

# MISSED OPPORTUNITIES



# DESIGN FOR ECOMMERCE



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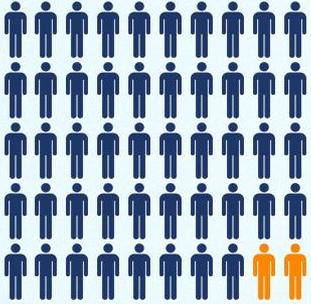


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PROJECT COORDINATOR



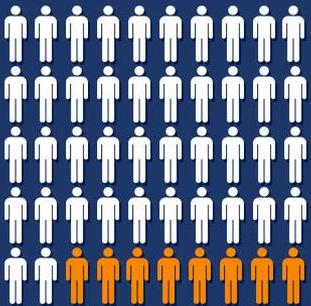
Confidential and Proprietary Information

# DESIGN FOR E-COMMERCE



*on average, websites only convert*  
**1-4% OF THEIR VISITORS**

*however,*



*some of the top ecommerce websites convert*  
**AS MUCH AS 15%**

# DESIGN FOR E-COMMERCE

*merchants who have custom designed their site are*  
**30% MORE SUCCESSFUL**

IT ONLY TAKES

*one 20<sup>th</sup> of a second*

FOR PEOPLE TO MAKE DECISIONS AFTER VIEWING A WEBSITE

# *Agenda*

photography

typography

navigation

slideshow

landing pages

contact info

thank you page

404 error page

social media

trends

# Agenda

photography

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# GOOD vs. BAD

- What is “good” photography?
  - Consistent
  - Clear
  - Descriptive
  - Enticing
  - Real
  - Conveys emotion
- Impact of “bad” photography
  - Make your site look unprofessional & unreliable
  - Shed poor light on your brand
  - Drive visitors to seek out other sites with better images of the products or a more visually pleasing site
  - Decrease in conversions

# BEFORE...



*Purveyors of fine soaps  
and outstanding home fragrance.*

Tel: 01293 525825

[sales@thehandmade.co.uk](mailto:sales@thehandmade.co.uk)

LOG ON

YOUR BASKET

Your basket contains:

0 items

CHECKOUT

PRODUCT SEARCH

please enter a keyword

GO

STOCKIST SEARCH

Enter town or postcode

GO

UPCOMING EVENTS

- > Spirit of Christmas Fair
- > Country Living Christmas Fair
- > RHS Wisley Craft Fair
- > Christmas Grand Sale
- > Bath Christmas Market

REED DIFFUSERS

CANDLES IN A GLASS

CANDLE IN A TIN

GIFT BOXES

PREMIUM GIFT SETS

HOPE & GLORY

HANDWASHES & LOTIONS

BODYWASHES & LOTIONS

FOAM BATHS

CLASSIC SOAPS

ORGANIC SOAPS

OILS & SALTS

MINI SOAP FAVOURS

BONE CHINA MUGS

TREATS & SMALL GIFTS

GIFT PACKAGING

LIP BALMS

ACCESSORIES & POTPOURRI

BEST SELLERS

WEBSITE EXCLUSIVES

GIFTS FOR MEN

VALENTINE GIFTS FOR HER

VALENTINE GIFTS FOR HIM

ROOM FRAGRANCE

NEW PRODUCTS

HOME ABOUT US INFORMATION TERMS & CONDITIONS CONTACT US BLOG

## NEW Jasmine & Lilac fragrance!

Explore the new range of candles and diffusers with this sensual yet fresh fragrance of Jasmine & Lilac.

View Jasmine & Lilac products



### Tin Candles



#### ► TIN CANDLES

This very popular range of candles comes in all the best selling scents.

### Will we get a hot Summer this year?



#### ► A RANGE OF GIFT BOXES

Nothing better than a hot British summer, imagine sitting in sweet cottage garden that is in full bloom with the dulcet tones of a cricket match being played in the background.

### Looking for a Gift?



#### ► FULL MUG RANGE

Plenty of Humour with the Bone China Mugs.

Follow us on Facebook!



► Lip Balms!



► Gifts for your mum



Handmade in England

Sign up to our mailing list

log on | Home | My Account | Checkout | Stockists

# ...AFTER

HEYLAND WHITTLE

All of our soap is Sulphate and Paraben Free | Handmade in the UK  
Free Shipping over £30

MY ACCOUNT TEL: 01293 525825 [sales@heylandwhittle.co.uk](mailto:sales@heylandwhittle.co.uk)

enter keywords

LOGIN BASKET (0) ITEMS, £0.00

REED DIFFUSERS | CANDLES | TRADITIONAL SOAP | FINE LIQUID SOAP | LOTION | GIFT SETS | SHOP BY FRAGRANCE | ACCESSORIES | DEAL OF THE DAY



JOIN OUR NEWSLETTER /

Receive special offers as well as latest news on our upcoming products!

enter email address



#### CITRUS & LAVENDER

This gorgeous fine set will leave your body cleansed & nourished. Organic



#### TIN CANDLES

This very popular range of candles comes in all the best selling Heyland



#### CANDLES

Create a warm cosy atmosphere at home. We have a comprehensive range



#### ORGANIC SOAPS

Soap that perfectly compliments our range of washes, lotions, reed

# ACTION PLAN

- Take visually interesting photos of your products.
- Keep a consistency among your photos.
  - Background color
  - Size
  - Orientation
    - Portrait
    - Landscape
- Use good photography not just on the homepage, but throughout your site.
- Provide your customers with alternative images of your products.

INTERESTING...



NOT INTERESTING...



# CONSISTENT...



# INCONSISTENT...





CLICK ABOVE TO ZOOM

[+] VIEW LARGER IMAGE

&



CLICK ABOVE TO ZOOM

[+] VIEW LARGER IMAGE



&



# HOMEPAGE

DINNERWARE    STEMWARE/BARWARE    FLATWARE    PLATE COVERS    COOKWARE

SHOWROOMS    TRADE SHOWS    WHATS NEW    Shop By Brand    Search for Products...



**COMMERCIAL**

Offering hotels, restaurants, country clubs, caterers and executive dining facilities many creative tabletop presentations that satisfy their every need, price point, and budget.

For Retail shopping please visit [www.louis.com](http://www.louis.com).

Commercial Hospitality offering Dinnerware, Flatware and Stemware [Find Out More](#)

*Unmatched Quality*

Since 1889, the name [Louis](#) has represented the highest standards of artistry and quality in dinnerware and tableware.



Dinnerware

*Unparalleled Service*

Superior customer service, unique designs and the ability to customize our patterns assures you of 100% satisfaction guaranteed.



Stemware/Barware

*Multiple Price Points*

Whatever the size of the budget our diverse designs coordinate with virtually any decor.



Flatware

# CATEGORIES

DINNERWARE   STEMWARE/BARWARE   FLATWARE   PLATE COVERS   COOKWARE

SHOWROOMS   TRADE SHOWS   WHATS NEW   Shop By Brand   Search for Products...

Home > Dinnerware > Alumina



Alumina

Accessories   Del Rio   El Paso



Milazzo   Salina   Zamora



# Agenda

photography

typography

navigation

slideshow

landing pages

contact info

thank you page

404 error page

social media

trends

# WHY TYPOGRAPHY IS IMPORTANT

- Bad typography can make a site look sloppy or unprofessional
- Readability is key for conversions
- Sets an emotional tone for brands, products, and the buying experience
- Typography concerns more than just the specific font used. It also involves:
  - Size
  - Styles & Weights (bold, semibold, italic)
  - Spacing
  - Pairing (mixing fonts)

# READABILITY



The image displays three boxes of Crayola Washable Sidewalk Chalk against a vibrant pink background. The central box is the largest, labeled '48 Different Colors'. To its left is a smaller box labeled '12 Different Colors', and to its right is another labeled '24 Different Colors'. Each box features the Crayola logo and the text 'Washable Sidewalk CHALK' and 'BRIGHT, BOLD CRAYOLA COLORS'. Several pieces of chalk in various colors (red, yellow, purple, blue, green, orange) are scattered in front of the boxes. A blue circular badge with the word 'NEW' is positioned above the main text on the right.

