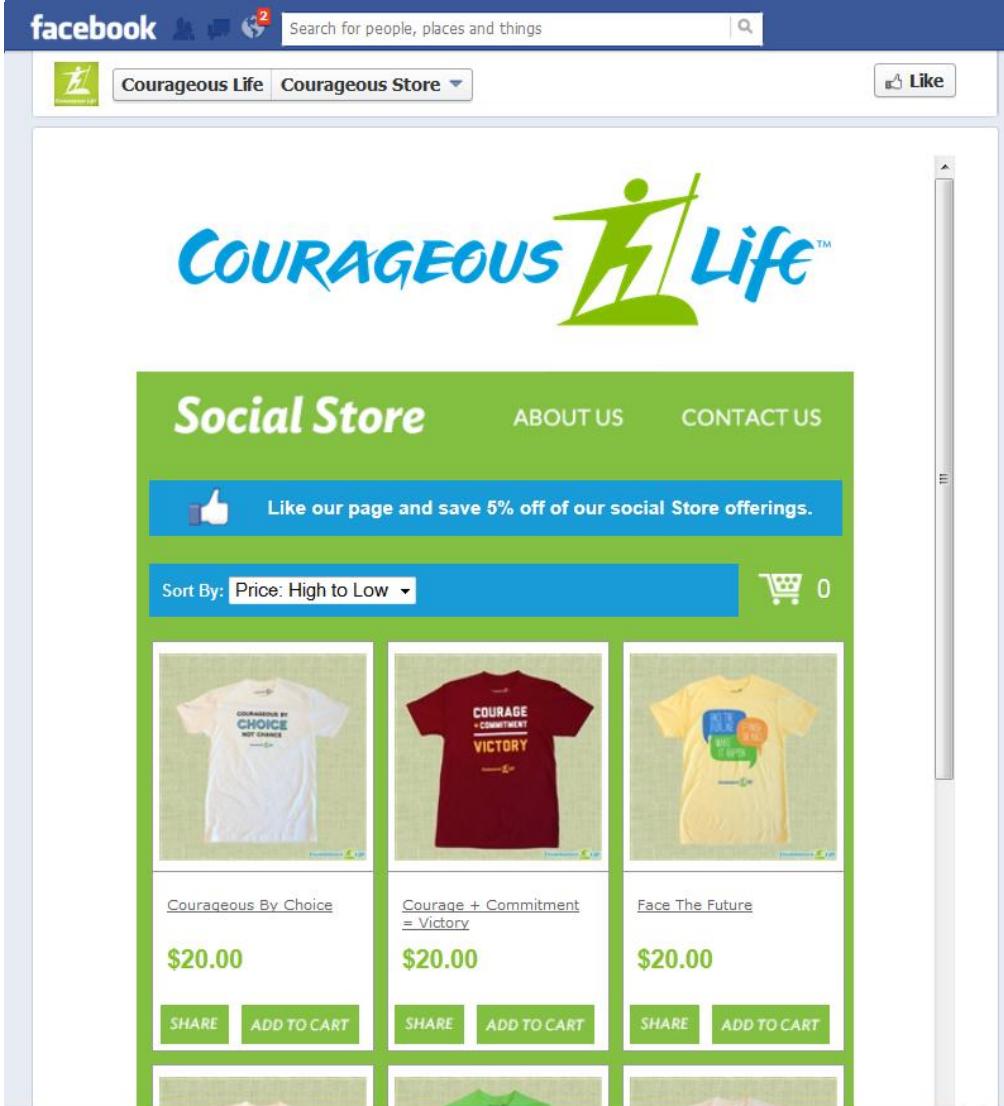


Blogger

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FACEBOOK / SOCIAL STORE



The image shows a Facebook application window for "Courageous Life". At the top, there's a blue header bar with the Facebook logo, a search bar, and a "Like" button. Below the header, the Courageous Life logo is displayed, featuring a stylized green figure running with arms raised. The main content area has a green header with the text "Social Store", "ABOUT US", and "CONTACT US". A blue banner below the header encourages users to "Like our page and save 5% off of our social Store offerings." The main content displays three t-shirts for sale:

