



# Design Best Practices and Tips for the Holiday Season and Beyond

December 4, 2010



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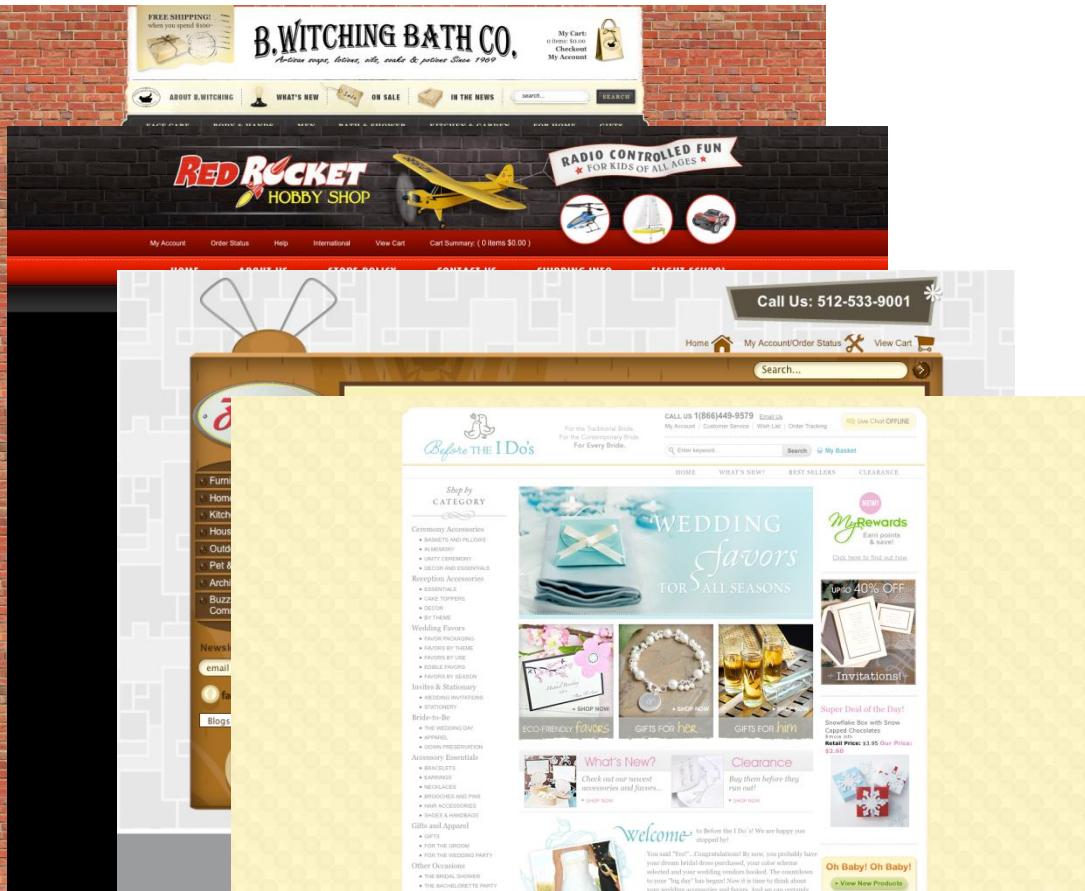
# Agenda

- Why Design Matters
- Best Practices
- Worst Practices
- Seasonality
- Mobile
- Q&A

# Terminology

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

# Why Design Matters



- Identity
- Differentiation
- Credibility
- Conversion

# Best Practices – Menu's

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

The screenshot shows a top navigation bar with the following elements:

- Phone icon +44 (0)191 473 9070
- Select your currency dropdown (GBP)
- Handbag icon Your shopping bag: 0 items Total: £ 0.00
- Logo: Nicola Whitman
- Text: Nicola Whitman
- Navigation links: Home, Womens, Jewellery, Stationery, Sale, Testimonials, Contact
- Search bar: Enter Keywords, Search button

The screenshot shows a top navigation bar with the following elements:

- BuyAutoCovers.com logo with an umbrella icon
- Phone icon 1-888-553-5329
- FAST FREE GROUND SHIPPING
- HASSLE FREE GUARANTEE
- Order Status, Help, Contact Us, Canadian flag
- Home icon
- Car Covers, Truck Covers, SUV Covers, Van Covers
- My Cart: 0 Items
- Checkout button



# Best Practices – Menu's

teresaldama 

Welcome, [Log in](#) 

MY ACCOUNT SHOPS NEWSLETTER HELP CONTACT US

[HOME](#) [NEW PRODUCTS](#) [NECKLACES](#) [BRACELETS](#) [EARRINGS](#) [BROOCHES](#) [OTHERS](#) [OFFERS](#)   [Search](#)

1st Nav Menu

- [Volusion Gear \(3\)](#)
- [Bluetooth \(1\)](#)
- Category 1 (5)
  - [Sub Category 1 \(24\)](#)
  - [Sub Category 2 \(23\)](#)
  - [New Category \(22\)](#)
  - [New Category \(21\)](#)
- Your Sub Category Name 1 (9)
  - [New Category \(20\)](#)
  - [Your Sub Category Name 2 \(10\)](#)
  - [Your Sub Category Name 3 \(11\)](#)
- [Other \(2\)](#)
- [Your Category Name 4 \(4\)](#)

