

Logo

[Enter site tagline here]

Home

E-Mail Deals

Request a Catalog

Help

My Account

Order Status

Cart

0 Items \$0.00

Optional Special Promotional Copy

Need Help? Call 1-800-543-8955

2

Enter Keywords or Item #

Search

Shop by:

Category

3

Brand

Clearance

Request Catalog

5

E-Mail Deals

[E-Mail Benefit Copy]

Enter Your E-Mail

Sign-Up

We respect your privacy

8

Request a Catalog

(Free Master Guide)

11

Shop by Category

Hand Tools (#)

Field Production (#)

Greenhouse & Crop Protection (#)

Securing Trees & Plants (#)

Turf & Landscape (#)

Watering (#)

Fertilizers, Treatments & Repellants (#)

Sprayers, Spreaders & Applicators (#)

Climbing & Rigging (#)

Material Handling (#)

Marking & Tagging (#)

Safety (#)

Work Apparel (#)

Power Equipment (#)

Pruning (#)

Recently Viewed

Product Image

Product Link

Product Image

Product Link

>> View More Recently Viewed...

6

Main Product Promo

Buy Now

9

Product Image

Product Name

More Info...

★★★★☆

\$X,XXX.00

\$X,XXX.00

Buy Now

>> View All Category Name

Product Image

Product Name

More Info...

★★★★☆

\$X,XXX.00

\$X,XXX.00

Buy Now

>> View All Category Name

Product Image

Product Name

More Info...

★★★★☆

\$X,XXX.00

\$X,XXX.00

Buy Now

>> View All Category Name

Product Image

Product Name

More Info...

★★★★☆

\$X,XXX.00

\$X,XXX.00

Buy Now

>> View All Category Name

Product Image

Product Name

More Info...

★★★★☆

\$X,XXX.00

\$X,XXX.00

Buy Now

>> View All Category Name

Product Image

Product Name

More Info...

★★★★☆

\$X,XXX.00

\$X,XXX.00

Buy Now

>> View All Category Name

7

Order From Catalog

Item

Quantity

More Items...

Add to Cart

10

Personalized Dynamic Offer Box

12

Top Searches

Keyword

Keyword

Keyword

Keyword

Keyword

Top Categories

Category Name

Category Name

Category Name

Category Name

Category Name

14

Top Products

Product Name

Product Name

Product Name

Product Name

Product Name

13

Offer Placement

Offer Placement

Offer Placement

Offer Placement

15

Leader Since 1885

Company Info

Careers

Home

Secure Shopping

E-Mail Deals

Tell-A-Friend

Request a Catalog

Privacy Policy

Terms & Conditions

My Account

Order Status

Shipping & Delivery

Help

Contact Us

16

Need Help?

Call 1-800-543-8955

17

125 Years in Business

McAfee SECURE

VeriSign Secured

VISA

MasterCard

Discover

Open Account

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1

Site Tools

Global site links, including “My Account”. Help is a static article page. “Wish List” NOT available at launch.

2

Keyword Global Site Search

3

Product Categorization

Hierarchal drop-down menus to display sub-categories

4

Offer

5

E-Mail Deals Sign-Up

Sign-up box disappears after user submits e-mail address to make more room for the buying experience

6

Main Product Promo Area with clear “call to action”

7

Catalog Quick Order

8

Request a Catalog

9

Home Category Product Grid

10

Personalized Dynamic Offer

Content based on site entry (Search Engines (Google), E-Mail) and returning users. If no known user or referrer, default content displayed such as “Top 10 list” or “Deal of the Day”

11

Browse Categorization (approximately 15 categories)

12

Top Links (driven by merchandizing, not user behavior)

13

Offer

14

Recently Viewed Products

Stored in cookie (multi-session). Depending on other pages layout(three column) this would be the consistent location of recently viewed history

15

Footer Links

16

1-800 # and Accepted Credit Cards

Accepting Visa, MasterCard, American Express, and Discover

17

Security Logos

Example drop-down:

Category

Subcategory

Subcategory

Subcategory

Subcategory

Subcategory

Last Updated Wednesday, January 13, 2010 1:42 PM

Version 2.0

Created by D.M.insite

Exactly 960 pixels

Logo

[Enter site tagline here]

Home

E-Mail Deals

Request a Catalog

Help

My Account

Order Status

Cart

0 Items \$0.00

Optional Special Promotional Copy

Need Help? Call 1-800-543-8955

Enter Keywords or Item #

Search

Shop by:

Category

Brand

Clearance

Request Catalog

Offer Placement

1

Category Name

2

Narrow Your Results

Category

Selected: Category, Sub-Category

Category (#)

Category (#)

Sub-Category (#)

Sub-Category (#)

Sub-Category (#)

Category (#)

Brand

9

☒ Brand

☐ Brand

☒ Brand

☐ Brand

Price

\$0

\$X00

10

Recently Viewed

Product Image

Product Link

Product Image

Product Link

>> View More Recently Viewed...

