Zoovy: graphic design

One technology, multiple options.

Zoovy's in-house design studio can help you create your own look.

Creating a consistent and compelling company image is essential to building up a profitable e-business, and Zoovy helps companies do this with custom web design.

A company image should be carried throughout the e-business's website, auctions, emails and print materials. This allows them to brand their company, stand out among the competition, and build up a strong and solid reputation. With a well branded company image, an e-business can achieve increased sales and a loyal customer base.

The Zoovy software package provides customers with hundreds of ready-made web templates to choose from for storefronts and auctions. These designs provide a basic starting point for e-businesses, eliminating the need for graphic design experience or outsourcing an expensive web designer.

Custom work allows for more flexibility and choices in the design of these materials so companies can build their own powerful identity in the ecommerce industry. When customers are searching through the many online stores, custom designed websites stand out among the rest and express to the customers exactly what the company offers.

By teaming the company's knowledge of their products and customers with the Zoovy design team's expertise in graphic design and marketing, custom web design allows for the most powerful image to be communicated to shoppers. The team uses the company's input to develop a successful company image that flows throughout the web store, auctions and marketing materials.

Most of Zoovy's top sellers use custom designed storefronts because it leads to increased sales and customers. Zoovy customer, 'TikiMaster' saw a 300% increase in sales after switching from a default template to a custom theme and soon purchased an entire custom branding package.

Stand out against the competition

- A custom website has its own unique look and feel that is specific to the store.
- A customized web store and auction speaks directly to the customers.
- Custom designed sites have a higher level of quality, building the company's reputation and credibility.

Branding a powerful company image

- Custom designs can be carried throughout the e-business's website, auctions, emails, newsletters, and marketing materials for a consistent image.
- Customers can easily identify what the company sells and the quality of the products and service.
- The consistent image is an excellent marketing tool, increasing brand identification.
- E-businesses can create a unique and persuasive image that defines the company and creates character with the assistance of Zoovy's experienced and talented design team.

Increase Sales

- The company image can be designed to speak directly to the needs and desires of customers, encouraging them to buy.
- High quality and distinct designs communicate quality products and service.
- Brand identification leads to loyal repeat customers.

Features

Custom Theme

- Zoovy can help e-businesses create a unique look and feel that communicates to customers the company products, services and character.
- This theme can present throughout everything the company communicates.

Custom Page Content

- E-businesses can utilize customized templates for their products, categories and homepage for a consistent image that is easy to use.

Custom Auctions

- Zoovy can help companies develop customized auction templates that can be used for various marketplaces.
- These auctions can display the same image as the storefronts so customers can identify the company across markets, building a consistent reputation across channels.

Custom Newsletters

- E-businesses can communicate with their customers through e-newsletters that have the same look and feel as the web store.
- These customized newsletter templates make it quick and easy to communicate information to customers on a regular basis.

Custom Emails

- E-businesses can send customized emails that can be sent to targeted customers and communicate order information.
- These emails will display the distinct and consistent company image so they will be easily recognizable and increase brand identity.

Custom Features

- E-businesses can choose which Zoovy features to implement that will be appropriate to their store and customers.
- This provides for a user friendly website and efficient backend operations.

Zoovy custom work provides e-businesses with unmatched flexibility and options in the way they run and present their online store and auctions.

The Zoovy design team has years of experience building e-commerce websites, allowing them to provide top-notch assistance to all types of businesses. The Zoovy team works with the store owners to create a truly one-of-a-kind company image.

Despite the level of web or graphic design experience, any e-business can have a high quality web site that stands out against the cookie cutter sites that clutter the internet. With a custom designed web store, e-businesses can watch their sales increase and customers return for more.

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For more information about custom design or other Zoovy features call a representative at **1.877.966.8948** or visit **www.zoovy.com.**

The construction of a Zoovy web store and more.

Zoovy web stores are based on dynamic rendering technology that builds the web pages of your store in real time as your customers browse your products. This technology allows your products and inventory to stay up to date and ensures consistency of presentation throughout all of your customer-facing materials.