2nd Nav Menu

- [SALE \(12\)](#)
- [Your Other Links 2 \(13\)](#)
- [Your Other Links 3 \(14\)](#)

3rd Nav Menu

- [Some More Links 1 \(17\)](#)
- [Some More Links 2 \(18\)](#)
- [Some More Links 3 \(19\)](#)

4th Nav Menu

- [Your Category Name 7 \(7\)](#)
- [Your Category Name 8 \(8\)](#)
- [Your Category Name 6 \(6\)](#)

5th Nav Menu

{click to add new category}

6th Nav Menu

{click to add new category}

7th Nav Menu

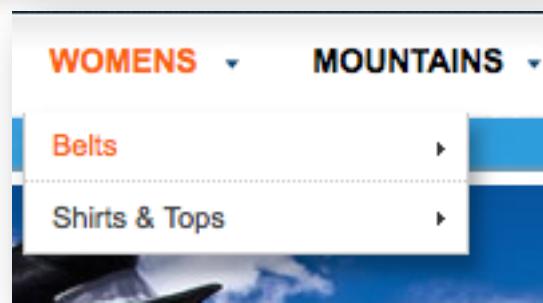
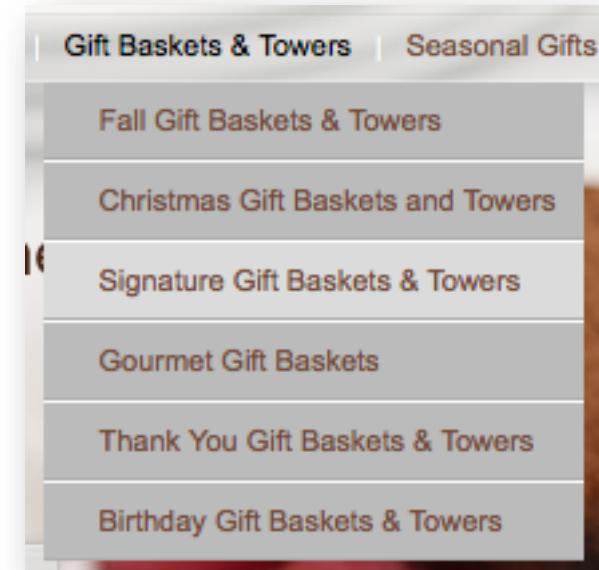
{click to add new category}

8th Nav Menu

{click to add new category}

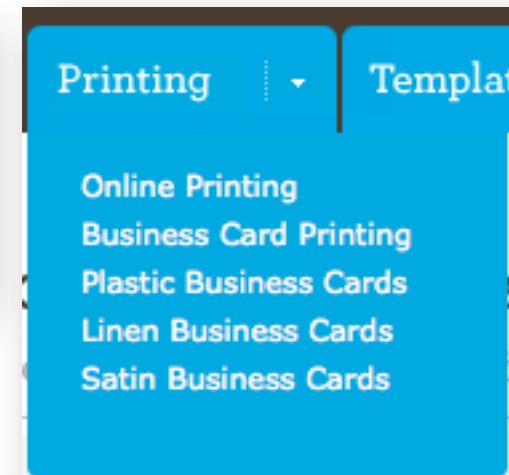
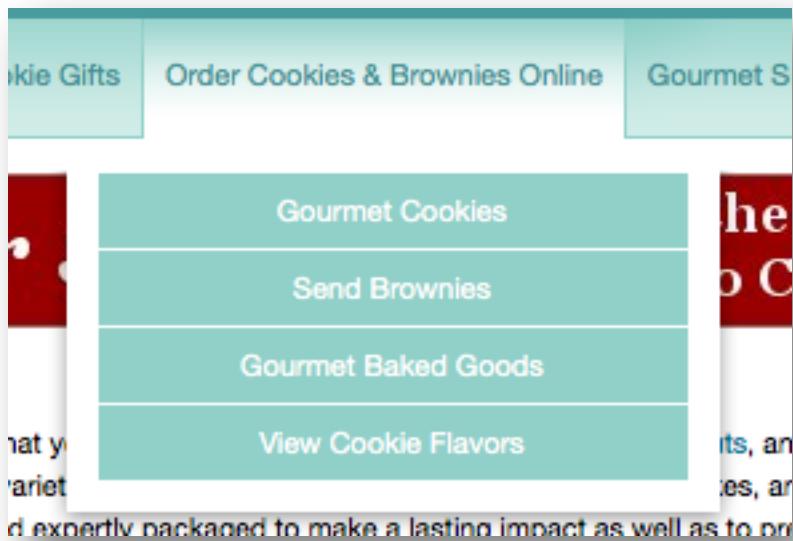
# Best Practices – Menu Types

There are three main types of navigation menu's, DropDown, Tree Expand and List Item.



# Worst Practices – Dropdowns

There are three main types of navigation menu's, DropDown, Tree Expand and List Item.



# Best Practices – Menu Types

There are three main types of navigation menu's, DropDown, Tree Expand and List Item.