T-shirt Description	Price	Action Buttons
Courageous By Choice	\$20.00	SHARE ADD TO CART
Courage + Commitment = Victory	\$20.00	SHARE ADD TO CART
Face The Future	\$20.00	SHARE ADD TO CART

FACEBOOK / SOCIAL STORE

The screenshot shows a Facebook page interface for "Courageous Life". At the top, there's a blue header bar with the Facebook logo, a search bar containing "Search for people, places and things", and a "Like" button. Below the header, the "Courageous Life" page tab is selected. The main content area features the "COURAGEOUS Life" logo with a stylized green figure. A modal window titled "Your Cart" is open, showing one item: "Take A Stand For What You Believe In - Blue - Medium" at \$20.00. The subtotal is \$20.00, and there are "Continue shopping" and "CHECK OUT" buttons. Below the cart, there's a large image of the t-shirt and the text "Take A Stand For What You Believe In \$20.00". A size selection dropdown shows "Size *" with "Medium" selected. Other options include "Small", "Large", and "XL".

SOCIAL BAR

New Arrivals Specials Gift Certificates Clearance Contact Us Find the Perfect Beads...

Sea Glass Beads

SHOP NOW

Beads

- Czech Glass
- Sea Glass
- Designer Crystals
- Gemstone Beads
- Glass Pearls
- Nut, Shell and Wood Beads
- Toho Seed Beads

Metal Findings

- Crimp Beads / Tubes
- Earwires
- Eyepins
- Headpins
- Jump Rings
- Lobster Clasps
- Split Rings

Stringing Supplies

New Arrivals

SHOP ALL BEADS

METAL FINDINGS

Items on Sale

Get Social

SOCIAL BAR

New Arrivals Specials Gift Certificates Clearance Contact Us Find the Perfect Beads...

Sea Glass Beads

SHOP NOW

Beads

- Czech Glass
- Sea Glass
- Designer Crystals
- Gemstone Beads
- Glass Pearls
- Nut, Shell and Wood Beads

Tell Us Your Ideas

Are you a fan? [Like](#) [Follow](#) [Live chat](#) [Hide Bar](#)

Get Social

New Arrivals

SHOP ALL BEADS

Facebook **Twitter Feed** **Facebook Friends**

Rizo Czech glass beads have been listed! Use promo code: rizo15 for 15% off all Rizo beads! Valid thru May 14th.

We now have 119 SuperDuo colors

Agenda

photography

contact info

typography

thank you page

navigation

404 error page

slideshow

social media

landing pages

trends

TILING LAYOUT

The screenshot shows a website for 'Espresso COFFEE MACHINES' with a tiling layout. The top navigation bar includes links for About Us, My Cart (0 items \$0.00), Espresso Machines, Coffee Makers, Grinders, Accessories, and a search bar. The main content area features several tiles:

- A large central image of two glasses being filled with espresso from a machine.
- An image of a hand pressing a button on a coffee machine with the text "The Perfect Cup Everytime".
- A woman holding a cup with the text "Coffee that Fits Your Schedule. No Waiting. No Hassle."
- A small image of a coffee machine with the text "Save 20% Use Code: EASYSPRESSO".
- A small image of a coffee machine with the text "Brew a Great Cup at a Great Price. Less Expensive. More Quality."

The footer contains links for About Us, My Account, Shopping, Helpful Info, and a newsletter sign-up form. It also includes payment method icons (Visa, MasterCard, American Express, Discover) and social media links for Facebook and Twitter.