The following pages will break down the graphic design elements and templates that exist within a Zoovy web store, auction listing and customer communications tools. Different combinations of these elements are included in the various setup options for Zoovy.

Site Theme - Included in Business Builder, Multi Marketer, Industry Standard

The **Site Theme** contains the main bulk of the store branding (ie, Logo, Butttons) and site navigation (ie, navigation links, categories). The **Site Theme** is fixed, meaning it will appear on every page of the site, and will be exactly the same on every page.
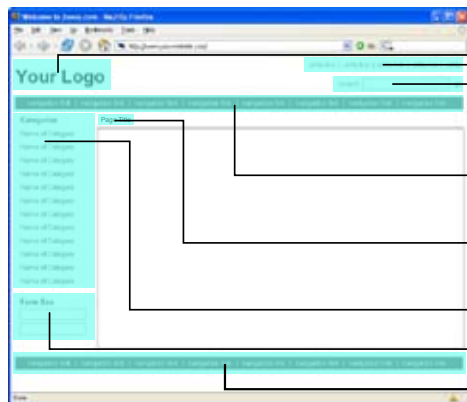
A Site Theme typically contains:

- **Company Logo**

- **Utility Links** (ie, home, about, contact info, store policies, cart, checkout)

- Keyword **Search** form

- **Tabbed Navigation** links which can contain any of the utility links as well as store specific links (ie, specials, featured items)

- **Page title** (the page title is the only element in the theme that will change, displaying the title of the page you are on.

- **Main Category Navigation** (lists all the top level product categories in your store)

- Other **Forms** (ie, newsletter signup, login)

- **Bottom Navigation** which usually mirrors all of the links at the top of the site

*Features Available for a **Custom Designed Site Theme***:

Consistent Company Branding, Advanced Search Feature, Mini Shopping Cart, Breadcrumb, Company Info (phone #, address), Recently Viewed Items List, Newsletter Signup Form, Log in Form, Featured Product Lists, Custom Footer, Graphic Advertisements.

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Home page - Included in Business Builder, Multi Marketer, Industry Standard

The **Home page** is the first page that loads when someone first comes to your site. The information there often gives shoppers the first impression of your site, and it should direct people to where they should click to next.
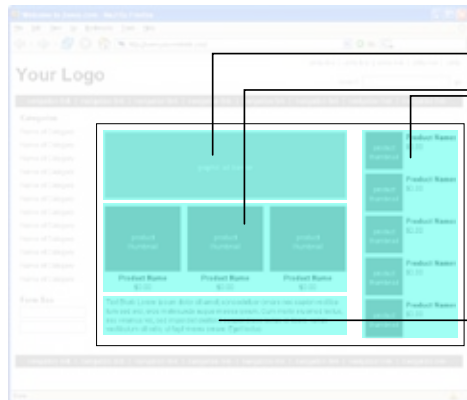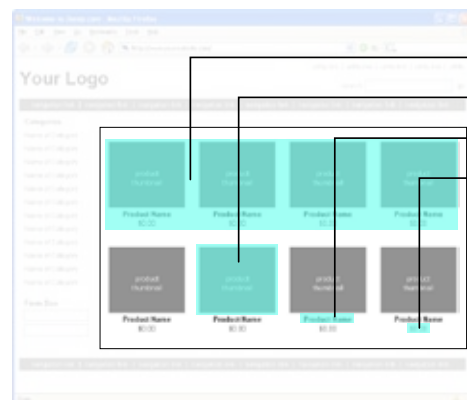

*A **Homepage** typically contains:*

• Promotional **Banners** or **Advertisements**

• **Product Lists**, which are a way of displaying different sets of products that have something to do with each other (ie, new items, featured items). Products shown can display many different pieces of information about that product (ie, thumbnail, name, price)

• **Text** blurbs. Though large paragraphs of **text** are rarely read, it is sometimes helpful to have a sentence or two of intro **text**.

