

Shopify Website Development for Equipment Traders Australia Pty Ltd

We require a Full-Service Digital Agency that works with individuals, businesses, and large-scale operations to scale our brands effectively and efficiently.

We require world-class marketing, business, and design strategies to develop successful, relevant, and authentic brands.

We need to ensure our business attracts the right customers, delivers the right message, and converts new, potential, and existing consumers into high-value repeat business.

Developing a robust and authentic brand and delivering it consistently is the foundation upon which every successful business is built.

Equipment Traders Australia Pty Ltd Requirements Overview

We are setting up an online business for steel building products.

The registered name is: Metal Building Products Direct

The plan for this project is to build an engaging and high-functioning website that enables customers to purchase a range of different metal products online. We are looking for an easy-to-manage, and scale, e-commerce solution.

The purpose of this website is to provide a wider range of products than other retailers that only offer roofing products/sheeting online. This will enable a typical 'DIY home handyman' to order directly from the factory without needing a trade account, and saving the hassle (and added expense) of going to a retail showroom. The e-commerce store will facilitate the payment, delivery service/depot pickup instructions, and use their bulk buying power to maintain a margin in each order.

We plan to build a custom website utilising Shopify as its base.

This initial project consists of the following core elements:

- Branding and Design (Logo, website elements, etc)
- Mobile and Desktop Responsive Design
- eCommerce Store Development
- Necessary Marketing Automation Connectivity
- Tracking and Performance Integrations

Integrations:

- Integration with Xero
- Email confirmation/order details to be sent directly to suppliers (email to be split if customer orders from multiple suppliers)

Further Requirements:

- The ability to sell varying categories of products - depending on interest. Initially, the plan is to launch with a range of metal products and then expand from there. We require the ability to upload, maintain, and adjust products/collections.
- Ongoing support pre and post-launch
- Ability to pick either an at-home delivery OR arrange for depot collection
- Local depot locations to show based on customers' postcode prior to order selection
- Email to be sent to customer post-purchase to confirm payment also to include details of the local depot near them (if applicable) - along with handling/pickup instructions/rules
- Price to be charged per lineal meter

Further Requirements: (continued)

- Option to pick/select multiple sizes/cuts on one product page
- For the website launch, anyone who picks delivery will receive a separate manual quote for shipping - until we are comfortable automating this (or providing an online estimate based on product/location)

We need our website to be built with a focus on:

- Conversion Optimisation
- Core SEO Best Practices
- Impressive Page Speeds
- Best in Class Reliability and Stability
- Cross Browser Functionality

Website Design and Branding

Design Activities:

- Design of Logo and required digital branding
- Design of website user experience and user interface to allow the target audience to easily navigate and use the website to achieve their needs.
- Development of Buttons and Elements
- Integration of branding, colour usage, and key imagery
- Development of Template and Variation based page structure

Design of the following pages:

- Home Main Shop Collection Page
- Individual Product Pages
- Blog
- Contact
- Terms and Conditions / Privacy Policy

Website Development

Development of an e-commerce website on the Shopify platform

Desktop responsive version

Mobile responsive version

Development and Rollout of the following pages:

Home

Main Shop Collection Page

Individual Product Pages

Blog

Contact

Terms and Conditions / Privacy Policy

Home

Main Shop Collection Page

Individual Product Pages

Blog

Contact

Terms and Conditions / Privacy Policy

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