VERTICAL NAVIGATION

The screenshot shows the homepage of the Castor & Pyle website. On the left, there is a vertical navigation menu with links for 'View Bag', 'CASTOR & PYLE' (the main logo), a search input field, 'What's New', 'Women', 'Men', 'Shoes', 'Accessories' (which is underlined to indicate it's the current category), 'Vintage', and 'Sale'. The main content area features a grid of six promotional banners:

- WEAR IT BLACK the classics**: A woman in a black dress.
- FALL CLEARANCE make room for spring**: A woman in a white dress.
- ANIMAL PRINT BAGS**: A woman holding a brown handbag.
- SEQUIN DRESSES**: A woman in a sequin dress.
- MEN'S FASHION for the man**: A man in a suit.
- HEAD SCARVES starting at \$19**: A woman wearing a headscarf.
- ACCESSORIES they're all here**: A woman holding a handbag.
- SELECT JEWELRY**: A woman wearing a necklace.

At the bottom of the page, there are sections for 'NEWSLETTER SIGNUP' (with a form to enter an email address), 'COMPANY INFO' (links to About Us, Contact Us, Privacy Policy, Login / Register, Shopping Cart, and Order Status), 'MY ACCOUNT' (links to Help/FAQ, Shipping & Deliveries, and Returns & Exchanges), and 'CUSTOMER SERVICE' (links to SSL secure site information and logos for VISA, MasterCard, American Express, and Discover). The footer also includes a copyright notice: "© 2013 Castor & Pyle. All Rights Reserved. Powered by Volusion."

FIXED HEADER

The screenshot shows the homepage of Fab.com with a fixed header. The header includes a search bar, the brand name "Fab.", and a login link. Below the header is a navigation menu with categories: Furniture, Home, Art, Vintage, Jewelry, Women, Men, Pets, Food, and Fun. A promotional banner at the top says "Fab is Everyday Design. Smile, you're designed to." with "Sign Up" and "Login" buttons. The main content features a large image for "The Outdoor Shop" with a red birdhouse and colorful outdoor items. Below this are sections for "Oasis Rugs" showing various patterns, and "New Arrivals" featuring white bedding.

FIXED HEADER

The screenshot shows the homepage of Fab.com with a fixed header. The header includes a search bar, a login link, and a navigation menu with categories like Furniture, Home, Art, Vintage, Jewelry, Women, Men, Pets, Food, and Fun. Below the header, there are several product cards. On the left, there are two cards for patterned fabrics: one with blue and beige geometric shapes and another with red, orange, and blue circular patterns. In the center, there are two cards for patterned surfaces: one with green and blue circles and another with red and white circles. On the right, there is a card for a red and white patterned placemat with cutlery. At the bottom, there are two promotional sections: one for 'The Fab Outlet' featuring a red figurine and yellow earbuds, and another for a yellow letter 'g' and red cutlery.

