Anti Aging Skin Care:

Need assistance with an e-commerce Website for line of Anti Aging skin care that will include Website design and coding with a Seo and content search module for our products. Our main concern is to have a website that is SEO Friendly with optimal search engine visibility, with a clean minimalist yet bold effect. We rely on your professional assistance and suggestions on which system will be best suited to be utilized for this site in order to achieve maximum visibility etc. linkage to social media sites as well as other market place venues to maximize sales and welcome all suggestions to achieve this. Enclosed is list of some o the features we wish to include on our site:

1. featuring products, as an up selling tool, upon customers browsing suggesting products that will integrate with diff categorized by skin type, skin condition etc ….we will provide exact match for each product.
2. A promo inbox for promotions, gift certificate and discounts etc
3. Sales associate inbox so we can track sales on weekly basis for that associate.
4. Shopping cart with credit card processing
5. Shipping processing via domestic/international linkage with a price calculator.
6. Site traffic tracking system
7. Product Review system where we can be in control of all reviews.
8. Site linkage to Social media FACEBOOK, AND TWITTER, Pinterest and others.
9. Site linkage to AMAZON&EBAY
10. Content Search Module and Seo to optimize our engine search and visibility.
11. Any other module that can help or increase our business as a tool we would be interested to add onto-please advise.
12. **The website is already worked on for iphone application –not sure how far completed however want to make sure that knowledge of iphone application is verified.**

Enclosed is a reference to couple sites for website visual effect and product layout.(pages are already designed however the format for review etc you can check and also feel for the website.

1. **Narscosmetic.com- We would like to achieve a bold minimalist effect where all categories are visually and easily navigated thru with a modern effect ….we would like to utilize similar layout as this site specially the lay out on product index subcategories pops up on main page and within subcategory each product is featured. Please check individual products layout as well with shopping cart on top view.**
2. **Sephora.com- please refers to this site for individual product with indexes at the bottom of each product: We will include: Description, detail, ingredient, Shipping. Site will also include Review index so customers can rate us.**

Enclosed is a brief detail of home page layout we wish to achieve, with a picture on one side of screen and a vacant space to be created on RHS for all the menu tabs to be also featured on the main screen next to the picture with subcategories: this would be the space where clients can navigate thru to access information, product etc…(reference to check Narscosmetic.com or my own existing website) (Most of the products content for tlhe skin care is already downloaded we have (5-7 additional product needs to be added and the layout per freelancer needs to configured)

A. Skin Care: Subcategories include:

1. **Cleansers**
2. **Toners**
3. **Exfoliants**
4. **Moisturize**
5. **Eyes & Lips**
6. **Corrective Masks**
7. **Antioxidants**
8. **Problem Skin**
9. **Pigment Correction**
10. **Specialized Age Management**
11. **Body**
12. **Sun Protection**

**B. Complexion: Sub Category will include ( products PENDING FOR CONTENT DOWNLOAD AND CONFIGURATION AND FOR BEST WAY TO INPUT PROUDUCTS WITH DIFF SHADES ETC includes 12-14 shades of mineral make up page needs to be designed accordingly, AND REMAINDER 3 PRODUCTS)**

1. **Loose Mineral Make-up**
2. **Primer**
3. **Finishing Powder**
4. **Brush.**

**C. Baby Organics: Subcategories Include (this category on hold right now we might eliminate it from system for now)**

1. **Shampoo**
2. **Lotion**

**D. Skin care kits: (PENDING FOR CONFIGURATION)**

**E. ABOUT US-**Subcategories: needs 3 different pages :

**1. Company Philosophy ( PENDING CONTENT AND IMAGE TO BE DOWNLOADED)**

**2. News &Media**

**3. Trade Shows**

**F.Support:**

Subcategories: includes 2 separate pages

1. **Skin analysis:** Customer assistance with product-This page will include a skin personal evaluation/ contact form to fill and contact us so we can assist them (please check Murad.com for customer personal evaluation page I want to achieve similar layout**).( not done yet pending)**
2. **Wholesale Inquiry**: (Professional assistance Wholesale inquiry) this page will include a customer’s log in with a password to inquire on any of our product and provides us their information where we can reach them and discuss possible wholesale and private label options**.(PENDING)**

G. **Science:** Technical DATA: for professionals to log in and view the product technical data, I have roughly 15-20 products on this section (Each technical data includes one page or so with diagrams, pictures and literature**)(PENDING)**

H: New Product: THIS TAB WILL BE FOR FUTURE USAGE OF INTRODUCING NEW PRODUCTS BUT NEEDS TO BE CREATED.

H**. LIBRARY**: (THIS TAB INCLUDES GLOSSARY OF NUTRIENTS - FOR LAYOUT PLEASE CHECK COVALANCE.COM AND REFER TO GLOSSARY SECTION AND REFER TO LIBRARY – WE WANT TO ACHIEVE SAME KIND OF FORMAT SYSTEM. (**THE CONTENT IS ADDED BULT LAYOUT ALSO SOMEWHAT WORKED ON BUT NOT COMPLETE)**

**I. Skin Nutrition- This tab includes a diagram and content for education purpose (PENDING-for content to be added and images to be added)**

**j. Skin resource: This tab is an educational tab with educational content I am debating to add it onto science section or separate. (PENDING FOR COMPLETION)**

**K. IMAGES: PRODUCT IMAGES BOTH SINGLE AND MULTIPLE SHOTS PENDING FOR DOWNLOAD. THERE WILL BE FEW OTHER IMAGES THAT WILL NEED TO BE SOURCED IS PENDING FOR DOWNLOAD**

**ON TOP RHS COLUMN AS YOU HAVE CREATED SEPARATE TABS INCLUDE**: (**MOST PAGES DESIGNED & TABS ARE CREATED PENDING DOWNLOAD AND CONFIGURATION).**

1. **My Account**: 1 page- Customer can log in with a password to view their purchase history etc
2. **Return Policy:** 1 page statement on return policy
3. **Contact Us:** 1 page contact form
4. **Newsletter: Subcategories include**
5. **Mailing list:** format needs to be created for customers to enter their emails for updates**.**
6. **Newsletter:** A Format needs to be created where we can link newsletter to our mailing list to send emails, sale notifications and new product updates.
7. **Shopping cart**: Tab would be located somewhere here on top as well correct?
8. **Social Media**: FB, Twitter, blog++