**NEW**

## Washable Sidewalk Chalk

New anti-roll shape with even brighter colors!

[View Now](#)

# READABILITY



The image shows three packages of Crayola Color Wonder coloring paper and markers. The leftmost package is 'Glitter Paper & Markers' featuring Disney Princesses. The middle package is 'Metallic Paper & Markers' featuring Teenage Mutant Ninja Turtles. The rightmost package is also 'Metallic Paper & Markers' featuring Teenage Mutant Ninja Turtles. All packages are labeled 'Mess Free Coloring' and 'Won't Color on Skin, Furniture or Fabric'. The background is a bright yellow gradient with radiating lines.

## Color Wonder Glitter & Metallic

Glitter effects in the paper give Disney Princesses that special sparkle. Metallic effects turns Teenage Mutant Ninja Turtles pages into heavy metal action!

[View Now](#)

[Prev](#) [Next](#)

# SETTING THE MOOD

**CATEGORIES**

- APPAREL
- CAPS
- COLLECTIBLES
- HOME & OFFICE
- SOUVENIRS
- TOYS & RECREATION
- FIELD GEAR
- JEWELRY
- GRAPHICS
- BOOKS
- CD'S/DVD'S
- MADE IN THE USA
- MUSEUM
- TUN TAVERN
- CLEARANCE

**BECOME A Preferred CUSTOMER**

Enjoy **10% OFF**  
Any purchase & Free Shipping!  
(for your first purchase)

**SIGN-UP NOW**

**SHOP OUR USA MADE products**

Our Most **POPULAR PRODUCTS**

**APPAREL**  
MENS, WOMENS & KIDS

**SOUVENIRS**  
PINS, PATCHES, & AUTO

**TUN TAVERN**  
EXCLUSIVE PRODUCTS

THE MARINE CORPS  
HERITAGE FOUNDATION

Click here for great selection of Marines

Click here for products sure to show your

Celebrate the birthplace of the Marine



# SETTING THE MOOD

## The New York Times

Thursday, May 2, 2013 Last Update: 5:37 PM ET

 Search

Follow Us | Personalize Your Weather

- WORLD
- U.S.
- POLITICS
- NEW YORK
- BUSINESS
- DEALBOOK
- TECHNOLOGY
- SPORTS
- SCIENCE
- HEALTH
- ARTS
- STYLE
- OPINION

- Autos
- Blogs
- Books
- Cartoons
- Classifieds
- Crosswords
- Dining & Wine
- Education
- Event Guide
- Fashion & Style
- Home & Garden
- Jobs
- Magazine
- Media
- Movies
- Music
- Obituaries
- Public Editor
- Real Estate

### Politics and Vetting Leave Key U.S. Posts Long Unfilled

By MICHAEL D. SHEAR

A backlog of vacancies in top posts throughout the Obama administration, especially in the State Department, has slowed policy making in a capital already known for inaction.

- Graphic: Empty Positions at the State Department
- Obama Nominates Pritzker for Commerce Post | Video

Post a Comment | Read (110)

### United States Calls on North Korea to Free American

By CHOE SANG-HUN and RICK GLADSTONE 54 minutes ago

The Obama administration wanted the convicted American, who was sentenced to 15 years of hard labor, to be granted amnesty and immediate release.

### Central Bank Takes Step as Europe



Jaipal Singh/European Pressphoto Agency

### In Disputed Region, Push Becomes Shove

By GARDINER HARRIS and EDWARD WONG 1:07 PM ET

A standoff between troops along the border between China and India has entered its third week, causing alarm. Above, Indian activists burned a Chinese flag.

### Suicide Rates Rise Sharply in the U.S.

By TARA PARKER-POPE 3:48 PM ET

The rate among middle-aged people rose 30 percent from 1999 to 2010. Men in their 50s saw the sharpest rise.

Post a Comment | Read (11)

### Netanyahu Says Any Peace Deal Must Face Vote

By ISABEL KERSHNER 3:50 PM ET

The call for a referendum by Prime Minister Benjamin Netanyahu was seen as a nod to rightists in his coalition.

### The Opinion Pages

#### Putting Politics Ahead of Science

By THE EDITORIAL BOARD

The Obama administration's compromise on reproductive rights will hurt girls and women and is bound to undermine the president's credibility.

#### MORE IN OPINION

- Blow: "The Juice," the Jousting and the Job
- Collins: Mark Sanford

#### DISUNION

##### Cameristas

By TED WIDMER

A photograph taken 150 years ago of a runaway slave changed the way Americans saw the Civil War.

- Interactive: The Civil War

- Luhrmann: Is That God Talking?

- Taking Note: Guns for Kids
- Op-Ed: Cicadas Are Here



#### MARKETS » At close 05/02/2013

S.&P. 500	Dow	Nasdaq
1,597.59	14,831.58	3,406.62
+14.89	+130.63	+41.49
+0.94%	+0.89%	+1.26%

#### GET QUOTES My Portfolios »

Stock, ETFs, Funds

#### BUSINESS DAY

##### Buffett Speaks and Tweets

The chairman of Berkshire Hathaway made his debut on Twitter, with the handle @WarrenBuffett.

#### THEATER »

##### Theater Season Q. & A.

Ben Brantley and Charles Isherwood answer readers' questions



#### Â

##### For Sons of "Raisin," a Back-to-Back Duel

Two plays at CenterStage in Baltimore, both inspired by the 1959



# ACTION PLAN

- **Illustrate information hierarchy**
  - Use fonts to draw attention to important points (not everything!)
- **Specific strategies**
  - Pair fonts that have stylistic differences
  - Play with size and placement
- **Be consistent**
  - Using your selected fonts in multiple areas throughout your site will maintain a cohesive and deliberate look

# HIERARCHY



**NEWS & press**

CHECK OUT OUR LATEST PRESS & EDITORIAL...

**fashionFILM**

ISHTAR  
SPRING/SUMMER  
2013

WATCH THE FILM HERE...

**blog**

STYLE EDITS,  
MUST HAVE PIECES,  
FASHION AND MORE...

JOIN OUR  
**mailing list**

SIGN UP & RECEIVE 10%  
OFF YOUR FIRST ORDER

# HIERARCHY

**Pier 1 imports®** Free shipping on orders of \$50 or more\*

Have a Question? | Pier 1 Rewards | Sign Me Up for Updates | My Wishlist Sign In ▶

Let's SHOP get inspired Learn how share Find us 0 Items in my basket

**We have an idea.**  
Click on any photo to see our latest takes on parties, trends and gifts. Or follow the arrow to find even more >

**FALL SNEAK PEEK** **Outdoor LIVING**

**ZODIAC gift guide** **Cinco de Mayo** **But wait. There's more.**

**DOUBLE POINTS\*** when you shop outdoor fun. [Get all the hot details >](#)

# PAIRING

bebe

SIGN IN | MY ACCOUNT | STYLIST BLOG | EMAIL SIGN UP | STORES | CLUBBEBE | MY BAG | 0 ITEMS

JUST IN DRESSES TOPS BOTTOMS DENIM OUTERWEAR BEBE SPORT LOGO SHOES ACCESSORIES SALE [Shop by...](#)

\$4.95 bebe BASIC U.S. SHIPPING



# PAIRING

## *Lobster & Droid Sans*

If you need something a bit different,  
this could be it.