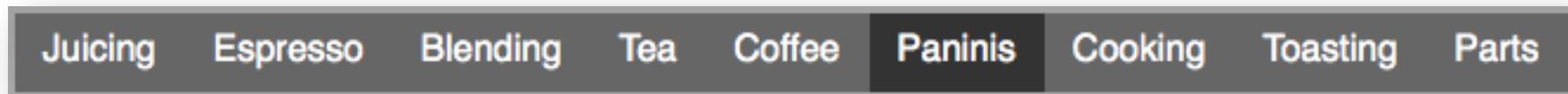
- newborn essentials
- [organic baby clothes](#)
- onesies & one-pieces
- shirts & tops
- [bottoms- pants & shorts](#)
- outwear, sets & sweaters
- dresses & skirts
- accessories
- organic toddler clothes
- organic baby bedding

- Headpieces**
  - Wedding Headbands
  - Wedding Tiaras
  - Flowers & Feathers
  - Combs & Hair Pins
  
- Wedding Jewelry**
  - Jewelry under \$30
  - Rhinestone & Crystal
  - Pearl Jewelry
  - Other

- Dog Beds**
  - > Bolster & Donut Dog Beds
  - > Dog Blankets & Dog Mats
  - > Rectangle & Pillow Dog Beds
  - > Round Dog Beds
  - > Sofa & Double Donut Dog Beds
  - > Eco Friendly Dog Beds
  - > Designer Dog Beds
  - > Square Dog Beds
  
- Dog Bowls
- Dog Carriers

# Best Practices – Menu Types

There are three main types of navigation menu's, DropDown, Tree Expand and List Item.

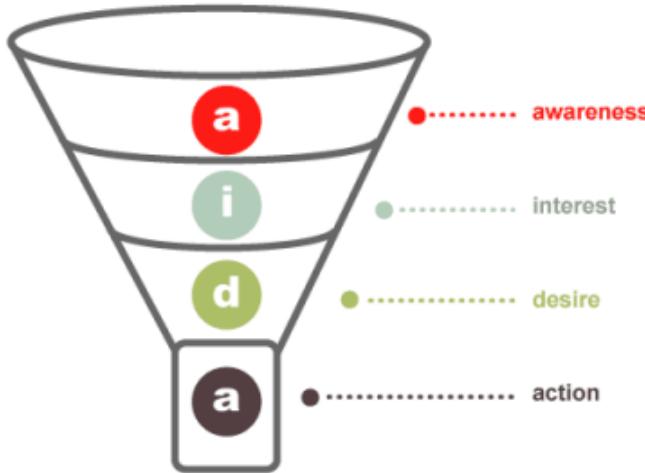


WHAT'S NEW  
DRESSES  
TOPS  
BOTTOMS  
**KNITS/OUTERWEAR**  
SHOES  
ACCESSORIES  
SALE  
COMING SOON!

UGG & JIMMY CHOO  
WOMEN  
MEN  
KIDS  
FALL 2010 LOOK BOOK  
RETAIL STORES  
EXPERIENCE

ORIGINAL ART ♥  
ART PRINTS  
FASHION  
ACCESSORIES  
STATIONERY  
HOME DECOR  
MUSIC  
CRAFT  
CHILDREN

# Best Practices - Homepage



KINERASE®

SIGN IN | REGISTER | SHOPPING CART | WISH LIST | CUSTOMER SERVICE  
ORDER BY PHONE: 1-800-321-4576 [f](#) [t](#) [c](#) CHECK OUT

PRODUCTS SPECIAL OFFERS PHYSICIAN INFO ABOUT KINERASE INSIDER PROGRAM SEARCH

## And the winner is ...

WINNERS OF THE 2010  
**allure BEST OF BEAUTY AWARDS!**

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

Kinerase® Cream  
voted *Best Product For Sensitive Skin*

[shop now](#)

Visit Kinerase on Facebook for more details on these awards!



**C8 PEPTIDE TV OFFER**  
exclusive offer

SEE WHAT OUR CUSTOMERS ARE SAYING ABOUT KINERASE C8 PRODUCTS!  
"I've used C8 for about 2 months. I've got a smoother overall complexion & no more redness or dry skin."

"When I found Kinerase C8 Peptides I had tried just about every product on the market (including pretty much all the infamous luxury brands) and I found that nothing I've used compares to the C8 Peptides."

"Now that I started using C8 my face has never looked better. My makeup goes on smoother and looks even. I feel this product makes me look 5 years younger."

SITE MAP | CUSTOMER SERVICE | ABOUT KINERASE | INSIDER PROGRAM | INTERNATIONAL SALES | JOBS | AUTHENTICITY | PRIVACY POLICY

KINERASE® is a registered trademark of Valeant Pharmaceuticals International or its related companies ©Valeant Pharmaceuticals North America 2009

# Best Practices - Homepage

- Place promotions in the sweet spot
- Use slideshows if necessary

**DecorPlanet.com**  
affordable luxury for your home

CLICK HERE FOR SHOWROOM LOCATIONS  
New York & Pennsylvania

1-800-504-9974

Vantage  
Secure  
TESTED 15-NOV

Help Center Shipping & Returns My Account Shopping Cart

\* ON SALE NOW \* BEST SELLERS HD PRODUCT VIDEOS CUSTOMER PHOTOS BUYING GUIDES BLOG

Search:  GO!