4

Sort by: Top Selling |

Top Rated

 |

Newest

5

Items Per Page: 8 |

16

 |

32

 |

All Items

6

<

<

1

2

3

4

5

6

7

>

>

(142 Total Items)

8

Product Image

Product Name

More Info...

★ ★ ★ ☆ ☆

\$X,XXX.00

Buy Now

>> View All Category Name

Product Image

Product Name

More Info...

★ ★ ★ ☆ ☆

\$X,XXX.00

Buy Now

>> View All Category Name

Product Image

Product Name

More Info...

★ ★ ★ ☆ ☆

\$X,XXX.00

Buy Now

>> View All Category Name

Product Image

Product Name

More Info...

★ ★ ★ ☆ ☆

\$X,XXX.00

Buy Now

>> View All Category Name

Product Image

Product Name

More Info...

★ ★ ★ ☆ ☆

\$X,XXX.00

Buy Now

>> View All Category Name

Product Image

Product Name

More Info...

★ ★ ★ ☆ ☆

\$X,XXX.00

Buy Now

>> View All Category Name

Product Image

Product Name

More Info...

★ ★ ★ ☆ ☆

\$X,XXX.00

Buy Now

>> View All Category Name

Product Image

Product Name

More Info...

★ ★ ★ ☆ ☆

\$X,XXX.00

Buy Now

>> View All Category Name

Sort by: Best Selling |

A – Z

 |

Price

 |

Newest

 |

Top Rated

<

<

1

2

3

4

5

6

7

>

>

View All...

Leader Since 1885

Company Info

Careers

Home

Secure Shopping

E-Mail Deals

Tell-A-Friend

Request a Catalog

Privacy Policy

Terms & Conditions

My Account

Order Status

Shipping & Delivery

Help

Contact Us

Need Help?

Call 1-800-543-8955

VISA

MasterCard

Discover

Open Account

125 Years in Business

McAfee SECURE

TESTED 06-11-11

VeriSign Secured

VERIFY

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1

Category Name

2

Narrow Your Results

3

Breadcrumb

4

Sort Product Grid by (“Top Selling” is default)

5

Items Per Page

6

Paging

7

Categories/Sub-Categories

User “refines their selection” by selecting a category or sub-category.

8

Product Grid

9

Product Grid

10


Brands

Last Updated Wednesday, January 13, 2010 1:42 PM

Version 2.0

Created by D.M.insite

- 1 Breadcrumb
- 2 Product Image
- 3 Product Name
- 4 Product Traits
- 5 Child/Related Products
- 6 Additional Images/Swatches
- 7 Tabbed Product Information
 - Description**
A brief product description
 - Specifications**
List of product attributes. The available attributes would/ could be associated to the category.
 - Q&A**
List of commonly asked questions and answers
 - Photo Gallery** (photos)
Multiple product *images*
 - Reviews**
Customer product reviews
 - Warranty**
Text of the specific product warranty
 - Accessories**
If available, a product matrix of available parts
 - Parts**
If available, a product matrix of any available accessories
 - Docs** (**Question: All PDFs?**)
Downloadable associated documents. (Instructions, MSDS, etc)
- 8 Add to Cart
- 9 Optional Special Promotional Messaging
- 10 Cross Sells

Product #	15PR	Price	\$9.49
Stock Status	In Stock	Qty	<input type="text" value="1"/>
<i>Question: Ship Weight?</i>			
Spend just \$XX.XX more and you'll SAVE XX% on your order!			

Product # **3903 D 11** Sale Price **\$141.99**

Stock Status **In Stock** ~~\$141.99~~


Width Qty

Size

Color

Question: Pattern?

Spent just **\$XX.XX** more and you'll **SAVE XX%** on your order!