## Dosis and Ubuntu

Two very modern fonts working in  
perfect harmony

## **Bitter & Source Sans Pro**

Big and bold versus clean and fresh.  
Always a good combination.

## **LATO & OLD STANDARD TT**

A classic combination of bold modern  
with old world cool.

# CONSISTENCY

**ROCKSTAR TACTICAL SYSTEMS**  
REDEFINING THE WEEKEND WARRIOR

Live Chat OFFLINE Call 412.415.0575  
MON - FRI 9AM - 5PM EST

Home | Account Login | Contact Us | Help | View Cart 0 Items: \$0.00

Search **GO**

Air Accessories | Apparel | Paintball Guns | Packages | Barrels | Goggles | Vests and Packs | Loader Accessories | Gun Parts | Paintballs | Field Gear

Free Shipping on U.S. Orders Over \$79! **MORE INFO** | Deal of the Day | New Arrivals | Clearance

**TIBERIUS ARMS T4.1**  
.68 CALIBER | FIRST STRIKE READY

OPEN DOT SCOPE  
13CI TANK/STOCK  
MONOLITHIC SHROUD  
LAPCO RIFLED BARREL  
TWO 10 OR 14RD MAGAZINES  
FIRST STRIKE EQUIPPED  
**SHOP NOW**

Free Shipping  
Orders Over **\$79!** **FREE SHIPPING**  
CONTINENTAL U.S. ONLY

Manufacturer Spotlight  
**MILSIG**  
GUNS AND ACCESSORIES **GO**

Star of the Week  
**W**  
NEW! VIRTUE CROWN SF **GO**

Top Seller  
6 COLOR PATTERNS  
**FULL CLIP**  
TRIPLE MAG POUCH  
FOR TIBERIUS OR TIPX **GO**

Featured Products

# CONSISTENCY

sign in or register ACCOUNT BEAUTY INSIDER

3 FREE SAMPLES SHOPPING LIST 0 BASKET

SEARCH

## SEPHORA

3-DAY SHIPPING  
FREE over \$50

MAKEUP SKINCARE FRAGRANCE HAIR NAILS BATH / BODY TOOLS / BRUSHES MEN GIFTS SALE TRENDS ADVICE TV BRAND

**GET YOUR GIFTS BY MOTHER'S DAY (MAY 12)**

Order by **May 2** for select fragrances and other hazmat items. Order by **May 6** for standard shipping.

SEE MORE DETAILS

### QUICK LINKS

MOTHER'S DAY GIFTS

WHAT'S NEW

BESTSELLERS

TRAVEL SIZE

PERFUME PERKS

WEEKLY SPECIALS

## SHOP OUR BESTSELLING SCENTS

FIND FRESH PICKS



WEEKLY SPECIALS

CHOOSE 1 OF 5

BEAUTY INSIDERS: CELEBRATE MOMS AND WOMEN EVERYWHERE WITH A FRAGRANCE MINI—FREE. USE CODE **TOPSCENTS**.

WHILE SUPPLIES LAST



SEE DETAILS

## EDITORS' PICKS

see more



# Agenda

photography

typography

navigation

slideshow

landing pages

contact info

thank you page

404 error page

social media

trends

# THINGS TO CONSIDER

- How many categories do you plan on setting up for your store?
- Will you have subcategories?
- Will you be expanding your product line?
- Are your category names concise and clear?
- How many clicks will it take to get your visitor to their desired product page?

# ACTION PLAN

- Write out your category and subcategory tree
- Keep the category names short
- Create your categories using the navigation style that works best for your business

# TOP NAVIGATION

ABOUT US \* CONTACT US \* MY ACCOUNT \* HELP

Shipping Discounts! **GO**

 *Shopping Cart* (0 Items)

Search... 

**BODY BUTTER**   **LIP BALM**   **LOTION**

**SOAP**   **DEAD-SEA SALT SCRUB**   **GIFT BASKETS**



*Welcome to Acres!*

**SOAPS**

*Why Goat's Milk Soap?*

Goat milk soap is high in naturally occurring vitamins, amino acids, natural enzymes and glycerin. Learn how you can naturally nourish your skin!

**LEARN MORE**

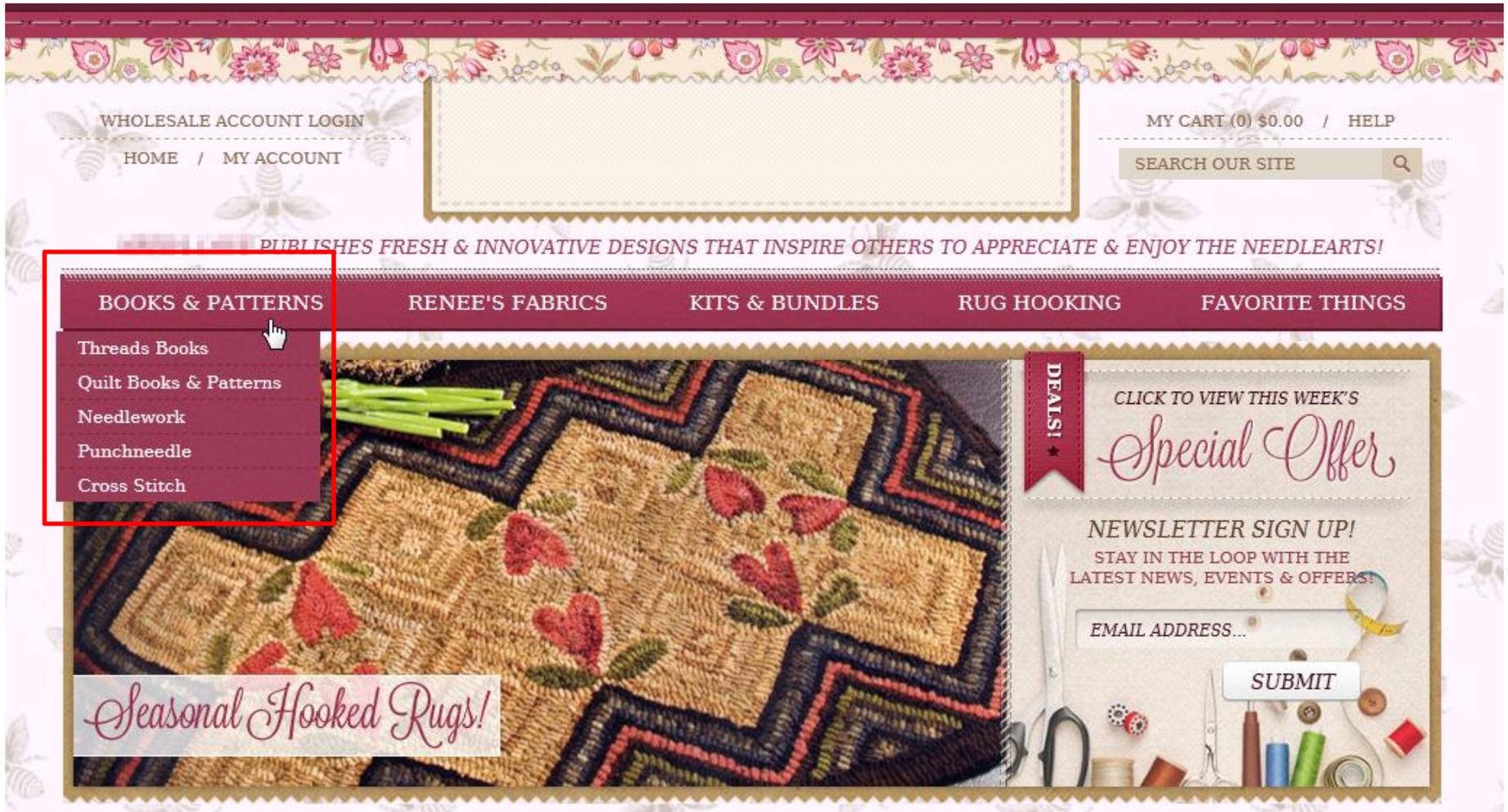
**THE *Pink Ribbon* SOAP**

This soap is dedicated to all the brave women who have endured breast cancer. 10% of these soap sales are donated to PinkRibbonGirls.org! [Learn More »](#)

