



精品180 網站規劃

*Vacheron Constantin calibers combine
high-precision technology with a deep respect for
watchmaking tradition.*

INK Studio 印氪股份有限公司

網站頁面: (包含手機版網頁)

p1.首頁(品牌列表)

p2.品牌商品列表

p3.商品頁

p4.加入會員

p5.關於精品180 (介紹+聯絡方式+地址)

網站功能:

f1.商品上架(可修改標題、照片、敘述、價格)

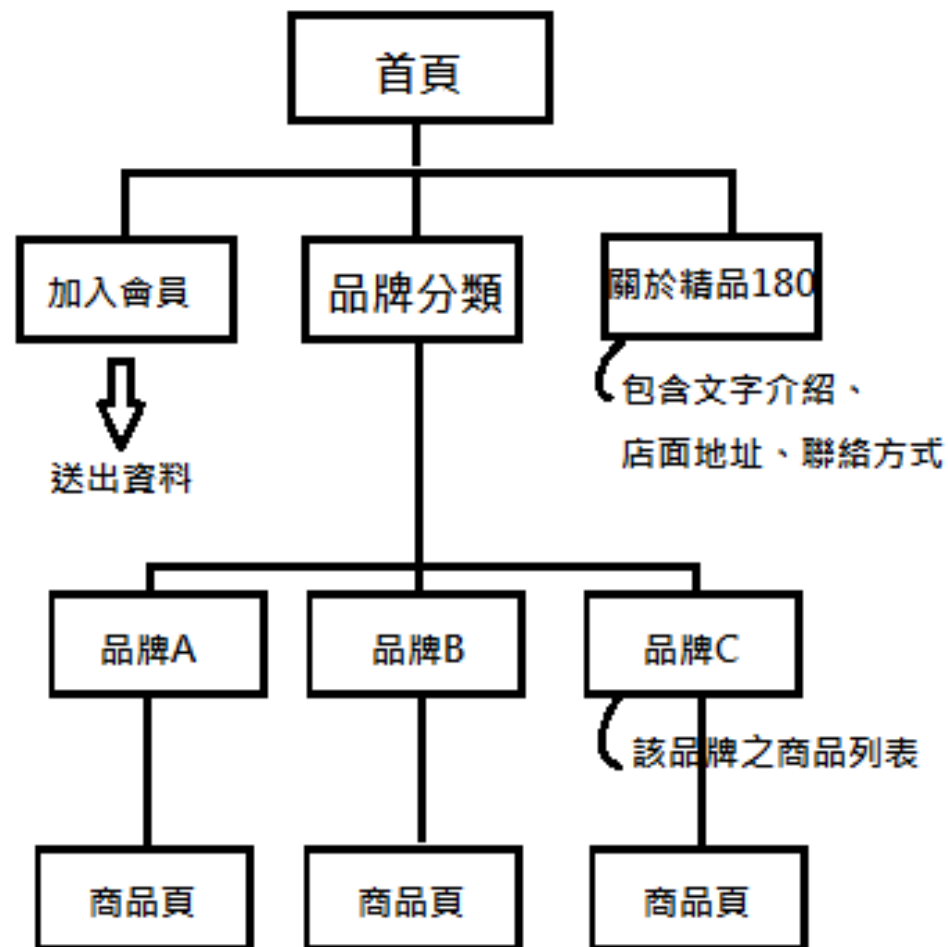
f2.會員功能以取得會員資料 (可提供來店禮)

f3.SEO優化 (包含meta ,title ,description ,keywords)

f4.置入Google Analytics以及Remarketing再行銷功能

f5.電子報(每月10,000封以內)

網站架構



SEO優化部分：

- 1.首頁的SEO設定(title ,description ,keywords)
- 2.商品頁SEO設定可由商品上架時動態調整
- 3.網站中的站外連結(FB/Blog)

SEO關鍵字：

1.需求:

機械錶保養、石英錶換電池、機械錶使用注意項目、二手錶 瑞士錶、二手包、機械錶保養
參考:<http://www.watchbest.com.tw/index.php?code=tw&route=information/faq>