*Features Available for a **Custom Designed Home page Layout**:*

Consistent Company Branding, Changeable Promotional Banners with Changeable links, Newsletter Signup form, Log in form, Various Product Lists (Specials, Featured Items, Best Sellers, New Items), Duplicated list of Top Level Categories with Thumbnails.

Category layout - Included in Industry Standard

The **Catgegory** layout is a single product list that displays all of the products in a given **Category**. The products are all displayed the same, can show several pieces of information (ie, thumbnail, name, price, description), and can be all listed in one long scrolling page or split out into several pages (what we call the multi-page feature).

*A **Category Layout** typically contains:*

• A single list of products contained within a **Category**

• Product **Thumbnail** (links to that specific product's page)

• Product **Name**

• **Price** (ie, base price, msrp)

*Features Available for a **Custom Designed Category Layout**:*

Consistent Company Branding, Top Featured Item, Changeable Image Header, Thumbnail Rollover Preview, Text Intro, Multi-Page Product Listing, Direct Add to Cart link, 'You Save' Price Calculation, Subcategory List, Configurable Product Options,

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Product layout - Included in Multi Marketer, Industry Standard

The **Product** layout is the page that showcases a specific **Product** and displays all of the information associated with that **Product**. It is also the most common page from which a customer will add a **Product** to their shopping cart.
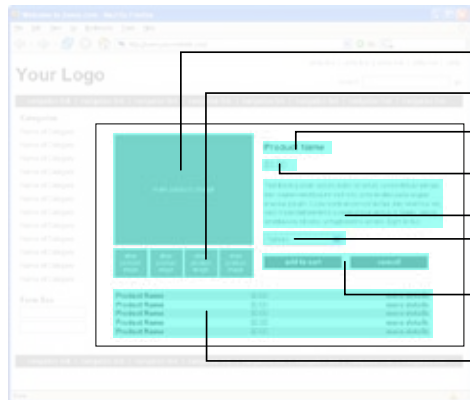
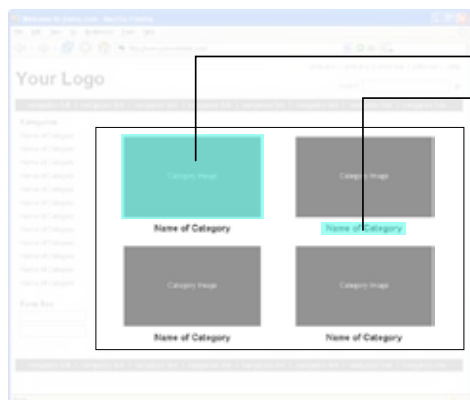

A *Product Layout* typically contains:

- A large **Photo** featuring the **Product**
- Alternate **Product** images
- Full **Product Name**
- **Pricing** (ie, base price, msrp)
- **Description** (ie, detailed explaination of the product, bulleted feature list)
- **Product Options** if present (ie, color, size)
- **Add to Cart** button (also a cancel button which sends shoppers to the previously viewed page)
- List of **Related Items**, based on a list of other **Products** that have been associated with the main **Product** being showcased

Features Available for a ***Custom Designed Product Layout***:

Consistent Company Branding, Tell a Friend, Customer Reviews, Average Product Rating, Product Details, Related Items List, Accessories List, 'You Save' Price Calculation, Thumbnail Rollover Preview, Related Categories List

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Subcategory layout - Included in Industry Standard

The **Subcategory** layout displays a list of all of the **Categories** found within another **Category**. If a given category has more than about twenty products, it is more user friendly to organize those products into subcategories.