Furniture Home Art Vintage Jewelry Women Men Pets Food Fun

Search Fab Login

Furniture Home Art Vintage Jewelry Women Men Pets Food Fun

Exclusively Fab

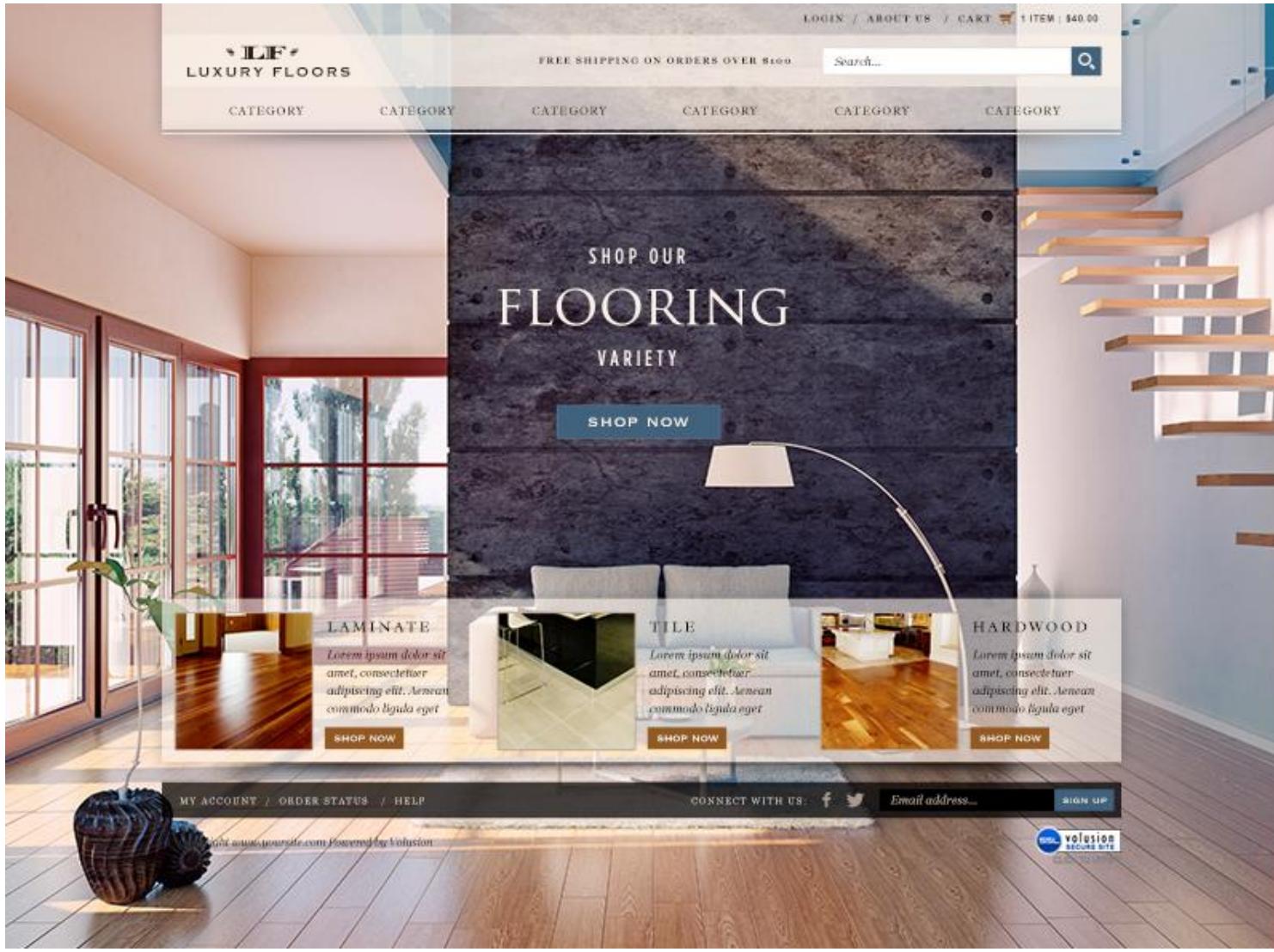
The Fab Outlet
Everyday Design. Deeper Discounts.

Browse & Discover

FIXED HEADER

The screenshot shows the homepage of the Fab.com website. At the top, there is a fixed header bar with a dark background. On the left is a menu icon (three horizontal lines). In the center is a search bar with the placeholder "Search Fab.". To the right of the search bar is the word "Fab." in a large, white, sans-serif font. Further to the right is a "Login" button with a lock icon. Below the header, there is a navigation bar with categories: Furniture, Home, Art, Vintage, Jewelry, Women, Men, Pets, Food, and Fun. The main content area features several product images: a patterned rug, a geometric wall art, a red and white table setting, a red figurine, yellow earbuds, a yellow letter 'g', and red plastic cutlery. A promotional section for "The Fab Outlet" is shown with the text "Everyday Design. Deeper Discounts." Below this, there is a "Browse & Discover" section with images of a dining table setting and a colorful, melted sculpture.

LARGE IMAGERY



POPS OF COLOR



The website header features a dark navigation bar with a search bar, a "FREE SHIPPING" offer, a checkout button showing 0 items and \$0.00, and a login link. Below the header is a menu with categories: SWIM, BIKE, RUN, APPAREL, TRAINING/RECOVERY, NUTRITION, RENTALS, BRANDS, OTHER SPORTS, and YOUR ACCOUNT.