FREE SHIPPING In The Continental US On Almost Every Product\*

LIVE CHAT Available: 10AM - 6PM

Shop Departments

- BATHROOM VANITIES
- BATHROOM ACCESSORIES
- MIRRORS
- LINEN & MEDICINE CABINETS
- STEAM SHOWERS
- SHOWER EQUIPMENT
- WHIRLPOOLS AND TUBS
- TOILETS & BIDET
- FAUCETS
- VESSEL SINKS
- MOSAIC TILE
- RANGE HOODS

PRE-ORDER & SAVE

Click Here and save up to 15% on out-of-stock items

WHOLESALE

Contractors and Retailers click here to

**up to 50% OFF**  
On Select Modern and Contemporary Vanities

The freshest styles of bathroom vanities and bathroom products on the web, at absolutely unbeatable prices!

**BATHROOM VANITIES** **BATHROOM ACCESSORIES** **MIRRORS** **LINEN & MEDICINE CABINETS**

**STEAM SHOWERS** **SHOWER EQUIPMENT** **WHIRLPOOLS & TUBS** **TOILETS & BIDET**

1-888-484-WORK Home My Account Contact Us

McAfee SECURE TESTED 15-NOV

FREE SHIPPING ON ORDERS OVER \$49 IN THE CONTINENTAL US

STORE LOCATOR VIEW CART (0) \$0.00

SHOP BY BRAND: Shop By Brand

SEARCH:

WORKWEAR FOOTWEAR OUTERWEAR RAINWEAR SAFETY WOMENS FLAME RESISTANT

Welcome to Our New Site!

**15 YEARS OF SELLING TOUGH CLOTHES FOR TOUGH PEOPLE**

American Workwear is proud to offer Tough Clothes for Tough People. People who look to us for value, quality and guidance. We know our products because we use our products – day in and day out. For 15 years we have been in this business – and have earned the trust of thousands and thousands of customers with every purchase.

# Best Practices - Homepage

- Use “hero shots” to showcase your product in its environment

The homepage for Heart Rate Watch Co. features a large image of a woman jogging on a beach at sunset. Overlaid on the image is the slogan "BEGIN WITH THE END IN MIND." attributed to Stephen R. Covey. Below the image is a product shot of a Garmin Forerunner 310XT watch with its strap removed, showing the digital display screen. To the left of the watch is a list of features: BEST ENDURANCE FITNESS WATCH, GPS HEART RATE MONITOR, WATERPROOF, and WIRELESS DATA TRANSFER. A "PRODUCT DETAILS >>>" button is located at the bottom of this section. The top navigation bar includes links for HOME, VIEW CART, ORDER STATUS/MY ACCOUNT, SEARCH, and a GO button. Below the navigation is a phone number: FOR EXPERT CONSULTATION & PRODUCT ADVICE, CALL 866.586.7129.

The homepage for Neo Sports features a large banner with a man in athletic gear holding up several pairs of gloves. The banner also includes the text "FUTURE OF THE SPORT". To the right of the banner is a grid of five smaller images showing various sports equipment: a helmet, a jersey, a glove, a ball, and a shoe. The top navigation bar for Neo Sports includes links for HOME, ABOUT US, MY GEAR, MY LOCKER ROOM/ORDER STATUS, CONTACT, and HELP. Below the navigation is a search bar and a menu with categories: MENS, YOUTH, GEAR, and COMBO. At the bottom of the page are links for AUTOMATIC QUANTITY DISCOUNT FOR SAME ITEM ORDERS OVER 3, FOOTBALL ACCESSORIES, and social media icons for FACEBOOK, BLOG, and MYSPACE.

# Best Practices - Homepage

- Include featured products

Call Us: 512-533-9001

Home My Account/Order Status View Cart

Zinger

- Furniture
- Home & Gifts
- Kitchenware
- Housekeeping
- Outdoor Garden (FM)
- Pet & Wildlife (RM)
- Architectural Hardware
- Buzzsaw Hardware & Community Involvement

Newsletter Sign-up

email address

facebook twitter

Blogs With A Zing

CSI Quattro Tactical Flashlight  
6 modes + 4 Features + 4 COLORS = 1 powerful 75 Lumen LED Flashlight.

More videos like this >

89 Rescue Tool  
In Store Price: \$54.95  
On Line Price: \$46.95  
> More Info

Weed Popper  
In Store Price: \$39.99  
On Line Price: \$33.99  
> More Info

SUCCESS CREATIONS™  
PLAN WITH CONFIDENCE, CELEBRATE WITH STYLE

Shopping Cart [0 items: \$0.00] Order Status/My Account

Search...

HOME ABOUT US CONTACT US SHIPPING GENERAL FAQ MASK FAQ

Shop by Category

- Designer Masquerade Masks
- Masks for Couples
- Masks on Sticks
- Basic Masks
- Mardi Gras Masks
- Venetian Styles
- Masks for Men
- Large Party/Events
- Wedding Masks
- Scary Masks
- Limited Edition Masks
- Fascinators and Cocktail Hats

Questions?

Gallery

Find us on Facebook

Success Creations Masquerade Masks Happy Halloween everyone! We'd like to hear from our customers out there who are buying masks from SuccessCreations.com mask this Halloween :)

Designer Masks

Hand Decorated in the USA & Designed to Impress!