2.品牌:

香奈兒

Franck Muller法蘭克穆勒

iwc萬國錶

PATEK PHILIPPE (PP) 百達翡麗

Vacheron Constantin (VC) 江詩丹頓

AUDEMARS PIGUET (AP) 愛彼

BREGUET 寶璣

PIAGET 伯爵

Jaeger Le-Coultré 積家

CARTIER 卡蒂亞

CHOPARD 蕭邦

ROLEX勞力士

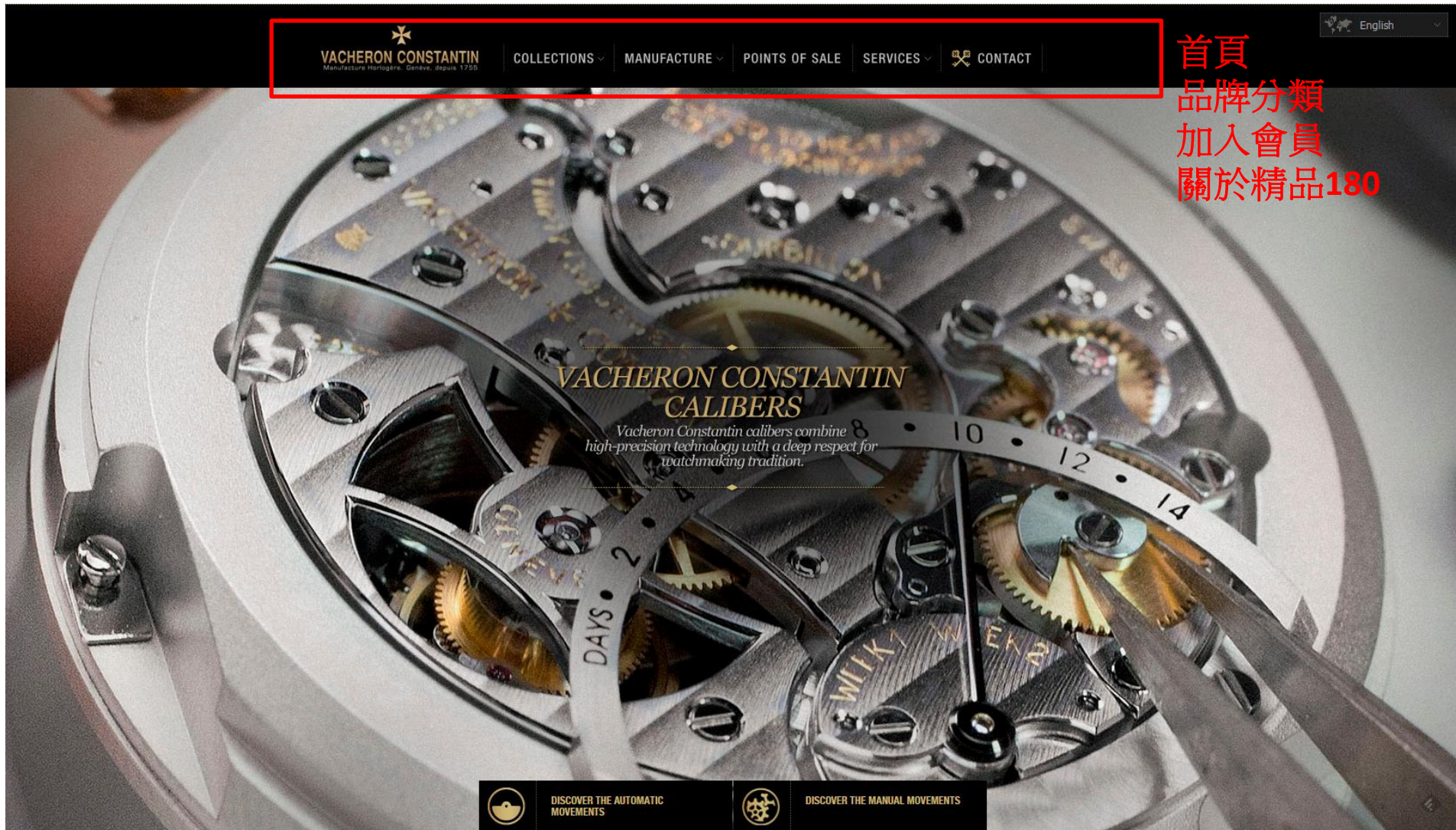
SEO與HTML設定參考

```
<meta name="author" content="作者名稱">
<meta name="copyright" content="版權所有人名稱">
<link rel="author" href="google plus 個人頁網址/posts">
<link rel="publisher" href="google plus 個人頁網址">
<meta name="description" content="網頁描述">
<meta itemprop="name" content="網站名稱或標題">
<meta itemprop="image" content="要顯示的縮圖網址">
<meta itemprop="description" content="網頁描述">
<meta property="og:title" content="網站名稱或標題" >
<meta property="og:url" content="網址">
<meta property="og:image" content="要顯示的縮圖網址">
<meta property="og:description" content="網頁描述" >
給google看
<link rel="author" href="google plus 個人頁網址/posts">
<link rel="publisher" href="google plus 個人頁網址">
<meta name="description" content="網頁描述">
```