» SWIM
BIKE
RUN

SHOP SWIM GEAR »

POPS OF COLOR



Ücretsiz
Kargo



Peşin Fiyatına
3 Taksit



%100
Orijinal

Üye Girişi | Üye Ol | Sepetim

0

Ara |

mizu .un ortak olduğu markasıdır.

Her gün başka bir sen!

Vitrin

Parfüm

Takı

Saat

Gözlük

Makyaj

Kişisel Bakım

Giyim

İç Giyim

Markalar

Shiseido ile
hayatı renklendir

[Alışverişe Başla >](#)

Ashyl
Kalpli Zincir Bileklik

94,90 TL
[İncele | >](#)

Calvin Klein
Calvin Klein One Shock For Her Women 200 ml EDT Bayan Parfüm

241,00 TL
89,90 TL
[İncele | >](#)

Calvin Klein
Calvin Klein Euphoria 100 ml EDP Bayan Parfüm

257,00 TL
99,90 TL
[İncele | >](#)

Paco Rabanne
Paco Rabanne 1 Million 100 ml EDT Erkek Parfüm

194,00 TL
119,00 TL
[İncele | >](#)

COLOR BLOCKING

The screenshot shows the homepage of the Folli Follie website. The top navigation bar has an orange background. It includes links for "USA" (with a dropdown arrow), "STORE LOCATOR", "FREE SHIPPING INFO", "CUSTOMER SERVICE" (with a dropdown arrow), "SIGN IN", and a shopping cart icon. Below the navigation is a search bar with the placeholder "Please enter your email address" and a "►" button, followed by another search bar with the placeholder "Please enter your search terms here" and a magnifying glass icon.

The main menu below the navigation bar includes "JEWELLERY", "WATCHES", "HANDBAGS & WALLETS", "COLLECTIONS", and "FF WORLD".

The central feature is a large advertisement for "IT GIRL RULE No.2 LOUNGE IN STYLE!" featuring two women in bikinis and sunglasses relaxing on a beach. The ad is framed by blue and white horizontal stripes and orange chevron-like arrows at the ends.

Below the advertisement, a banner states "Free Ground Shipping On Orders Over \$100, Free Exchanges". To the right, there's a "FOLLOW US" section with icons for Facebook, Twitter, Google+, YouTube, and a blog link.

The footer contains several sections: "FOLLI FOLLIE" with links to "About Us" and "News & Events"; "CATEGORIES" with links to "Jewellery", "Watches", "Handbags & Wallets", and "Collections"; "SHOPPING GUIDE" with links to "Order Tracking", "Free Shipping Info", "Exchanges & Returns", and "Store Locator"; and "CUSTOMER SERVICE" with links to "My Account", "Track Your Order", an email icon, and a phone icon indicating "Mon - Fri: 9AM - 5PM EST".

At the very bottom, a dashed-line navigation bar offers links to "Email Signup", "Affiliate Program", "Corporate Gifts", "Privacy Policy", "Terms & Cond.", "Investor Relations", and "Sitemap".

MUTED PASTELS

Shop Our Story History Help Contact the WEEKLY SPECS MY ACCOUNT MY SHOPPING BAG / 0 ITEM



WHAT WERE YOU SAYING ON TWITTER

On sale this week are these classy and just oh so wonderful orange rust cat eye glasses! Only \$69.00! See em here >

You should Follow Us



ALL THE FACEBOOK GOODNESS



READ THE SPECTACLE – THE MUSINGS OF THE VOS TEAM

Our infatuation with vintage eyewear has led us to gather and collect genuine vintage glasses from the 1850s through the 1980s. Whether you're trying to channel the timeless beauty of Marilyn Monroe's cat eye glasses, or Johnny Depp's vintage horn rimmed specs. We stock authentic vintage eyeglasses that were lovingly handcrafted, not produced – giving each pair that character, history and quality you will adore.