View Our Exclusive Selection Now >

FAST SHIPPING Delivery Times and Options: Learn More >

WHAT MAKES US SPECIAL Designed & Handcrafted in the USA: Learn More >

SPECIAL OCCASIONS 9th Can Make Your Event Successful: Learn More >

featured products

Missy - Turquoise Glitter Price: \$30.00 Missy is Exuberant. This is a Fabulous Mask!	Antonio Black-Silver Price: \$20.00 Antonio is a Handsome Classic. Great with a tuxedo.	White Widow Couple Price: \$42.00 Hostie and White Widow will stir Excitement and Horror.
Angelina Price: \$28.00 Angelina is a WOW! Available in many colors!	Lady Anne-Gold-Purple Price: \$45.00 Lady Anne has Refined Style.	Detonator Price: \$32.00 Detonator has a Grand Flairish. An elegant mask for men. Comes in great colors.

# Best Practices - Homepage

- Always provide the next action step
- Use action-oriented words



The KALYX homepage features a woman in a teal and white sports bra and jeans standing on a porch railing. The header includes the KALYX logo, navigation links (HOME, ABOUT, MEDIA, CONTACT, MY ACCOUNT, View Cart, 0 Items: \$0.00), a search bar, and a "GO" button. Below the header, there's a main banner with the text "intimate apparel for athletes". A sidebar on the left lists categories like "KALYX Sports Bras", "A/B", "B/C", "C/D", "DD", "Back Closure", "Front Closure", "Racer Back", "All-Day Comfort", "Cross Training", "Equestrian", "Extreme Sports", "Golf", "Hiking & Walking", "Running", "Team Sports", and "Yoga & Pilates".



The The Duck Store homepage features a smiling man in a black t-shirt with yellow text. The header includes the store's name, social media links (Facebook, Twitter), and a search bar. Below the header, there's a large banner with the text "OUR best SELLER" and "grab yours now >>". The footer includes links for Men, Ladies, Children, Accessories, New Arrivals, Home + Auto, Spirit + Team, and Sale.

# Worst Practices – Homepage

**Faul's HOME FASHIONS**



**Free Shipping On Any Purchase Over \$100.00!** Need Help? 1-800-540-7285 [Add To Cart](#)

[SIGN UP FOR SAVINGS!](#) Join our email list for coupons, exclusive sales and promotions. [Submit](#)

**LUXURY BEDDING SALE SAVE 20% ON ROSETREE BEDDING**



**ECLIPSE SUÈDE BLACKOUT ENERGY-EFFICIENT CURTAINS**  
Reg. \$28.00 **SALE \$21.99**

**KATHY IRELAND COMFORTER SETS**  
Reduce Heating Costs  
**SAVE AN ADDITIONAL 20%**  
\$239.99 - \$399.99

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

**SHOP NOW FOR FALL FASHION WHITE SALE SAVINGS ON NAME BRAND LINENS AND BEDDING ENSEMBLES FOR YOUR HOME DECOR! MOST CROSCILL ORDERS SHIP IN 24 HOURS! LARGE SELECTION OF TROPICAL AND TOILE AND WESTERN AND LODGE QUILT ENSEMBLES SHIP IN 24 HOURS!**

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

**20% Off All Croscill Items Over \$200.00! Most Croscill Orders Ship In 24 Hours! Sale Ends NOVEMBER 30TH! Authorized Croscill Retailer For 63 Years! Wooded River and Thomasville and Victor Mill and Bates and Rose Tree Bedding Ensembles MADE IN THE U.S.A.**

**Paul's Home Fashions NEW Drapery Department. 20% to 40% Off Entire Window Treatment Department! Blackout, Thermal Insulated, Lace and Sheer & Designer**

Home About Us Our Policies Contact Information CROSGILL BEDDING ROSE TREE BEDDING WOODED RIVER BEDDING VICTOR MILL BEDDING WAVERLY® BEDDING HOME SOURCE LINENS WILLIAMSBURG® BEDDING APRIL CORNELL BEDDING KIMLOR BEDDING-40% OFF KATHY IRELAND BEDDING PATCH MAGIC QUILTS EMPRESS SILK BEDDING VERATEX BEDDING-40% OFF THOMASVILLE BEDDING LAWRENCE BEDDING QUILT

**Faul's HOME FASHIONS** — Family Owned Since 1947 Need Help? Order By Phone Today! Call 800-540-7285 **FREE SHIPPING ON ORDERS OVER \$100\***

My Cart [12 items, \$234.89] My Account Checkout

Join Our Email List! Receive Promo Coupon Codes and Learn about Special Offers First! Enter Email Address Sign Up

Shop by Brand **DONNA SHARP SALE SAVE ADDITIONAL 20% — Sale Ends October 30th. Shop Now!**

**Bedding by Style**  
Tropical Bedding Lodge-Western-Southwest Bedding Kids-Tween Bedding Solid Color Bedding Toile Bedding Sports Theme Bedding Modern-Zen-Asian Bedding Hotel Collection Bedding

**Bedspreads & Coverlets**  
Chenille-Woven-Marlisse Bedspreads & Coverlets Tropical Bedspreads & Coverlets Designer Bedspreads

**Quilt Department**  
Tropical Quilts Lodge-Western-Southwest Quilts Toile Quilts Traditional-Floral-Modern Quilts Kids & Teen Quilts Solid Color Quilts Clearance Quilts

**Drapery Department**  
Rod Pocket Curtains Blackout & Thermal Insulated Curtains Embroidered-Lace-Sheer Curtains Grommet-Tab Top Curtains Pinch Pleated Curtains Designer Curtains