A *Subcategory Layout* typically contains:

- A thumnail **Image** representing each listed **Subcategory**
- The **Name** of each listed **Subcategory**

*Features Available for a* ***Custom Designed Subcategory Layout***:

Consistent Company Branding, Product List, Changeable Image Header, Text Intro

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Search results layout - Included in Industry Standard

The **Search Results** layout displays a list of products that are returned when a person types in either a **keyword search** or selects a search option from a **dropdown** menu. The **search results** page typically mirrors the **category** layout, as they both contain the same kind of information, but it can have a different look if so desired.
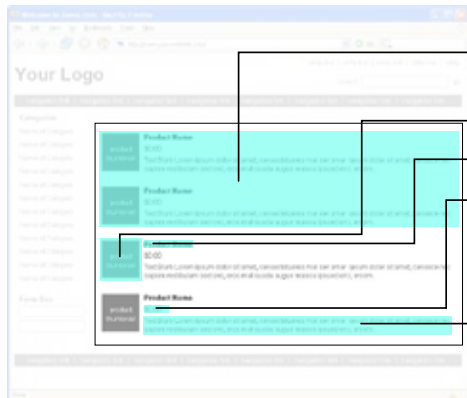
*A **Search Results Layout** typically contains:*

• A single list of products returned from either a **keyword** or **dropdown search** (can be listed in one long scrolling page or split out over multiple pages)

• Product **Thumbnail** (links to that specific products page)

• Product **Name**

• **Price** (ie, base price, msrp, or both)

• Product **Description**

*Features Available for a **Custom Designed Search Results Layout***:

Consistent Company Branding, Top Most Relevant Item, Thumbnail Rollover Preview, Multi-Page Product Listing, Direct Add to Cart link, 'You Save' Price Calculation, Configurable Product Options,

Popup Theme - Included in Business Builder, Multi Marketer, Industry Standard

The **Popup Theme** is basically a mini version of the Site Theme, and is used for small Popup windows that display various types of information in your Zoovy Website.

*A **Popup Theme** typically contains:*

• A smaller version of your company Logo

• A Page Layout area in the center to load various types of information (ie, Tell a Friend Form, Customer Reviews Form, Auction Gallery List)

*Features Available for a **Custom Designed Popup Theme***:

Consistent Company Branding, Advanced Product Image Display,

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Email template - Included in Business Builder, Multi Marketer, Industry Standard

The **Email Template** is a simplified and more **Email**-friendly version of your **Site Theme**. Instead of loading a Page Layout into the center though, it loads one of several different **Email** messages that are automatically generated and sent to customers.
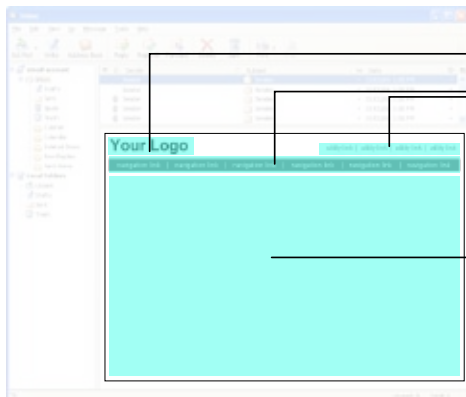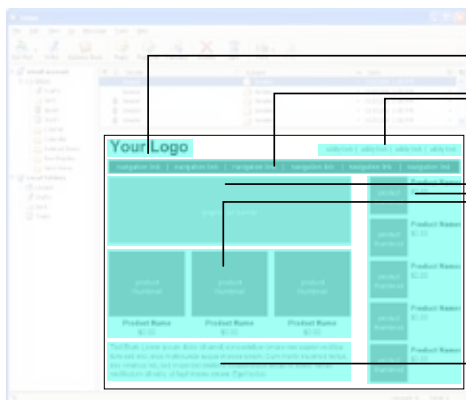
*An **Email Template** typically contains:*

• **Company Logo**

• Limited **Utility Links** and **Navigation** (linking to you Zoovy Web store)

• **Layout** area in the center that loads the various types of information that are sent to customers (ie, Order Created, Payment Reminder, Account Created, Password Request, Newsletter Subscribe)

*Features Available for a **Custom Designed Email Template**:*
Consistent Company Branding, Duplication of Site Navigation

Newsletter layout - Included in Multi Marketer, Industry Standard

The **Newsletter Layout** is used to send ad campaigns and specials, via email, to existing customers. The **Newsletter Layout** consists of the branding and navigation of the **Email Template** combined with a unique **Page Layout** in the center, which showcases a combination of **Product Lists** and **Promotional Banners**.