Open Graph data 給Facebook看(記得用Facebook Debugger) :

```
<meta property="og:title" content="Title Here" />
<meta property="og:type" content="article" />
<meta property="og:url" content=" http://www.example.com/" />
<meta property="og:image" content=" http://example.com/image.jpg" />
<meta property="og:description" content="Description Here" />
<meta property="og:site_name" content="Site Name, i.e. Moz" />
<meta property="article:published_time" content="2013-09-17T05:59:00+01:00" />
<meta property="article:modified_time" content="2013-09-16T19:08:47+01:00" />
<meta property="article:section" content="Article Section" />
<meta property="article:tag" content="Article Tag" />
<meta property="fb:admins" content="Facebook numeric ID" />
```


首頁 – 參考<http://www.vacheron-constantin.com/>
以大圖呈現，下方為品牌圖片，置底為店的簽名檔





DISCOVER THE AUTOMATIC
MOVEMENTS



DISCOVER THE MANUAL MOVEMENTS

首頁 品牌圖片



CALIBER 1003
SQRH



CALIBER 1003



CALIBER 1003
SQRH2



CALIBER 1003 SQ




CALIBER 1005




CALIBER 1141






CALIBER 1003 SQ



CALIBER 1005



CALIBER 11.41



VACHERON CONSTANTIN AND THE HALLMARK OF GENEVA

The Hallmark of Geneva is a standard of excellence stemming from the tradition of Haute Horlogerie. It addresses the high-end Geneva watch brands.

It is the guarantee of origin (mechanical movement, assembly and regulation in the Canton of Geneva), quality of workmanship, durability and exceptional savoir-faire.