**Featured Products**

**Bed In A Bag Sets: Big Moose Creek**  
Quickly decorates any bedroom. [Browse Category >](#)

**Eclipse Suede Curtains**  
Insulated & Blackout for the Bedroom or Living Room. [Browse Category >](#)

**Product Short Name: List Price: \$14.99 Our Price: \$8.99 You save \$6.00!** [more info](#)

**Product Short Name: List Price: \$14.99 Our Price: \$8.99 You save \$6.00!** [more info](#)

**Product Short Name: Our Price: \$5.99** [more info](#)

**Croscill Hibiscus**  
Bold Artistic Floral and Stripes Comforter Ensemble

**Natural Shells Quilt**  
Large Selection of Quilts and Accessories. [Browse Category >](#)

**Product Description Short:** When used, this field replaces Product Description under thumbnail image.

**Product Description Short:** When used, this field replaces Product Description under thumbnail image.

**Product Description Short:** When used, this field replaces Product Description under thumbnail image.

**volusion®**

# Best Practices - Checkout design

- Sub-Category Summary
- Product Page
- Soft Add to Cart Box
- Shopping Cart Summary Page
- One Page Checkout

# Best Practices – Checkout Design

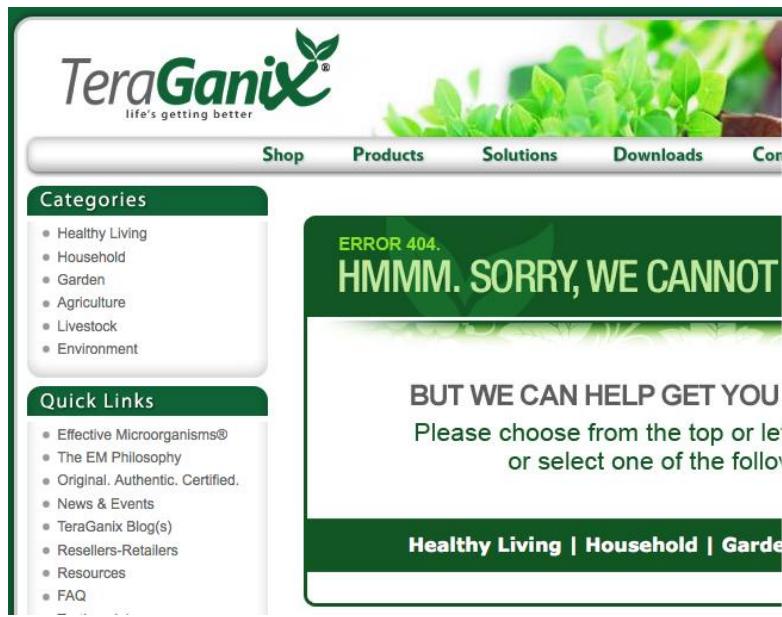
The collage consists of five screenshots from the Sugar and Spice Décor website, showing different stages of the checkout process:

- Screenshot 1 (Home Page):** Shows the main navigation bar with links for "HOME", "ABOUT US", "SHIPPING INFO", and "CONTACT US 800.705.3230". Below the navigation is a search bar and a "View Cart" button.
- Screenshot 2 (Cart Page):** Shows a modal window titled "Added to cart" containing two items: "Wheels! Large Canvas Clock" and "Ball Hook Small (Set of 4)". It includes a "CHECKOUT" button and a "CONTINUE SHOPPING" button.
- Screenshot 3 (Shipping Information Step):** Shows the second step of the checkout process. It asks for shipping information, including "Ship To" (set to "My Billing Address") and "Get Wrap" (radio buttons for "No" and "Yes"). It also displays "Calculate Shipping Rates" fields for "Country", "State", and "Zip / Postal Code".
- Screenshot 4 (Billing Information Step):** Shows the third step of the checkout process. It asks for "Billing Address" details, including "Name", "Address", "City", "State", "Zip / Postal Code", and "Phone". It also includes sections for "Benefits of Registering" (Quick checkout on future orders, Easy Order Tracking, Special Offers) and "CUSTOMERS" (Sign In for Faster Checkout).
- Screenshot 5 (Review & Payment Step):** Shows the final step of the checkout process. It displays a summary of the order, including "Subtotal: \$601.79", "Shipping & Handling: \$0.00", and "Total: \$601.79". It includes a "Place Order" button and a "Proceed to Checkout" link. At the bottom, it shows a table of items with columns for "Price", "Qty", and "Total".

# Best Practices – Other Pages

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

# Best Practices – 404 Page



The TeraGanix 404 error page features a green header with the brand logo and navigation links for Shop, Products, Solutions, Downloads, and Contact. A sidebar on the left lists Categories like Healthy Living, Household, Garden, Agriculture, Livestock, and Environment. The main content area has a green background with a plant image, displaying the error message "ERROR 404. HMM. SORRY, WE CANNOT". It also includes a "BUT WE CAN HELP GET YOU" section with a list of categories and a "Healthy Living | Household | Garden" link.



The Distinguished Doggie Boutique 404 error page has a pink and gold theme. It features a banner at the top with the text "BE THE FIRST TO RECEIVE EXCLUSIVE OFFERS!" and a "Stay Connected" section with social media links for Facebook, Twitter, and Blogger. The main error message is "Oops! The page you requested can't be found." It also includes a "Shop by Category" sidebar with links to various dog-related products like Christmas, Hanukkah, and gift certificates. The page is framed by decorative scrollwork and paw prints.