Product #	4752	Price	\$24.99
Stock Status	In Stock	Qty	<input type="text" value="1"/>
<hr/>			
			
A.M. Leonard Sheath		\$8.49	
4750s		Qty	<input type="text" value="1"/>

Alternate Product Page Layout Options (“Picture Group”)

Header

Navigation

Offer Placement

Home > Category Name > Product name

1

Product Name

2

Product Photo

View Larger

3

Short Description

consectetur pharetra. Donec lacinia consequat posuere. Nam mollis, tellus eget dictum hendrerit, eros justo ultrices elit, non cursus magna nibh nec dui. Cras commodo, arcu ac varius convallis, dolor ante semper velit, vitae. [Read more...](#)

5

Overall Ratings: 3.2/5

4

Related Categories: [Sub-Category](#), [Sub-Category](#)

6

+ Add to Cart

Item #	Ship Wt.	Trade Size	Top Dia.	Ht.	Gal	Heavy Classic	Mid-Weight Olympian	Economy Custom	Stack Qty	1-2	3+	Qty
NSC300s	9 lb	1	6.5"	6.5"	.664			●	100	\$22.99	\$21.99	<input type="text"/>
NSC300s	9 lb	1	6.5"	6.5"	.664			●	100	\$22.99 \$18.99	\$21.99 \$17.99	<input type="text"/>
NSB5SXL	38 lb	5 Squat	13.25"	9"	4.15		●		100	\$134.49	\$127.99	<input type="text"/>
NSC2600	45 lb	65	30.75"	23.125"	60.67	●			100	\$157.99	\$148.49	<input type="text"/>

Note: This example had 29 items, only displaying only 4

6

+ Add to Cart

Description

Q&A

Specifications

Reviews

Warranty

Accessories

Photo Gallery

Text

Parts

Docs

8

Long Description

consectetur pharetra. Donec lacinia consequat posuere. Nam mollis, tellus eget dictum hendrerit, eros justo ultrices elit, non cursus magna nibh nec dui. Cras commodo, arcu ac varius convallis, dolor ante semper velit, vitae mollis turpis quam ut est. Duis vestibulum congue mauris, eu commodo nunc auctor vel.vestibulum. Nulla a neque at est suscipit feugiat sit amet ut ipsum. Cras bibendum elementum sem, et accumsan urna eleifend vel.

Footer

1

Product Name

2

Product Photos and alternative views (if available)

3

Short Description

4

Link to Overview Tab: Clicking the “Read More...” jumps down the page and activates “Overview” tab.

5

Overall Ratings of selected Product

6

Add to Cart

7

Item #
Option One: [Linked Item #](#)
If desired for merchandising purposes and products within a “Picture Group” have a distinctive visual differences, the item # would link to a product page displaying a photo of this product.

Option Two: Non-Linked Item #
Products within a “Picture Group” have no noticeable visual difference

8


Product Detail Tabs

Last Updated February 15, 2010 12:19 PM

Logo

[Enter site tagline here]

Need Help? Call 1.800.555.1212

[Home](#) [Newsletter Sign-Up](#) [Request a Catalog](#) [My Account](#)  [Shopping Cart \(0\)](#)

Optional Special Promotional Copy

Category Label

Category Label

Category Label

Product Category

ization Navigation

Category Label

Category Label

Category Label

Newsletter Sign-Up

[Newsletter Benefit Copy]

[We respect your privacy](#)

Order From Catalog

[Instructional Copy]

Browse Products

[Category Name](#)

[Category Name](#)

[Category Name](#)

[Category Name](#)

[Category Name](#)

[Category Name](#)

[Category Name](#)

[Category Name](#)

[Category Name](#)

Home > Shopping Cart

Shopping Cart

1

Spend just \$XX.XX more and you'll SAVE XX% on your order!

2

Description

Qty

Price

Total

3

Item #

[Product Name](#)

Product Description

4

Shipping Restrictive Messaging

Inventory Status Messaging

6

Item #

[Product Name](#)

Product Description

Shipping Restrictive Messaging

Inventory Status Messaging

5

Remove

7

Cart Subtotal: \$XXX.00

(excludes tax and shipping)

9

Shipping and Tax Info

8

Special Offer

Promo code messaging ... Pellentque eleifend bibendum posuere. Sed quam nulla, rhoncus id sodales sit amet, luctu

Enter Promo Code

11

Proceed to Checkout

10

You May Also Like

Product Image

Product Name

[More Info...](#)

\$X,XXX.00

>> Explore Category Name

Product Image

Product Name

[More Info...](#)

\$X,XXX.00

>> Explore Category Name

Product Image

Product Name

[More Info...](#)

\$X,XXX.00

>> Explore Category Name

12

Recently Viewed Categories

[Category Name](#)

[Category Name](#)

[Category Name](#)

[Category Name](#)

[Category Name](#)

11

Recently Viewed Products

Product Image

Product Name

[More Info...](#)

\$X,XXX.00

>> Explore Category Name

Product Image

Product Name

[More Info...](#)