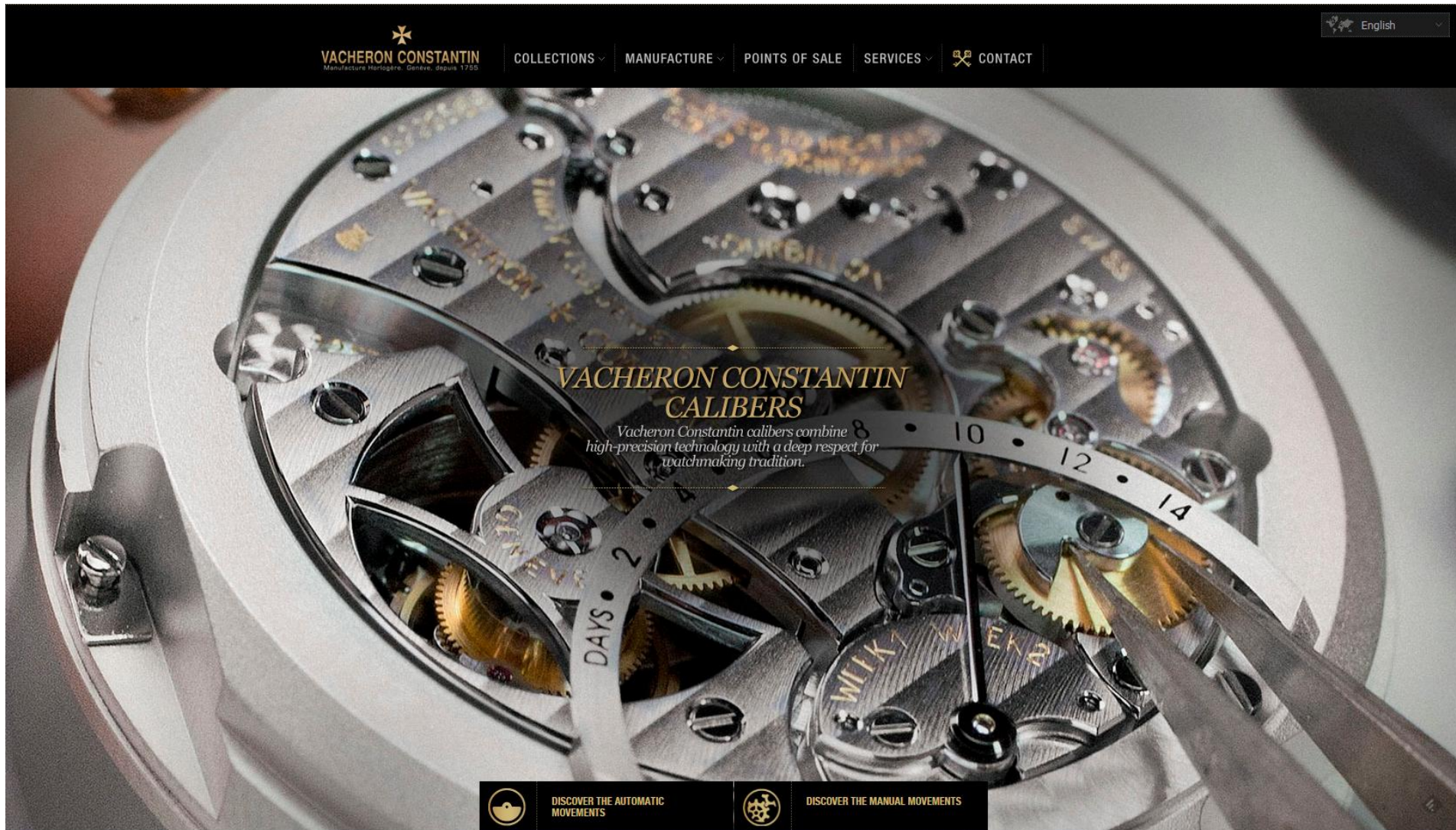
For over a century, the Hallmark of Geneva has been a reference for quality that is synonymous with the excellence of a traditional savoir-faire.

DISCOVER

首頁
置底為店的簽名檔

品牌頁 – 與首頁版型相同

以品牌大圖呈現，下方為產品圖片，置底為店的簽名檔





DISCOVER THE AUTOMATIC
MOVEMENTS



DISCOVER THE MANUAL MOVEMENTS

*品牌頁
*商品圖片



CALIBER 1003
SQRH



CALIBER 1003



CALIBER 1003
SQRH2



CALIBER 1003 SQ




CALIBER 1005




CALIBER 1141






CALIBER 1003 SQ



CALIBER 1005



CALIBER 11.41



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DISCOVER

品牌頁
置底為店的簽名檔


商品頁

以5-6張商品圖自動輪播，下方為商品描述與影片，
置底為店的簽名檔

COLLECTIONS ▾MANUFACTURE ▾POINTS OF SALESERVICES ▾CONTACTEnglish

AUTOMATIC CALIBER


CALIBER 2475 SC/1




◦ ◦ ◦ ◦ ◦

CALIBER 2475 SC/1

- Reference: 2475 SC/1
- Energy: automatic
- Thickness (mm): 5.70
- Diameter (mm): 26.20 (11" ¹/₂)
- Number of parts: 264
- Number of jewels: 27
- Frequency: 4 Hz (28,800 v.p.h.)
- Power-reserve (hours): 40 approx.
- Indication: center seconds, minutes, hand-type day of the week, power reserve, hand-type date, hours
- Certification: Hallmark of Geneva Certified