*A **Newsletter Layout** typically contains:*

• **Company Logo**

• Limited **Utility Links** and **Navigation** (linking to you Zoovy Web store)

• Promotional **Banners** or **Advertisements**

• **Product Lists**, which are a way of displaying different sets of products that have something to do with each other (ie, new items, featured items). Products shown can display many different pieces of information about that product (ie, thumbnail, name, price)

• **Text** blurbs. Though large paragraphs of **text** are rarely read, it is sometimes helpful to have a sentence or two of intro **text**.

*Features Available for a **Custom Designed Newsletter Layout**:*
Consistent Company Branding, Duplicated Site Navigation, Various Text and Headline Areas, Changeable Promotional Banners with Changeable links, Various Product Lists (Specials, Featured Items, Best Sellers, New Items),

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eBay store header - Included in Industry Standard

The **eBay Store Header** is placed at the top of your **eBay Store**. It doesn't contain any **Zoovy** functionality, but is meant to extend your **Store Branding** to **eBay** by mimicking the design of your **Zoovy Website**.
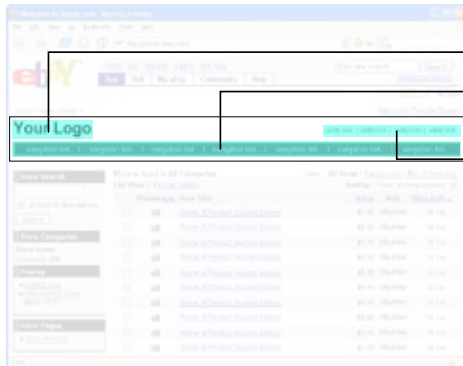
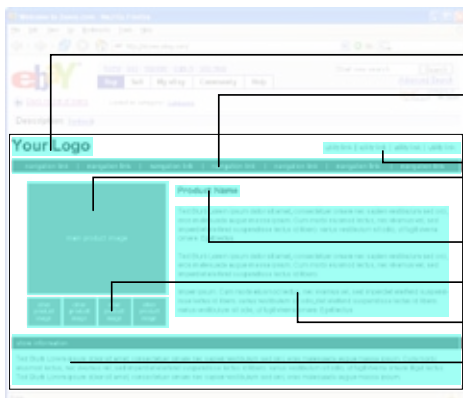*An **eBay Store Header** typically contains:*

- **Company Logo**

- Links to **eBay Store** information
(about, contact info, payment, shipping, returns, checkout)

- Other **Navigation** links (for various pages you can create in your eBay Store)

*Features Available for a **Custom Designed Newsletter Layout**:*
There are currently no features available

Auction template - Included in Multi Marketer, Industry Standard

An **Auction Template** is used to display a **Product Auction** that has been launched to one of the many **Online Marketplaces** available. The most common **Marketplace** is **eBay**, however we also have **Auction Templates** available for other **Marketplaces** such as **Overstock**.

*An **Auction Template** Typically contains:*

- **Company Logo**

- **Links** jumping down the page to **Company Information**
(about, contact info, payment, shipping, returns, checkout)

- Other **Navigation** links (for various pages you can create in your eBay Store)

- A large **Photo** featuring the **Product**

- Full **Product Name**

- Alternate **Product** images

- **Description** (ie, detailed explaination of the product, bulleted feature list)

- **Company Information** pulled from your **Zoovy Store** (ie, about info, contact info, payment policy, shipping policy, returns policy, checkout instructions)

*Features Available for a **Custom Designed Auction Template**:*
Consistent Company Branding, Base Price Display, Changeable Promotional Banners, Additional Text Areas, Buy Now and Checkout Buttons, Recently Viewed Items, Various Product Lists (Featured Items, New Items)

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