*Shop for this product now!*



# TOP NAVIGATION DROPDOWNS



# VERTICAL POPOUTS

[FRAMES](#) | [MIRRORS](#) | [SCRABBLE](#) | [MAGNET BOARDS](#)

## FRAME COLLECTIONS

- Cabin
- Canyon
- Gallery
- Hampton
- Haven
- Moab
- Tahoe

## FRAME SIZES

- 3x3s
- 4x4s
- 4x6s
- 5x5s
- 6x6s
- 5x7s
- 7x7s
- 8x8s
- 8x10s

Home > FRAMES

24 per page Page 1 of 6

Sort By: Most Popular GO

Next Page >

3x3 Gallery Frames

4x4 Gallery Frames

5x5 Gallery Frames

6x6 Gallery Frames

4x4 square "Gallery" frame - black  
Our Price: \$9.00

4x4 square "Gallery" frame - sea foam  
Our Price: \$9.00

4x4 square "Gallery" frame - white  
Our Price: \$9.00

4x4 square "Gallery" frame - mojave  
Our Price: \$9.00

4x4 square "Gallery" frame - blue  
Our Price: \$9.00

4x4 square "Gallery" frame - daffodil yellow  
Our Price: \$9.00

4x4 square "Gallery" frame - turquoise  
Our Price: \$9.00

4x4 square "Gallery" frame - gray green  
Our Price: \$9.00

4x4 square "Gallery" frame - honeydew  
Our Price: \$9.00

# SMART TREE EXPAND

- Rescue Courses
- Adventure Courses
- Corporate Courses
- Team Building

EDUCATE. EXPLORE. OVERCOME.

ABOUT COURSES CALENDAR CONTACT MEDIA CENTER SEARCH

HOME > COURSES

It is our goal to deliver exceptional courses that build character and life-skills.



HUNGRY FOR ADVENTURE? TRY A MANCATION.

SIGN UP FOR OUR NEWSLETTER! FOLLOW & FRIEND US HERE!

Enter your email address... LET'S DO IT!

f in t e YouTube

High Quality, Time-tested, Proven Outdoor Gear & Apparel!

CONTACT: ABOUT, WHY US, AFFILIATIONS, INSTRUCTORS

COURSES: RESCUE, ADVENTURE, CORPORATE, TEAM BUILDING

MY ACCOUNT: MY CART, WISHLIST, REFUND POLICY, PRIVACY POLICY

# SMART TREE EXPAND

- /// Rescue Courses
- /// Adventure Courses
- Guided Adventures
- International Adventures
- Backcountry Courses
- Water Sport Courses
- Rock Climbing Courses
- Canyoneering Courses
- Caving Courses
- Survival Courses
- Urban Survival Courses
- /// Corporate Courses
- /// Team Building

EDUCATE. EXPLORE. OVERCOME.

HOME > COURSES

It is our goal to deliver exceptional courses that build character and life-skills.

HUNGRY FOR ADVENTURE? TRY A MANCATION.

SIGN UP FOR OUR NEWSLETTER! FOLLOW & FRIEND US HERE!

CONTACT COURSES MY ACCOUNT

# POOR PLANNING: TOO MANY CATEGORIES

The image shows a screenshot of a website's product catalog. A red rectangular box highlights a long, narrow sidebar menu on the left side of the page. This menu lists numerous categories, including 'WARGAME MINIATURES', 'DIPLOMATS', 'EPICQUEL?', 'PANDORA', 'LORDS OF THE REALM', 'SAGA: THE VIKING AGE', 'NEW RELEASES - Click here', 'K&R FIGURE CASES', 'PREORDERS', 'RULES', 'BOLT ACTION', 'SAGA - THE VIKING AGE', 'SCI-FI/FANTASY', 'PAINTS & ACCESSORIES', 'ARMY DEALS', 'LATEST RELEASES', 'SCIFI & FANTASY', 'MILITARY', 'OSPREY PUBLISHING', 'FREE DOWNLOADS', 'SCIFI & FANTASY', and 'WARHAMMER'. The main content area features a large banner for 'Armies of the SOVIET UNION', a 'NEW RELEASES' section, and a grid of product thumbnails. A right-hand sidebar lists 'WARGAME MINIATURES' with a 'Browse Min by BRAND' section and a list of categories like 'GIFT VOUCHERS', 'SPECIALS !!', 'PREORDERS', 'Wargame Rule Books', 'ARMY DEALS', and various historical periods such as '28mm Ancients', '28mm Dark Ages', 'SAGA The Viking Age', '28mm Arthurian', '28mm Medieval', '28mm Samurai', '28mm Renaissance', '28mm Thirty Years War', '28mm English Civil War', '28mm Musketeers 1672', '28mm Georgian', '28mm Marburian', '28mm French Indian War', '28mm American War of Independence', '28mm Napoleonic', '28mm Crimean War', '28mm American Civil War', '28mm African and Zulu', '28mm Austro Prussian 1866', '28mm French Foreign', '28mm Sudan', '28mm Wild West', '28mm WWI', '28mm WWII', '28mm Modern', '15mm Plastic WWII', and '1:72 Plastic WWII Range'. At the bottom of the right sidebar, there are sections for 'Osprey Publishing', 'FREE DOWNLOADS', and 'SCIFI & FANTASY' with sub-items like 'Warhammer 40K' and 'Warhammer'.

# POOR PLANNING: CATEGORY NAMES

AR-15 Barrel Parts, Flash Suppressors, Gas Blocks, etc.

AR-15 Lower Parts

Stocks, Grips, and Handguards: Vltor, Magpul, Tango Down, etc

Tactical Handguards: Daniel Defense, YHM, LaRue Tactical, Troy Ind, Midwest Industries, etc

Tactical Handguards for AK47 AK74 and SCAR16 SCAR17

Iron Sights

Tactical Accessories

Magazines and Accessories

Slings and Mounts

Optics: Aimpoint, EOTech

Optic Mounts: Midwest Ind, LaRue Tactical, ARMS, ADM, - Bobro

Tactical Flashlights and Weapon Lights: Surefire, Inforce

Crystal and Glassware Gift Products

Cup Cake Design Gift Products

Dining Room and Kitchen Gift Products

Dragon Ornaments and Figurines

Draught Excluders, Door Stops and Door Curtains

Dreamcatchers and Native American

Egyptian

England and Union Jack Gifts

Fairies

Figurines and Statues

Games and Novelty Gift Products

Garden, Outside and AI Fresco Gifts

Gifts for the Home

Gothic, Mystic, Fantasy, Witches and Halloween

# POOR PLANNING: TOO MANY CLICKS TO GET TO DESIRED PAGE

Home > [Birthday Party Supplies](#) > [Birthday Decorations](#) > [Custom Banners](#) > [Girls Birthday Banner](#) > [Hello Kitty Custom Photo Banner 6ft](#)

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**PHOTOS**



**Happy 8th Birthday Jessica Lynne**

[CUSTOMIZE THIS](#)

+ ZOOM - ZOOM RESET

## Hello Kitty Custom Photo Banner 6ft

**\$19.99 - \$29.99 each**

SKU: 522713

**Price: Please add to basket and customize for pricing**

[See Price List](#)