◦ ◦ ◦ ◦ ◦

CALIBER 2475 SC/1

- **Reference:** 2475 SC/1
- **Energy:** automatic
- **Thickness (mm):** 5.70
- **Diameter (mm):** 26.20 (11''' 1/2)
- **Number of parts:** 264
- **Number of jewels:** 27
- **Frequency:** 4 Hz (28,800 v.p.h.)
- **Power-reserve (hours):** 40 approx.
- **Indication:** center seconds, minutes, hand-type day of the week, power reserve, hand-type date, hours
- **Certification:** Hallmark of Geneva Certified




**VACHERON CONSTANTIN AND THE
HALLMARK OF GENEVE**
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商品頁

下方為商品描述與影片
置底為店的簽名檔

加入會員



精品180，品味經典

加入會員

關於精品180

(介紹、地點、聯絡方式)



It was about time...

The Internet has changed everything. Well, not quite. Buying and selling used cars, unfortunately, hasn't changed for decades. Now, that painful world is waking up. **It's going from sleepi to Beepi.**

Beepi replaces the used car dealer and the used car lot with a system that connects buyers and sellers in a radical new way. No negotiating, no trips to the dealer, no surprises – and no commission to the guy with the plaid jacket. Which means a better price for everyone.

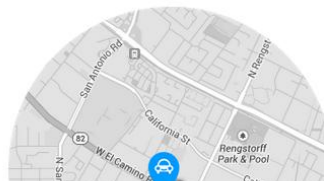
If you're selling – just give us the basic details. We'll send a mechanic to inspect your car right on your driveway, set the price, and – when it's sold – drive it to the happy buyer. What could be less painless? Plus, you're getting a higher price than the Blue Book one.

If you're buying – you know you're getting a car that's been inspected and certified, that comes with a 10-day money-back guarantee, and will be delivered right to your door. The price? This time, it's lower than the Blue Book. Beepi is better coming and going.

We'll also take care of the title, the plates, and all the paperwork.

So try us, and see how fast you go from 0 to happy.

Beepi lives in the heart of Silicon Valley!



介紹

The Internet has changed everything. Well, not quite. Buying and selling used cars, unfortunately, hasn't changed for decades. Now, that painful world is waking up. **It's going from sleepi to Beepi.**

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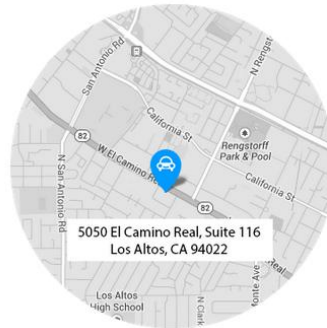
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聯絡方式



手機板網頁

參考: <https://getpebble.com/>
<https://thoughtbot.com/>

手機版網站: 圖文大小調整置、優化選單點擊效果 參考範例pebble 首頁



手機板首頁

參考範例 thoughtbot 首頁



≡ MENU

Let's **design, develop &**
grow your product.

*Focusing on user outcomes & simplicity,
we minimize risk and increase your
product's success with quality code &
quality humans.*



≡ MENU

CLIENT WORK

Let's **design, develop &**
grow your product.