# Worst Practices – 404 Page

## The page cannot be found

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

### Please try the following:

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

HTTP Error 404 - File or directory not found.

Internet Information Services (IIS)

### Technical Information (for support personnel)

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

# Best Practices – Other Pages

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

# Best Practices – Thank You Page

1      2      3

Cart      Checkout      Receipt

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

We have sent you a copy of your receipt via email. You may also click on the [My Account](#) link at any time to view your orders.  
[click here to view / print a copy of your receipt](#)

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

Thank you for choosing us! Please come back soon.

**Thank you for your order!**  
Your Order Number: 119985691  
[> View your Receipt](#)

You will receive an order confirmation email shortly. Please save this email for your records. Your credit card will be charged when your order ships.

Note: If your email system uses a filter or spam blocker, please add service@barnesandnoble.com to your address book to ensure you receive emails about your order status. [Details](#)

[Sign Out](#)

**Special Advertiser Offer**

Your purchase is complete.  
[Click here to claim your \\$10.00 Cash Back Incentive on your next purchase!](#)

[Continue](#)

By clicking above, you can claim your incentive from Webloyalty when you join their service. Terms and conditions apply.

**More from Barnes & Noble**

> [B&N Studio](#)  
Enjoy original audio and video programming celebrating readers, writers and books in one of the web's largest multimedia collections.

> [B&N Review](#)

**Continue Shopping**

> [B&N Homepage](#)  
> [Books](#)  
> [Bargain-Priced Books](#)  
> [Children's Books](#)  
> [Used & Out of Print](#)

# Best Practices – Other Pages

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

# Best Practices – Landing Page

**BATH**

ANIMAL JACQUARD TOWELS  
Jacquard woven in wild patterns >

SET OF 6 TOWELS  
WAS \$110 NOW \$68 >

Monogramming  
Make it yours. Monogram bedding, cashmere and towels >

SIGN UP FOR EMAILS  
Be the first to know about new products, sales and exclusive offers.

SUBMIT >

**TOWELS & BATH RUGS**

**BATHROOM ACCESSORIES**

**SOAP & CANDLES**

**BATHROOM FURNITURE**

**STOCK UP NOW**  
BEST DEALS, BEST BRANDS

**BUY 1, GET 1 FREE**  
GUYS FALL CLEARANCE ON SHORTS, BOARDSHORTS, TANKS & JEANS  
[SHOP THE SALE >](#)

**PICK YOUR PRICE**  
SALE ITEMS STARTING UNDER \$10  
[SHOP THEM ALL >](#)

**\$19.99 SUNGLASS SUPER SALE**  
UP TO 80% OFF [SHOP THE SALE >](#)

**GIRLS FALL CLEARANCE**  
BUY 1, GET 1  
**50% OFF** [SHOP NOW >](#)

**BUY 1, GET 1 FREE**  
[SHOP GIRLS SWIM >](#)

**SNOW SALE**  
LAST YEAR'S GEAR  
UP TO 50% OFF  
[SHOP THE SNOW SALE >](#)

# Best Practices – Other Pages

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

# Best Practices – Contact Us Page

## Contact

**Studio:** South Coast of NSW.

**Postal address:** Fleur Gunn & Christine Land  
PO Box 515, Moruya NSW 2537

**Phone:** 0417 326432

**Email:** fgunn@bigpond.net.au

**Markets:** Moruya Country Markets most Saturdays

WATCH FOR UPDATES ON OUR OTHER MARKET LOCATIONS

### Send a message now

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

**Message \***

**Email Address**

**Submit**

## Contact us

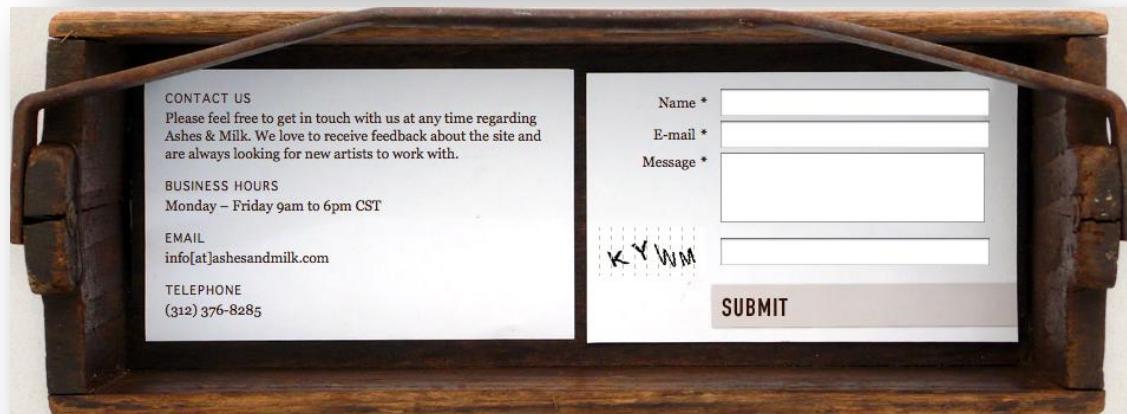
Please feel free to contact Through the Cottage Door at any time with any enquiries and we will get back to you as soon as possible.

### Through The Cottage Door

50 Rufford Avenue  
Yeadon  
LS19 7QR

Tel: 0113 2504400

Email us at [support@throughthecottagedoor.co.uk](mailto:support@throughthecottagedoor.co.uk) or fill out our form.