[Like](#) 2 [Pin it](#) [SHARE](#) [f](#) [t](#) [e](#)

[PRINT THIS](#)

Make a big statement with a personalized banner. This six foot long banner matches the Hello Kitty party ensemble. Choose indoor paper to enhance the decor of your party, or outdoor material to announce your event. You can even have your guests sign the banner for a great keepsake! Order will be shipped in 5 business days. Hello Kitty Custom Photo Banner measures 13in x 70in

# Agenda

photography

typography

navigation

slideshow

landing pages

contact info

thank you page

404 error page

social media

trends

# GOOD SLIDES vs. BAD SLIDES

- What makes a “good” slide design?
  - Balance of images and text
  - A ‘Call to Action’
  - Readable font style and size
  
- What makes a “bad” slide design?
  - Clutter
  - Too much text to read
  - Text is not readable

# BALANCED

## Light Up the Dark

CREATE YOUR WARM, COZY ATMOSPHERE

[VIEW CANDLES](#)



# UNBALANCED



*You want everything perfect. Let us give you the perfect figure.*

# ACTION PLAN

- Use a few images and simple text to create your slides
- Choose a readable font style and size for text
- Provide a 'call to action' to direct visitors on where you want them to click on the slide
- Promote your products or popular categories as well as other important aspects of your business.
  - Ex: Social Media pages, Causes you support, Discounts, etc..

# A GOOD AMOUNT OF TEXT



**Need a nutritional  
supplement?**

TRY OUR EXCLUSIVE LINE  
OF PRODUCTS.

LEARN MORE TODAY>>



# TOO MUCH TEXT

## MEPILEX AG

Mepilex Ag is an antimicrobial soft silicone foam dressing that absorbs exudate and maintains a moist wound environment. Mepilex Ag inactivates wound related pathogens within 30 minutes with sustained effect up to 7 days. by reducing the number of microorganisms, Mepilex Ag may also reduce odor. Mepilex Ag is designed for the management of low to moderate exuding wounds such as leg as foot ulcers, pressure ulcers and partial thickness burns. Mepilex Ag may be used under compressing bandaging.



[Get Started Now ▶](#)

# PROMOTE MORE THAN JUST PRODUCTS

SOCIAL MEDIA

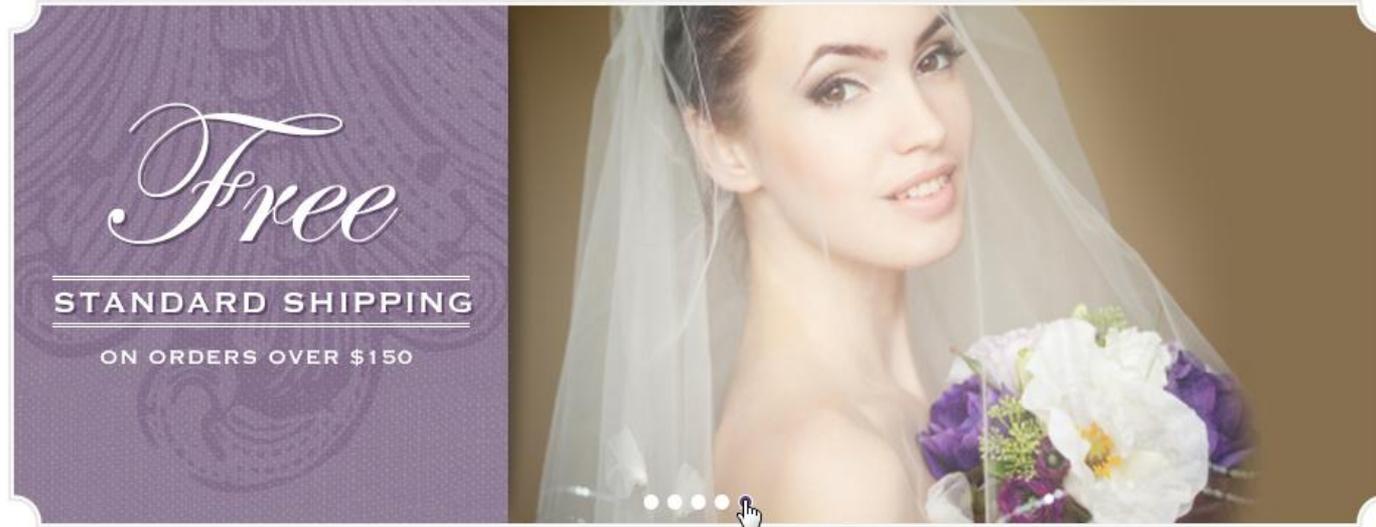


CAUSES AND  
CONTESTS



# SAME MESSAGE, DIFFERENT DELIVERY

LIKE THIS...



NOT THIS...



# *Agenda*

photography

typography

navigation

slideshow

landing pages

contact info

thank you page

404 error page

social media

trends

# ACTION PLAN

- Create graphics for your category pages
- Design informational pages that your visitors will be frequenting
- Try not to leave pages blank
- Keep a consistent look throughout the pages of your site design

# FILL INTERIOR PAGES – CATEGORY GRAPHICS

629 Liverpool Road, Pickering Ont L4W 1R1 | Wed 11am-6pm | Thurs & Fri - 11am-9pm | Sat & Sun - 11am-6pm

905-449-7207

Search our products

VIEW YOUR CART 0 items, \$0.00

- DEAL OF THE DAY
- BAKERY
- BATH BOMBS
- BABYCAKES ORGANIC OLIVE OIL
- SKIN CARE
- BATH CREAMERS
- HANDMADE GOURMET SOAPS
- SOAPYLOVE
- GIFT SETS
- GLYCERIN SOAPS
- CARBERRY KIDS
- CANDLES & WAX MELTS

Home > Handmade Gourmet Soaps

## HANDMADE SOAPS

**Why handmade soap?** Commercial soaps are often full of harsh chemicals and detergents. Handmade soaps are made the old fashioned way with only the purest of ingredients using the highest quality oils and butters. Why not treat yourself and your skin with the luxury of handcrafted soaps?

SOAPS

SOAPS

Sort By: Price: Low to High

10 per page Page 1 of 1



**Cool Water Handmade Soap Enriched with Shea Butter**  
**Our Price: \$5.00**

Feel the fresh, invigorating scent of the waves. A popular bar for the man in your life.

Ingredients: Olive Oil, Palm Oil, Coconut Milk, Canola Oil, Shea Butter, Sodium Hydroxide, Parfum, Blue Clay [▶ more info](#)



**Midnight Rose Handmade Soap Enriched with Shea Butter**  
**Our Price: \$6.95**

The sweetest rose of all is the one that blooms at midnight. This gentle rose scented bar has pure Australian Pink Clay.

Ingredients: Olive Oil, Palm Oil, Coconut Oil, Canola Oil, Shea Butter, Sodium Hydroxide, Parfum, Austrian Clay [▶ more info](#)

# CATEGORY GRAPHICS

DO THIS...



NOT THIS...



## **Supreme pillow top mattress pad - Available now!**

Thick and luxurious high quality mattress pads **made in the USA** with UltraPure earth friendly odor control. Bring new life to your mattress. Sleep better than ever before!

- Has the look and feel of Down
- Hypo-Allergenic
- Silpure uses the natural ability of silver to limit the growth of odor causing bacteria
- Ultra Fresh provides long lasting freshness and performance

# LANDING PAGE: ABOUT US

**Shop Our Wares**

- New Arrivals
- Prairie Underground
- TOMS
- Dresses
- Tops
- Sweaters
- Bottoms
- Jackets & Outerwear
- Footwear
- Accessories
- Apothecary
- Gifts
- SALE
- Gift Cards
- By Brand

**The Dispatch**

## Tall Tale

She arrives. The door says "open" and she enters. She is greeted with sincerity and immediately she feels that in here she will be taken care of.

