On-line Merchandising Options

aka - How to Sell Stuff on the Web

The basics

- Prices

- Images and Videos

- Descriptions

- Sizes, Colours, and other configuration options

- Reviews

- Call to action

American Apparel

American Apparel®

Made in Downtown LA
Vertically Integrated Manufacturing

Fashion & Editorial Slideshows
and our company web site

Wishlist   Shopping Bag

Men

NEW STYLES
Basic T-Shirts
Not-so-Basic T-Shirts
Sweatshirts
Jackets
Sweaters
Long Sleeves
Collared Shirts
Tank Tops
Shorts & Swimwear
Pants
Underwear
Socks
Organics
Shoes
Online Only
2XL & 3XL Sizes
SPECIAL DEALS
Gift Certificates

Women

Kids

Babies

Accessories

Newsstand & More

Live Chat
Ask about products, size,
fit, or your order.

Now Online   Start Chat

SPECIAL
Deals

Sweatshirts

← □ ▪ □□ →
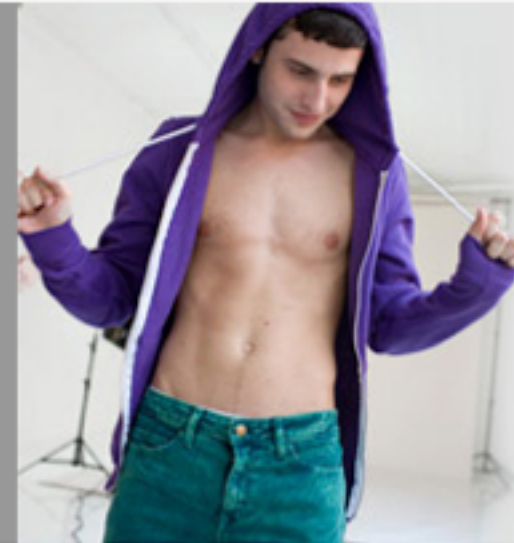
Filter	Color	Fabric	Size
	Any Color	Any Fabric	Any Size

Sort by: **Category**   Most Popular   Top Rated   Newest   Price

Zip Hoodies

F497
Flex Fleece Zip Hoody
$42.00

5452
California Fleece Thermal-Lined London Hood
$50.00

RSANF400
Nantucket Fleece Zip Hoody
$52.00

RSAFS400
Dov's Hoody
$49.00

Search →

Wishlist   Shopping Bag

Men

NEW STYLES
Basic T-Shirts
Not-so-Basic T-Shirts
Sweatshirts
Jackets
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Collared Shirts
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Shorts & Swimwear
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Live Chat
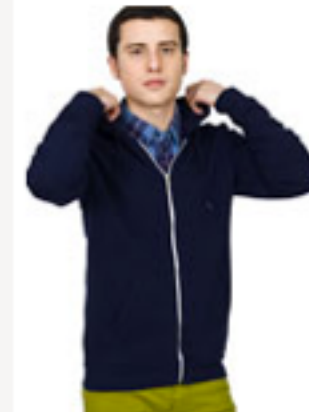Ask about products, size, fit, or your order.

Now Online   Start Chat

F497
Flex Fleece
Zip Hoody

Rating: ★★★★½   Reviews (863)

Ordering Information:

Color:
Lapis

Size (Size Chart):
Choose Size

Quantity: Price:
1   **$42.00**   Add

Find in Stores   Wishlist

Share

Available Colors:

■	Black	■	Sea Blue
□	White	■	Lapis
■	Cranberry	■	Mermaid Green
■	Deep Pink	■	Forest
■	Red	■	Dark Heather Grey
■	Sunshine	■	Asphalt
■	Mauve	■	Peppered Grey
■	Dark Orchid	■	Zinc
■	Purple	■	Slate
■	Navy	■	Dark Ash

More Views
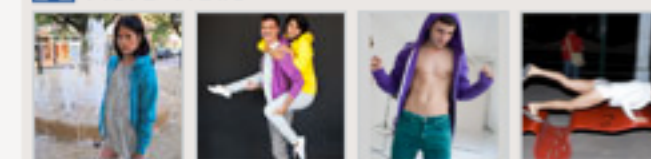
A fitted sporty unisex hoody in our Flex Fleece fabric.

"These are the perfect basic hoodies. Buy, buy, buy." - *stellamagazine.blogspot.com*

- Flex Fleece (50% Polyester / 50% Cotton Fleece) construction
- Metal zipper
- Hooded with White finished Polyester drawcord
- Kangaroo pocket

See Ads featuring this style.

View a woman in this unisex style.

Amazon.com

http://www.amazon.ca/Camera-Photo-Video/b/ref=sa_menu_ecpv3?ie=UTF8&node=677230011&pf_rd_p=448135101&pf_rd_s=left-nav-1&

amazon.ca

Hello. Sign in to get **personalized recommendations**. New Customer? **Start here**.

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Your Store | **Deals Store** | **Wish List** | **Gift Certificates**

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Bestsellers

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Updated hourly

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CDN$ 249.99 **CDN$ 188.99**

2. Canon Powershot G10 14.7MP Digital Camera with 5x...
Canon

3. Panasonic Lumix DMC-TS1 12MP Digital Camera with...
Panasonic
CDN$ 379.99

4. Canon PowerShot A1100IS 12.1 MP Digital Camera...
Canon
CDN$ 199.99

5. SD SDHC MMC Memory Card Reader USB 2.0 for 256MB,...
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Bestsellers

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Electronics   Bestsellers   Camera, Photo & Video   Computers & Components   MP3 & Media Players   Audio & Home Theatre   GPS   Office Electronics   Accessories & Supplies

Kodak Zi8 1080p Pocket HD Camcorder (Black)
by Kodak

★★★★½ ▾ (18 customer reviews)

Price: **CDN$ 189.99** & this item ships for **FREE with Super Saver Shipping**.
Details

Temporarily out of stock.
Order now and we'll deliver when available. We'll e-mail you with an estimated delivery date as soon as we have more information. Your account will only be charged when we ship the item. Ships from and sold by **Amazon.ca**. Gift-wrap available.

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Pocket Video
Camera

Amazon
Video   00:46

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Frequently Bought Together
Customers buy this item with Kingston 8GB SDHC Class 4 Flash Card

Price For Both: CDN$ 218.48

Zappos.com

- Faceted Search

- Video Descriptions

Patagonia.com

- Zoom in place

- Multiple images

Threadless

- Community

FutureShop.ca

- A very deep catalog

iTunes store

- Is it outgrowing itself?

Apple Store

- Clear upgrades after adding a computer to the shopping cart

IKEA.ca

- Hover for some details in category grids

How do Google Search Results affect your site?

- See the links to internal pages in a google search result, not everybody goes to the home page. In fact, this is becoming increasingly rare to go to the home page.

Editorial Design Patterns

- Magazines

- Newspapers

- Blogs

Editorial basics

• Title

• Author

• Date

• Summary or teaser

• Full text content

Dwell

- website

- 'free' digital magazine

- iPad version

- paper

Peloton

- Hardcopy

- iPad

- Website

Wired

- Hardcopy

- Website

- iPad

Globe and Mail

- Paper

- iPad

- Website

Blogs

- Titles, Dates, Comments, Social links, Categories/Tags, Author

- Kottke, Daring Fireball, Marco.org, Serious Eats (food lab)

- It's about the content first and foremost