PRODUCTS

*Focusing on user outcomes & simplicity,
we minimize risk and increase your
product's success with quality code &
quality humans.*

OPEN SOURCE

COMMUNITY

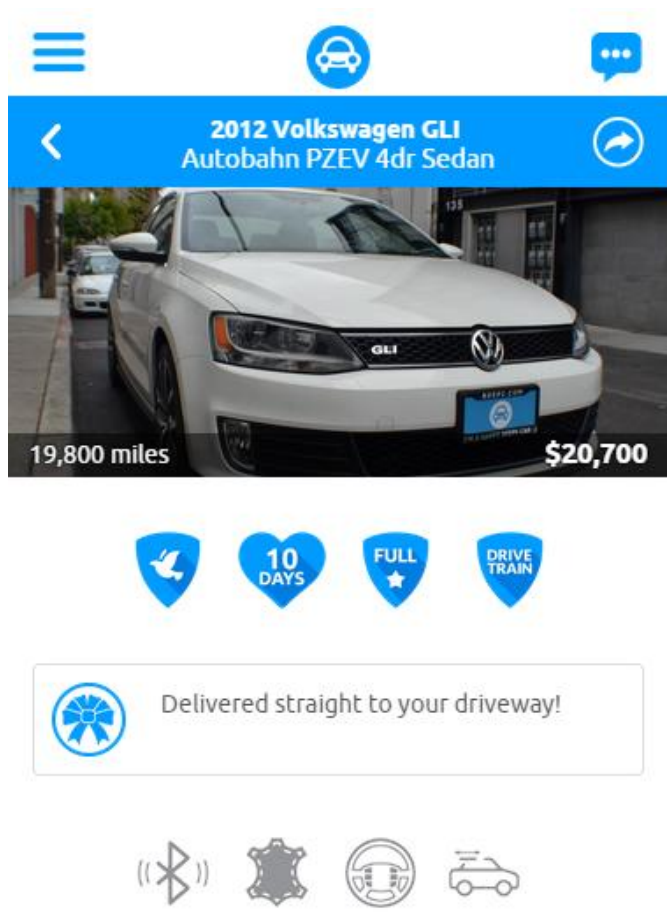
PEOPLE



LOCATIONS

手機板商品頁：

商品圖片與文字排版調整，商品圖片自動換頁



&



手機板商品頁

示意圖1/3

≡ MENU



◦ ◦ ◦ ◦ ◦

CALIBER 2475 SC/1

◊ **Reference:** 2475 SC/1

◊ **Energy:** automatic

Thickness (mm): 5.20

手機板商品頁

示意圖2/3



◦ ◦ ◦ ◦ ◦

CALIBER 2475 SC/1

- ◊ **Reference:** 2475 SC/1
- ◊ **Energy:** automatic
- ◊ **Thickness (mm):** 5.70
- ◊ **Diameter (mm):** 26.20 (1 1/2")
- ◊ **Number of parts:** 264
- ◊ **Number of jewels:** 27
- ◊ **Frequency:** 4 Hz (28,800 v.p.h)
- ◊ **Power-reserve (hours):** 40 approx.
- ◊ **Indication:** center seconds, minutes, hand-type day of the week, power reserve, hand-type date, hours
- ◊ **Certification:** Hallmark of Geneva Certified



手機板商品頁

示意圖3/3

◊ **Indication:** center seconds, minutes, hand-type day of the week, power reserve, hand-type date, hours
◊ **Certification:** Hallmark of Geneva Certified



費用：
87,150 (含稅)

專案名稱：精品 180 網站建置			
服務項目	服務內容	功能描述	金額
網站開發	網站版型建置	包含首頁、品牌頁、商品頁、關於我們、加入會員，約 5-6 個版型	25,000
	手機板網站版型	約 5-6 個版型	25,000
		商品自動輪播	3,000
小計			53,000
Server	後台商品上架系統	可上傳並修改文字、圖片、標題、敘述、選擇商品分類	30,000
	電子報系統	每月寄出 10,000 封以內	5,000
	加入會員	儲存紀錄會員資料	3,000
小計			38,000
其他	SEO 優化 (包含 meta ,title ,description ,keywords) 置入 Google Analytics 以及 Remarketing 再行銷功能		2,000
注意	*本報價不含：LOGO 設計、商品攝影費用		-
合計 (未稅)			93,000
優惠價			83,000
營業稅			4,150
總價 (含稅)			87,150