Once inside, femininity is celebrated, independence is cheered, and she can leave any insecurity at the door.

She looks proudly in the mirror and sees that her beauty is the glow that comes from within. She just need a little coaxing, nurturing, and support; and we are here to give her that support.

For now, she is learning that glamour is a state of mind, elegance is her smile, and fashion is not about trends, but about discovering a look that speaks to her own unique experience.

She arrives with desires, curious, and questioning. She will leave satisfied, informed and understanding more about who she really is.

Who is she? She is a mother, a daughter, a sister, a seeker, a survivor, an honest friend.

The Horseshoe lady is you.

As a young girl, growing up in the concrete meadows of Denver, played "store" while the other girls played "house." At age 12, the moment she was old enough to work, she got a job so she could buy her beloved designer clothes and accessories. From a very young age, style, fabric and fit mattered.

Decades later, not a lot has changed. While eventually traded the "meadows" of Denver for Seattle's greener pastures, her boutique named for good luck and inspired by her Wild West roots gives her an opportunity to continue "playing store" and living her dream.

Her ancestors trail-blazed the West and their fearless determination and sense of adventure spurred Horseshoe's Farmer Americana theme. Vintage windows, wagon wheels, barn doors, pitchforks and very own horseshoe collection, are on display throughout the boutique.

"I've always been a city girl," admits [Name]. "I have no life experience on a farm or roughing it, but my soul has definitely been there."

Whether shopping in person or online, Horseshoe Boutique is a unique place. Striving to discover the true spirit of femininity in each woman that passes through her store, [Name] has proven to be a trailblazer herself.

## About the original Horseshoe Lady

# LANDING PAGE: LOOK BOOK

## POTTERY BARN

DESIGN STUDIO® / DECORATING / ENTERTAINING / DESIGN SERVICES / DESIGN LIBRARY / BE SOCIAL / THE BLOG

Search keyword or item #  [SEARCH](#)

[NEW](#) [FURNITURE](#) [OUTDOOR](#) [RUGS & WINDOWS](#) [BEDDING](#) [BATH](#) [LIGHTING](#) [DECOR & PILLOWS](#) [TABLETOP](#) [GIFTS](#) [REGISTRY](#) [SALE](#)

### THEME PARTIES

#### Bahamian Brunch

- Summer Party
- Mediterranean Tapas Party
- Lakeside BBQ
- Seaside Dining Party
- One-Pot Lobster Party
- Tropical Fare Party
- Big Game Party
- Bridal Shower
- Spring Celebration
- Comfort Food Party
- Movie Night
- Pizza Party
- Tequila Tasting Party
- Farmhouse Brunch
- Mojitos & Tacos
- Summer Barbecue
- Summer Travels

### EVERYDAY PARTIES

- Summer Ceviche Party
- Breakfast Pizza Brunch
- Focaccia Party
- Argentinian Grill
- Wine Pairing
- Go Local Luncheon
- Housewarming Party
- Alfresco Dinner Party
- Wine & Cheese
- Cocktail Party
- Dinner Party
- Charcuterie & Cheese Party
- House Cocktails
- Tasting Party
- Fruits De Mer
- Honey Brunch
- Olive Oil Tasting
- Crab Feast
- Backyard Barbecue
- Lobster Steam
- Margarita Party
- Cooking With Fire Party
- Sangria & Tapas Party

### HOLIDAY PARTIES

## BAHAMIAN BRUNCH



### GUIDES, TIPS & VIDEOS

[GUIDE: Bahamian Brunch Setup >](#)

[GUIDE: Bahamian Brunch Basics >](#)

[RECIPE: Recipes for Your Bahamian Brunch >](#)

[VIDEO: How To: Bahamas Inspired Brunch >](#)

[VIDEO: How To: Create a Conch Salad >](#)

[Pinterest](#) [Like](#) 8

[Download Invitations](#)

[Download Party Playlist](#)

### WHY THIS PARTY WORKS

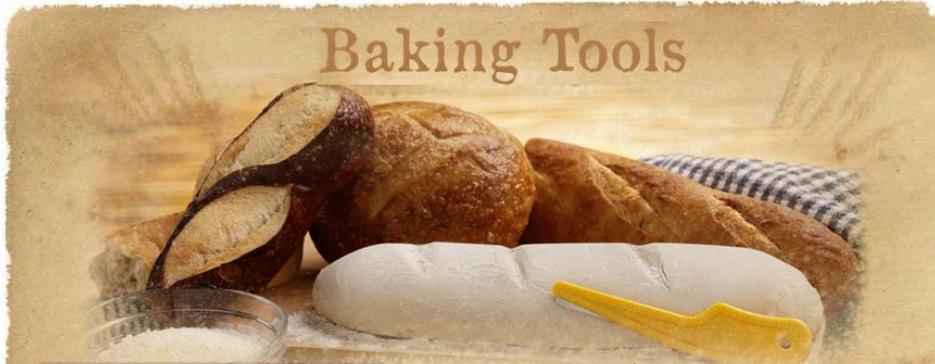
We were inspired to throw a party with one of Mexico's most beloved culinary exports as its theme — the soft taco — for a fun, festive and easy way to share a bahamian-brunch meal with friends and family.

### FEATURED IN THIS ROOM



# LANDING PAGE: PRODUCT LINE

## Baking Tools



Prized by artisans,  
relied upon by global operators

products and more for your home,  
bakery or restaurant

[SHOP](#)

					
COOKIE SUPPLIES	CUPCAKE SUPPLIES	BREAD SUPPLIES	CAKE SUPPLIES	BAKER'S BLADES	BREAD KNIVES

WE PROUDLY CARRY  
*Demarle*  
PRODUCTS FOR YOUR  
BAKING NEEDS



The Demarle line of products is beloved by Artisan bakeries and home-bakers around the world for making the finest Silicone baking equipment that money can buy. No other baking mats, moulds and trays even come close!

[SHOP DEMARLE](#)

# LANDING PAGE: VIDEO GALLERY

HOME

**REQUIRED TESTING**

D.O.T. APPROVED TESTS  
ADULTERATION TESTS  
CLIA WAIVED TESTS

**RAPID TEST KITS**

RAPID DETECT PRODUCTS  
RAPID ALCOHOL TESTS  
RAPID DRUG TESTS  
RAPID ORAL SCREENS  
RAPID TEST CUPS  
RAPID DIP CARDS  
RAPID NICOTINE TEST  
RAPID TEST ACCESSORIES

**URINE**

ICUP DRUG SCREEN  
INTEGRATED E-Z KEY CUP  
ISCREEN DRUG TEST  
K2 TEST  
R T CARD  
R T DIP TEST  
R T K2 TEST  
ICASSETTE DRUG SCREEN  
NOBLE CUPS

**SALIVA**

ALCO-SCREEN  
ISCREEN ORAL FLUID TEST  
QED SALIVA ALCOHOL TEST  
R T SDS  
ORALERT 6 ORAL  
ORATECTPLUS ORAL  
ORATECT III ORAL

**STORE DIRECTORY**

CROSS-REACTION REFERENCE GUIDE  
CUSTOMER SUPPORT  
DRUGS OF ABUSE CHART  
INTERNATIONAL SHIPPING  
LINK EXCHANGE PROGRAM  
SAME DAY SHIPPING  
VOLUME DISCOUNTS  
STORE SPECIALS

SHOP BY:

 **WELCOME TO THE TV VIDEO HUB!** [VISIT](#) [YOUTUBE CHANNEL!](#)



**1 PANEL DRUG TESTS**  
Panel Drug Tests Category



**2 PANEL DRUG TESTS**  
Panel Drug Tests Category



**3 PANEL DRUG TESTS**  
Panel Drug Tests Category



**4 PANEL DRUG TESTS**  
Panel Drug Tests Category



**5 PANEL DRUG TESTS**  
Panel Drug Tests Category



**6 PANEL DRUG TESTS**  
Panel Drug Tests Category



**DIP DRUG TEST PROCEDURE**  
Panel Drug Tests Category

[VIEW VIDEOS PAGE 1](#)

Please check out our very helpful videos.