[SHOP](#) | [OUR STORY](#) | [HISTORY](#) | [HELP](#) | [CONTACT](#) | [THE WEEK SPECS](#)

MUTED PASTELS



HOME | WEDDING STATIONERY | FAVORS | LOGOS | INFORMATION | ABOUT | BLOG | CONTACT



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PRODUCTS
Wedding Stationery
Wedding Logo's
Wedding Favors
Custom Design
Samples

ORDERING
Print Colours
Fonts
Envelope Colours
FAQ's
Terms and conditions

Like us on Facebook
Follow us on Twitter
Follow us on Pinterest
Read our Blog

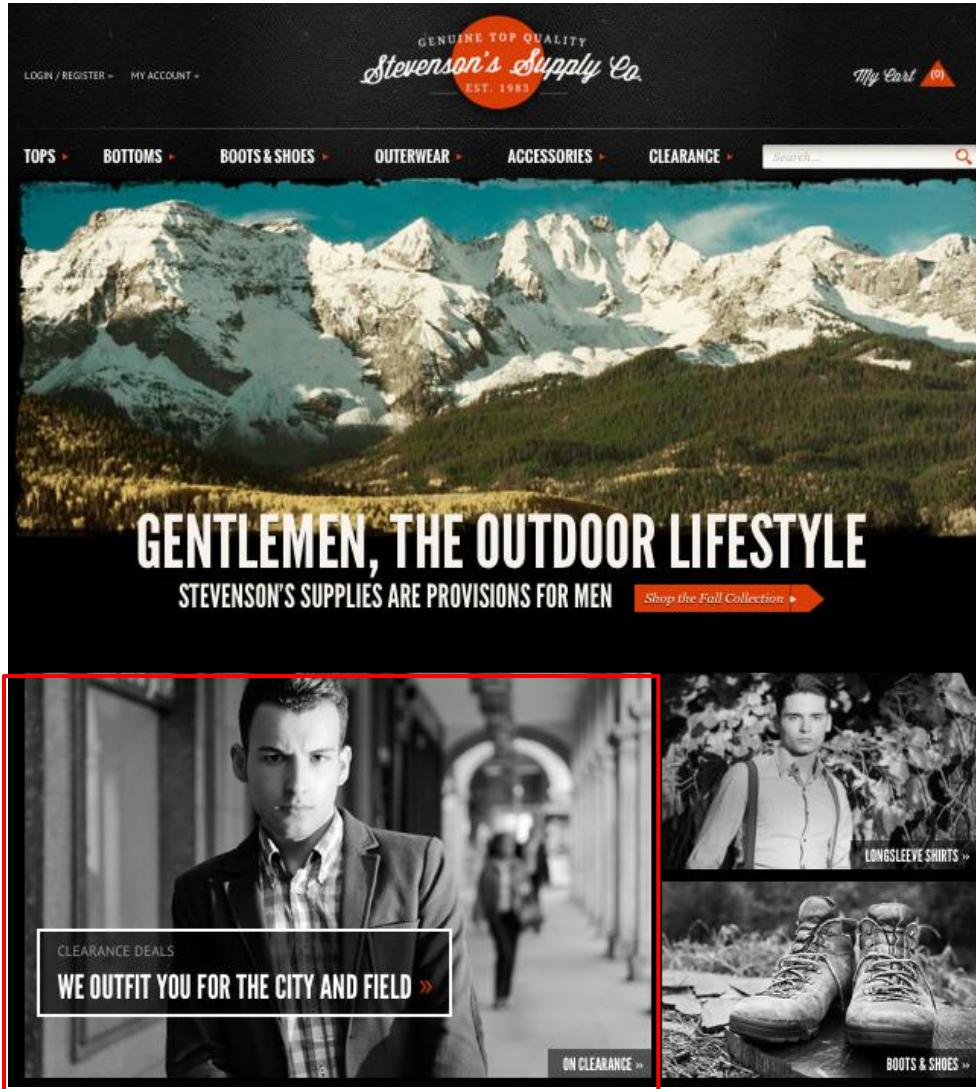
DESIGN BY THE PRINT FAIRY | WEBSITE DEVELOPMENT BY MORRIS BEAR

ABOUT
In the Media
Testimonials
Gallery
Contact Us

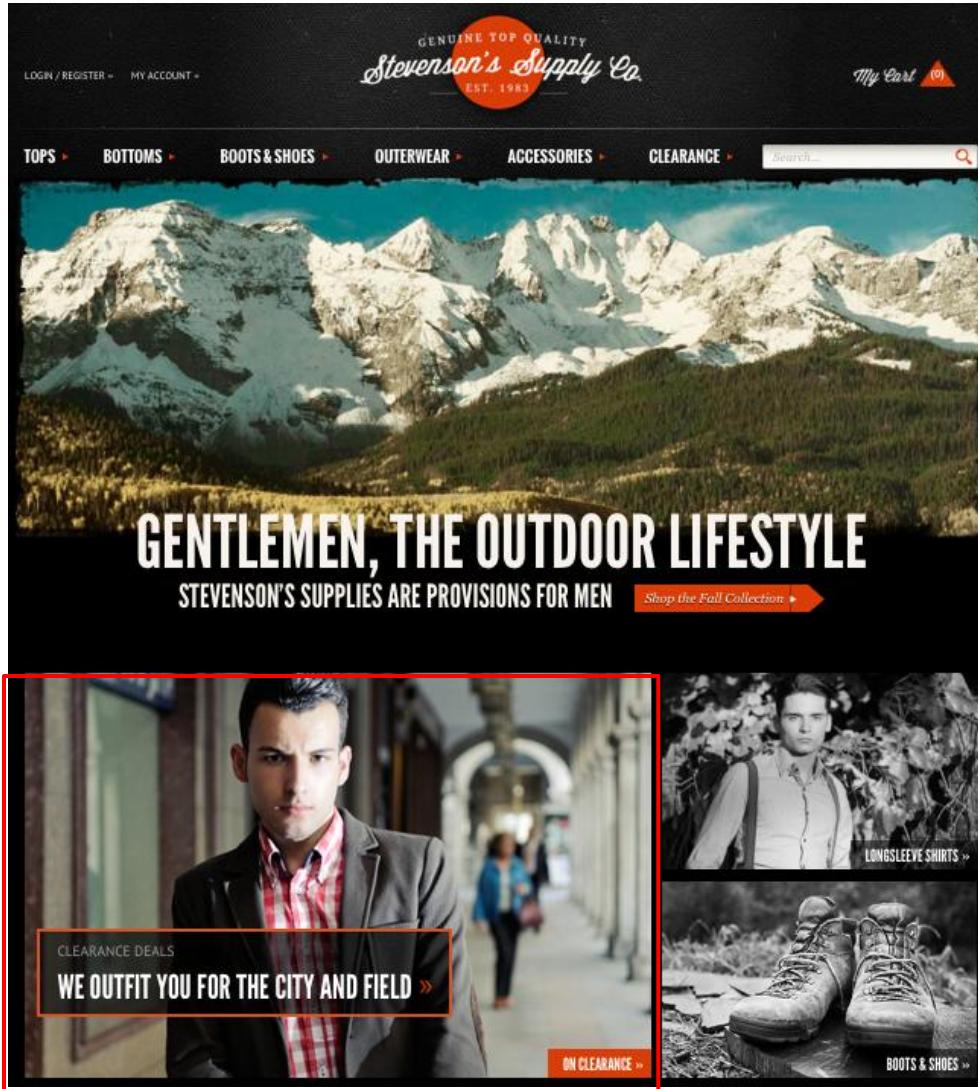
PHONE



B&W TO COLOR



B&W TO COLOR



and now, time for a little



Thank You

RECEIVE 30% OFF YOUR CUSTOM DESIGN PURCHASE
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