# Seasonality

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

A screenshot of a website for "RED ROCKET HOBBY SHOP". The header features the shop's name and a yellow biplane graphic. Below the header, a red bar displays "WELCOME TO OUR SOCIAL STORE!" and "LAST UPDATED ON.. 11/26/2010". The main content area shows a grid of three sailboat products, each with an image, product name, price, and an "ADD TO CART" button.

	Megatech Nirvana 2 R/C Sailboat RTR Yellow Hull Our Price:\$273.00 <a href="#">ADD TO CART →</a>
	Megatech Nirvana 2 R/C Sailboat RTR Red Hull Our Price:\$273.00 <a href="#">ADD TO CART →</a>
	Megatech Nirvana 2 R/C Sailboat RTR Blue Hull Our Price:\$273.00 <a href="#">ADD TO CART →</a>

[facebook](#)

# Seasonality

## free shipping every day!

through 12/20, with \$99 purchase.  
exclusions apply.  
promo code: **GIFTS**



### BLACK FRIDAY SPECIALS!

Charter Club Cashmere Crewneck Sweater Reg. \$99  
**SPECIAL \$39.99**

incredible deals through 11/27

[shop all specials now](#)



Simon  
says

**FREE SHIPPING**  
on all **survival kits**  
**this season**



until Dec. 18

Not valid with any other offer.  
Requires minimum purchase of only \$50.

# Seasonality



The image shows a Target website page for a Black Friday sale. At the top, there's a banner for the 'Bullseye FREE Shipping' event. Below it is the Target logo and a search bar. The main headline reads 'Discover all of your favorite Black Friday Deals' with a 'Cyber Monday' sign-up offer. A large green arrow on the left says 'the 2day Sale HAS ARRIVED! FRIDAY + SATURDAY ONLY'. In the center, a woman in a red coat is cheering. To her right, another green arrow points to 'CHECK OUT THE DEALS IN STORE'. Below these arrows are lists for 'SHOP THE 2-DAY SALE ONLINE' in categories like Movies, Electronics, Toys, TVs, Digital Cameras, Video Games, Home, and Bedding. The page is framed by vertical decorative elements on the left and right sides, including red and white striped Christmas ornaments and small snowflakes.

# Seasonality

Our gift to you...  
**Free  
Shipping**

On select online and catalogue purchases totaling \$100 or more.  
Now through Dec. 22 (noon CT)

[View details >](#)

# Sale Now On

Up to 50% Off  
Top Brands

Whilst Stocks Last

FREE SHIPPING  
EVERY DAY!  
through 12/20  
[details & exclusions](#)

THE *Gift* GUIDE



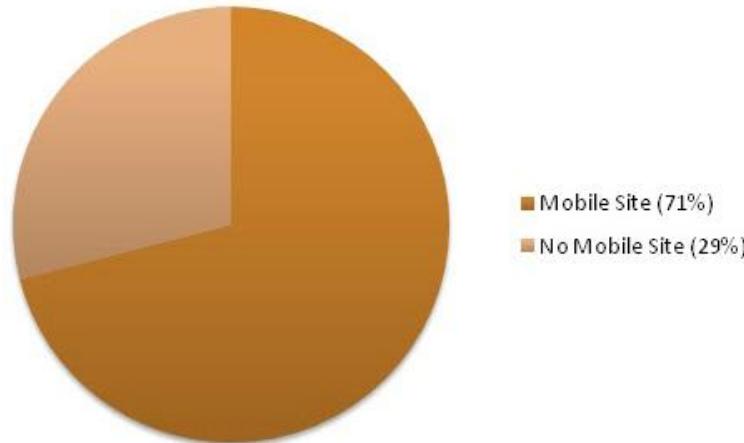
CREATE YOUR LETTER TO SANTA



FUN. MAGICAL.  
FINDS.  
*Gift*  
SHOP NOW

# Mobile

- U.S. mobile commerce sales
  - \$1.20 billion in 2009
  - \$2.42 billion in 2010
  - \$119 billion in 2015
- 30% of sites are not mobile optimized



# Mobile

Orders Reports Inventory Marketing Customers Design Settings

Company Shipping Tax Payment Currency IP Firewall Config Variables Custom Fields Maintenance Resources

## Update Configuration : General Variables



Customize

Quick Edit

View

General variables ▾

Results 1 – 64 of 64

Page 1 of 1

Name	Value	Last Modified
<a href="#"><i>Config 301 Redirect to SEOFriendly URLs</i></a>	<input type="checkbox"/>	
<a href="#"><i>Config CRM Plugin URL</i></a>	<input type="text"/>	
<a href="#"><i>Config DateFormat</i></a>	<input type="text"/> MM/DD/YYYY ▾	02/13/2006 12:00AM
<a href="#"><i>Config DidYouMean Enable</i></a>	<input type="checkbox"/>	
<a href="#"><i>Config Mcommerce</i></a>	<input checked="" type="checkbox"/>	



# Mobile

- Designing for mobile:
  - Reduced screen size
  - Simplicity
  - More links than images



# Thank you!

To learn more about Volusion's design services visit:

[www.volusion.com/ecommerce-web-design/](http://www.volusion.com/ecommerce-web-design/)

## Happy Selling!

