

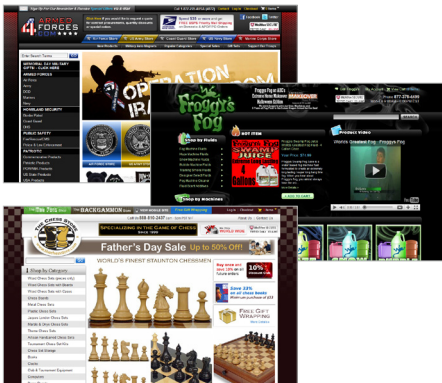


# Graphic Design is trust & professionalism

Keep your brand consistent and work with designers you can trust

## Executive Summary

- *Solid Design Methodology*
- *Experienced Collaborators*
- *Full Service Design Studio*
- *SEO All the Way*
- *Measured Success*



## Methodology

Zoovy strives to establish strong working relationships with our clients. By fostering these relationships an understanding of the goals are developed. As visual communication is subjective and not always clear cut, your input is essential to us. Once there is a clear understanding of your needs it is easy for Zoovy designers to apply our expertise and experience from building thousands of sites. With a such a close design relationship, Zoovy can be used to supplement your existing design efforts or be used as your complete design team.

Zoovy Designers are great at what they do. When it comes to design, the difference is in the details, and the proof is in the numbers. Zoovy client, TikiMaster, saw a 300% increase in sales after a Zoovy redesign. Zoovy client, GreatLookz, said, "I am extremely happy with the new design. Sales were up 40% in March!", that was a 7.01% conversion rate increase. Within a month after a separate redesign, Zoovy client, The Chess Store's average sale increased by 8%. We strive to design every client's website as if it was our own.

## Building a Brand

Creating a consistent and compelling brand is essential to building a profitable business. A company's brand should be consistent throughout all e-commerce websites, market-places, newsletters and print materials. A consistent brand allows businesses to establish position within an industry and build a trustworthy reputation and loyal customer base. By being well branded a business will achieve increased sales and a loyal customer base.

Zoovy's designers are very experienced working within the Zoovy platform. Their understanding of available options and features provides you with a competitive edge over your competition. By teaming a merchant's knowledge of their product and customer base with the Zoovy design team's expertise, the result will be better sales numbers.



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## More than a Pretty Site

Zoovy's experienced design and marketing teams ensure sites are more than just "pretty" it is also functional. Both design and marketing departments use best practices for SEO and usability when designing and restructuring websites.

**SEO is not an after thought** at Zoovy. Many variables are considered when designing an SEO friendly e-commerce website. Zoovy has implemented design standards that do not limit the layout of a site but provide content options proven to be successful. All sites are built in such a way that load time, header tags, site navigation, refreshed content, and more, are taken into consideration to help ensure success with SEO.

**A/B Multi-variant testing** is another way to measure design impact. Merchants can easily test different site elements on a page including: Landing Pages, Coupons, Promotional Banners, Free Shipping, Headlines and Navigation Elements, Etc. The Zoovy platform offers A/B testing as a standard feature. Reporting for this feature is built in and tracking can be enabled for Google Analytics. Merchants can easily determine which pages are performing and which are not to improve the buying experience and bottom line.

**Layered Search** enables users to quickly and easily find content they are searching for. Providing a better user experience, and increasing the chances of repeat business. Each of Zoovy's layered searches are custom built for each store's buying experience.

**Mobile** sites are included standard with each hosted site and have been designed for optimal viewing on mobile devices

**Forums/Blogs** are created to match the current site theme, and are easily linked to gain exposure directly from the website.

## Shopping Experience

Website design is used to engage and create the shopping experience for your buyers. The Zoovy platform utilizes several page styles to create a cohesive experience throughout the site. Some of the most commonly customized elements are site theme and homepage.

**Site Theme** consists of the header, navigation, and footer elements creating the skin for the entire website. This keeps the brand and usability in mind for the buying experience.

**Homepage** directs shoppers further into the site. Leading buyers in the desired direction increases overall sales. Some examples of these key elements are best sellers, top brands, new arrivals, featured products, deal of the day, promotions, and more.

**Optional pages** are category pages, product pages, email templates, newsletter templates, search results, and more.

## Additional Services

While Zoovy specializes as an e-commerce platform, their experienced design team excels in many marketing and branding mediums including:

- ▶ **Logos** - A professional logo differentiates you from your competition as well as exudes reliability and trustworthiness.
- ▶ **Trade Show & Print** - Appealing to your customers through multiple mediums will expand your store's audience and brand recognition.
- ▶ **Web Banners** - Zoovy's design can quickly and seamlessly integrate marketing banners into your site.
- ▶ **More** - Some other design elements that can benefit your company are Newsletter Templates, Sub-Brands, Seasonal Logos and more. Please call us to discuss our design services.

## Marketing

Zoovy's e-commerce marketing programs bring more visitors to websites, and entice them into becoming a customer.

- ▶ **Search Engine Optimization(SEO)** – improve organic rankings: Analysis, Keyword research, Content , Link Building, Titles, Meta-descriptions, White Hat Tactics Only
- ▶ **Pay-Per-Click(PPC)** – increase sales with targeted traffic : Analysis, Keyword Research, Campaign Setup, Ad Creation
- ▶ **Analytics** – track results: code implemented with e-commerce tracking, three Analytics goals and report scheduling
- ▶ **Data Feed Optimization** – format product data feed for each comparison shopping engines to increase ROI and ensure tracking



For Further Information about Zoovy's Graphic Design Services visit: <http://webdoc.zoovy.com/doc/50853>

This document is intended as a summary of possible configuration options which may not be available in all scenarios. Please refer to the online documentation for full product configuration details.