[VISIT](#) [TV YOUTUBE CHANNEL!](#)



Drug Test Instructions  
(Procedure Card)

Confidential and Proprietary Information



# Agenda

photography

typography

navigation

slideshow

landing pages

contact info

thank you page

404 error page

social media

trends

# ACTION PLAN

- Display the ways you want to be contacted
  - Phone, email, store address, contact form, social media channels
- Provide your contact information throughout your site
  - Header, Footer, Contact page, Feedback Form, etc...
- Add forms to your site for your visitors to fill out

# VISIBLE CONTACT

Sign-in My Account **Contact Us** Help  0 items: \$0.00

**ALL NATURAL ODOR REMOVER** **Toll Free: 866.478.2368**

Keyword... **SEARCH**

**HOME** **PET ODORS** **AROUND THE HOME** **OUR GUARANTEE** **FAQS** **REFER-A-FRIEND CONTEST** **WRITE-A-REVIEW CONTEST**

**ORDER HERE**

- Original
- Plus
- Skunk
- Marine & RV
- Gels
- Gel Pearls
- SuperPrep Disinfectant
- Mechanical Diffuser
- Accessories
- Canadian Customers

**MORE INFORMATION**

- Free Ground Shipping
- How to Use
- Show Schedule
- Affiliates Program
- Video

**Super Prep**

POWERFUL DISINFECTANT & CLEANER. CONTROLS VIRUSES AND BACTERIA. REMOVES MOLD AND MILDEW. BIODEGRADABLE, ECO-FRIENDLY

**SHOP NOW**

**30 DAY DOUBLE MONEY BACK GUARANTEE**

**Free Shipping**  
ON ORDERS OF \$20 OR MORE\*  
**LEARN MORE**  
\*FOR CONTIGUOUS 48 STATES ONLY.

**WE ARE AN Eco-friendly**  
ALL NATURAL ODOR REMOVER

# VISIBLE CONTACT

STAY SOCIAL!

MY ACCOUNT / **CONTACT US** / CUSTOMER SERVICE / SHIPPING INFO

ADDRESS: [REDACTED] RD, W HOUSTON TX, 77065 • PH:+44-132 [REDACTED]

**LIVE CHAT WITH US!** 0 ITEMS \$0.00

SEARCH...

FASHION ELECTRICALS/HI-FI SPORTS AND LEISURE EDUCATION BEAUTY APPLIANCES GADGETS EXECUTIVE GIFTS

**MENU**

**Laptops And Computers**

- Amazon
- Apple Store UK
- Apple Store US
- Best Buy
- Cancom Uk
- Cisco
- Comet
- Comp USA

**ABOUT US** **MY ACCOUNT** **PRODUCTS** **HELPFUL INFO** **QUESTIONS?**

- Company Info
- Contact Us**
- E-Newsletter

- View Cart
- Sign-In
- Order Status

- Category Index
- Product Index
- Site Map

- Shipping & Returns
- Privacy Policy
- Terms & Conditions

- Questions? Call Us!**
- Toll-Free: 800- [REDACTED]
- Mon-Fri 9am-5pm EST

**ACCESSIBILITY**

We are still testing and modifying this website for easier accessibility and mobile smart phone friendly facility. There may still be some pages that are being developed by the third parties which do not fully meet our standards. If you have any difficulty browsing or placing your order please contact our customer service team immediately or our office near you and we would try to help you as quick as possible. We also welcome your suggestions or feed backs. Please [contact us](#) with your concerns.

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# “CONTACT US” PAGE

The page features a rustic, paper-themed design with a light green and yellow color palette. At the top right, there is a search bar and a navigation menu with links for Home, Lookbook, Wardrobe Round Up, and Blog. A shopping cart icon shows 0 items for \$0.00. The main content area is titled 'Wardrobe Round Up' and includes a text box with a paperclip icon and a green banner with the text: 'To get started, shed some light about yourself by answering a few questions below...'. Below this is a form with several text input fields and a radio button. The form questions are: 'How can we help?\*', 'Name\*', 'Email Address\*', 'Phone Number (555-555-5555)', 'Birth Month/Year (MM/YY)', 'Tell us about your personal style\*', 'What items in your closet could you not live without?', and 'Have you shopped with us before?' with radio buttons for 'yes' and 'no'. There are also three small photos of clothing items. At the bottom, a green banner says 'Yeekaw! You're almost done. Simply click the button to the right and ya'll be hearing from us shortly.' and a yellow banner says 'Giddy up!'. A footer banner at the very bottom states: 'We always offer FREE SHIPPING! Click [here](#) to get the details.'

Search...

MY ACCOUNT / SIGN IN  
MY WANTS  
ORDER STATUS  
MY BAG  
[ 0 ITEMS, \$0.00 ]

Home Lookbook Wardrobe Round Up Blog

Shop Our Wares

New Arrivals  
Prairie  
Underground  
TOMS  
Dresses  
Tops  
Sweaters  
Bottoms  
Jackets & Outerwear  
Footwear  
Accessories  
Apothecary  
Gifts  
SALE  
Gift Cards  
By Brand

The Dispatch

## Wardrobe Round Up

Whether you're hankerin' for a whole new look, the perfect pair of booty hugging jeans, or good old fashioned retail therapy, we'll collaborate with you to find a get up that has you doing the two step, tossing your hat into the wind, and riding your horse into the sunset.

*To get started, shed some light about yourself by answering a few questions below...*

(items marked with an \* are required)

How can we help?\*

Name\*

Email Address\*

Phone Number (555-555-5555)

Birth Month/Year (MM/YY)

Tell us about your personal style\*

What items in your closet could you not live without?

Have you shopped with us before?  
 yes  no

*Yeekaw! You're almost done. Simply click the button to the right and ya'll be hearing from us shortly.*

**Giddy up!**

We always offer **FREE SHIPPING!** Click [here](#) to get the details.

# “CONTACT US” PAGE

## CONTACT US

---

**\*NAME:**

**COMPANY:**

**\*EMAIL:**

**PHONE:**

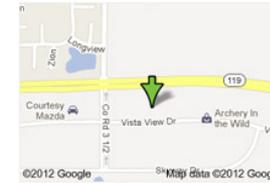
**ORDER #:**

**COMMENTS:**

**SUBMIT**

**VISIT US**

1234 VISTA LAGO DRIVE  
CITYVILLE, CO 56724  
M-F 9AM-4PM



**EMAIL US**

SUPPORT@US.COM

**CALL US**

TOLL FREE: 1-888-555-7744  
LOCAL: 512-123-4567

**CHAT WITH US**



LIVE CHAT!