\$X,XXX.00

>> Explore Category Name

List Header

[Newsletter Sign-Up](#)

[Tell-A-Friend](#)

[Request a Catalog](#)

[Privacy Statement](#)

[Contact Us](#)

List Header

[List Link Title](#)

[List link Title](#)

[List Link Title](#)

[List Link Title](#)

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List Header

[List Link Title](#)

[List link Title](#)

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[List Link Title](#)

[List Link Title](#)

List Header

[List Link Title](#)

[List link Title](#)

[List Link Title](#)

[List Link Title](#)

[List Link Title](#)

1 Optional Special Promotional Messaging

2 Products in Cart

3 Product Description

4 Shipping and Inventory Messaging

5 Remove Item From Cart

6 Update Cart if Quantity Change

7 Cart Subtotal
Not displaying estimated tax or shipping

8 Special/Promo Offer

9 Shipping and Tax Info Pop-Up

10 Cross Sells

11 Recently Viewed Products

12 Recently Viewed Categories

Last Updated Thursday, December 17, 2009 3:02 PM

Version 1.0

Created by D.M.insite

Checkout



Checkout

Need Help? Call us at (800) 555-1212 – we're here to help.

Optional: Pre-Fill with My Information

Enter either your current E-Mail/Password OR your Customer ID/Zip Code to pre-fill the checkout form:

3

E-Mail

Password

OR

Customer ID

Zip Code

Submit Order

Step 1: Enter Billing and Shipping Information

Billing Address

4

E-Mail

Confirm E-Mail

First Name

Last Name

Address 1

Address 2 (optional)

City

State

Zip

Country

Shipping Address

5



Same as Billing Address

First Name

Last Name

Address 1

Address 2 (optional)

City

State

Zip

Create an Account (optional)

Your E-Mail address is your login

Password

Confirm Password

Step 2: Review Your Order Details

7

Item#	Description	Unit Price	Qty	Total
Item #	Product Name	\$XX.00	1	\$XXX.00
	Product Description			
	Inventory Status Messaging			
	Shipping Restrictive Messaging			
Item #	Product Name	\$XX.00	1	\$XXX.00
	Product Description			
	Inventory Status Messaging			
	Shipping Restrictive Messaging			

8

Item Total

\$XXX.00

Tax

\$XXX.00

Shipping ([info](#))

Standard (\$ 0.00)

ORDER SUBTOTAL

\$XXX.00

9

Special Offer

Enter Promo Code

10

Gift Card

Gift Card Number

Apply

ORDER TOTAL

\$XXX.00

11

Step 3: Choose a Payment Method

Payment Information

Name on Card

Card Type

- Select -

Card Number

Expiration Month

- Select -

Expiration Year

- Select -

Card Verification #



Submit Order

1

[Shipping](#)

[Customer Service](#)

[Privacy](#)

1

Minimal Header/Footer
No Links

2

Display 800#

3

Optional Login

4

Bill Address

5

Shipping Address

6

Account Creation (optional)

7

Item Details

8

Status Messaging

9

Special/Promo Offer

10

Gift Certificates

11

Payment Information

Logo

Order Confirmation

Print Order Summary

1

✓

Thank you for your order! Your order has been completed.

Order Summary

2

Billing Address

First Name Last Name

Address

City, State ZIP

Country

Shipping Address

First Name Last Name

Address

City, State ZIP

Country

3

Order Number

20004

4

Payment Method

Visa

*****1111

5

Shipping Method

Standard

6

Order Details

Item Number	Product Name	Unit Price	Qty	Total
1-094857	<div>Product Name</div> <div>Product Description, Product Traits (color, size, etc...)</div> <div>Inventory Status (back-ordered)</div>	\$ XXX.00	1	\$ XXX.00
1-569483	<div>Product Name</div> <div>Product Description, Product Traits (color, size, etc...)</div> <div>Inventory Status (back-ordered)</div>	\$ XXX.00	1	\$ XXX.00
Item Total				\$ XXX.00
Tax				\$ 5.00
Shipping				\$ XXX.00
7 Order Total				\$ XXX.00

Note: You are encouraged to print this order receipt and save the accompanying Purchase Order number for future reference.

8

Print Order Summary

9

Continue Shopping

Shipping

Customer Service

Privacy

1 Order Success Messaging

2 Billing and Shipping Address

3 Order Number

4 Payment Method

5 Shipping Method

6 Order Details

7 Order Total

8 Print Order

9 Continue Shopping

Last Updated Monday, January 04, 2010 5:43 PM

Version 1.5

Created by D.M.insite