**FAX US**

1-888-555-4477

# “CONTACT US” PAGE

**OUR TEAM IS COMMITTED TO PROVIDE THE BEST CUSTOMER SUPPORT SINCE 2001 WE'RE PRIVILEGED TO CONTRIBUTE TO YOUR TRIATHLON EXPERIENCE!**

555 NOLEN DRIVE #222

NOLEN DR  
EXCHANGE BLVD  
COMMERCE ST  
INDUSTRIAL BLVD

555 NOLEN DRIVE, SUITE 222, LAKE, TX 76092  
INFO@LAKEWETSUITS.COM • PH: 888.555.9999 (8AM - 5PM CST)

Name:

Email:

Subject:

Message:

**SUBMIT**

# FEEDBACK FORM

WHAT'S NEW CLOTHES DESIGNERS SHOES ACCESSORIES OUR PICKS SALE BLOG

Latest  Obsession!

FRĒDA SALVADOR

SHOP NOW ▶

FEEDBACK

SHOP SHOES

SHOP ACCESSORIES

SHOP JUST IN

# FEEDBACK FORM

The screenshot shows a website's navigation bar with links: WHAT'S NEW, CLOTHES, DESIGNERS, SHOES, ACCESSORIES, OUR PICKS, SALE, and BLOG. A central banner features the text "Latest Obsessions" and "FRĒDA SALV". A feedback form is overlaid on the banner, containing the following elements:

- Navigation tabs: "HAVE A QUESTION?", "LOVE US!" (highlighted), and "SHOP MISHAP!".
- Form fields: "NAME", "EMAIL", and "PRAISE".
- Newsletter checkbox:  Yes! Sign me up for your monthly newsletter!
- Rating: "OVERALL RATING: ★★★★★"
- Submit button: "SUBMIT"

A vertical "FEEDBACK" button is located on the right side of the page, highlighted with a red box.

# Agenda

photography

typography

navigation

slideshow

landing pages

contact info

thank you page

404 error page

social media

trends

# ACTION PLAN

- Add Social Media Icons so your customers can connect with your business on other social platforms.
- Display a Promotion
  - Special offer for returning customers
  - Products, services, or events you offer
  - Advertisements
- Turn the Thank you page into a helpful resource page.
  - Add most popular posts, infographics, resource page guides, tutorials, etc..
  - Strengthens visitors' perceptions of you as an expert in your area

# OFFER AN INCENTIVE TO SHOP AGAIN

Your order is now complete!

Your order number is 001.



We sent you a copy of your receipt via email. You may also click on the My Account link at any time to view your orders.

[Click here to view/print a copy of your receipt](#)



As soon as your order ships, we will notify you via email. You can also review your orders, print invoices, and more, from your [Account Page](#).

*Thank you & please visit again!*

**TAKE 10% OFF YOUR NEXT ORDER!**

Enter the coupon code 'Get10' at checkout next time you're purchasing from us.

# FEATURED PRODUCT SCROLL

## THANK YOU!

YOUR ORDER NUMBER IS **102**



We have sent you a copy of your receipt via email.

[click here to view / print a copy of your receipt](#)



Track packages, review orders, print invoices and more from your [My Account](#) page.

JOIN OUR MAILING LIST AND GET EXCLUSIVE DEALS AND UPDATES!

[SIGN UP](#)

### FEATURED PRODUCTS



FEATURED PRODUCT  
\$150.00



FEATURED PRODUCT  
\$150.00



FEATURED PRODUCT  
\$150.00



FEATURED PRODUCT  
\$150.00

# CONNECT WITH SOCIAL MEDIA

*Thank You for Your Order*

THANK YOU FOR PLACING YOUR ORDER. YOUR ORDER NUMBER IS 1.



We have sent you a copy of your receipt via e-mail. You may also click here to view / print a copy of your receipt.



As soon as your order ships, we will notify you via e-mail. You can also track your packages, review your orders, print invoices, and more, from your "My Account" page at any time.



# Agenda

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# 404 ERROR: THE DEFAULT

## The page cannot be found

The page you are looking for might have been removed, had its name changed, or is temporarily unavailable.

---

Please try the following:

- Make sure that the Web site address displayed in the address bar of your browser is spelled and formatted correctly.
- If you reached this page by clicking a link, contact the Web site administrator to alert them that the link is incorrectly formatted.
- Click the [Back](#) button to try another link.

HTTP Error 404 - File or directory not found.

Internet Information Services (IIS)

---

Technical Information (for support personnel)

- Go to [Microsoft Product Support Services](#) and perform a title search for the words **HTTP** and **404**.
- Open **IIS Help**, which is accessible in IIS Manager (inetmgr), and search for topics titled **Web Site Setup**, **Common Administrative Tasks**, and **About Custom Error Messages**.

# ACTION PLAN

- Create a custom 404 error page
  - Eases frustration
  - Can inject humor into this page
- Add links to popular pages or the home page
  - Helps your customer get back on track

# 404 ERROR: GENERAL OOPS



[Home](#) | [Contact us](#) | [My Account](#) | [My Basket](#)  
[Fresh Water Flies](#) | [Salt Water Flies](#) | [Fly Tying Materials](#)  
[Fly Tying Tools](#) | [Accessories](#) | [Gear](#) | [Novelties](#)

# 404 ERROR: USE HUMOR



# 404 ERROR: LINKS & INFO

*Oops! We Can't Find That Page*  
*Try a quick search (above) or check out the latest news below:*



NEWS/ OH BUGGER, HMMM...  
THAT'S WHAT  
OUR SERVER  
SAID? BLERG!



PHOTOS/ WE DONT HAVE A PHOTO OF  
THAT?



VIDEOS/ WE DO HAVE A LOT OF CLIPS  
BUT NOT HERE.



VIDEOS/ SORRY, THIS IS MORE THAN A  
BUFFERING ISSUE.

# Agenda

photography

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# ACTION PLAN

- Use the social media platforms that you are comfortable using, and that fit your business
- Create a brand worthy of social sharing
- Make Social Sharing visible on interior pages
- Reward your followers

# SHARING & TEMPLATE ICONS



[Login](#) | [Register](#) | [My Account](#) | [Order Status](#) | [Help/FAQs](#)

Shopping Cart 0 [checkout >>](#)



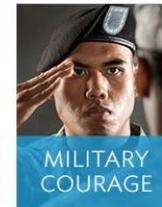
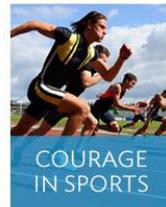
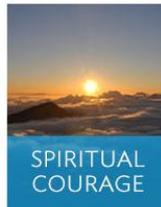
[HOME](#) [ABOUT US](#) [SHOP](#) [CONTACT US](#) [THE SEEKER](#)

Enter keyword or item #...



**SHARE YOUR STORY**  
HOW CAN YOU BE COURAGEOUS? ▶

**Meet the Seeker**  
THE SYMBOL OF COURAGEOUS LIFE ▶



COURAGEOUS NEWSLETTER SIGNUP

Enter email address...

SUBMIT

MOBILE VIP SIGNUP

Enter phone number...

SUBMIT

STAY CONNECTED WITH US



Facebook



Twitter



YouTube



Blogger

Company Info

[About Us](#)  
[Contact Us](#)  
[Privacy Policy](#)

My Account

[Login/Register](#)  
[Shopping Cart](#)  
[Order Status](#)

Customer Service

[Help/FAQ](#)  
[Shipping & Deliveries](#)  
[Returns & Exchanges](#)



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180 N. Westmonte Dr., Altamonte Springs, FL 32714. Phone: 407-979-4676

# SHARING & TEMPLATE ICONS



[Login](#) | [Register](#) | [My Account](#) | [Order Status](#) | [Help/FAQs](#)

Shopping Cart 0 [checkout >>](#)



[HOME](#) [ABOUT US](#) [SHOP](#) [CONTACT US](#) [THE SEEKER](#)

Enter keyword or item #...



Shop

[Decals](#)

[Silicone Wrist Bands](#)

[Stuffed Animals](#)

[T-shirts](#)

Company Info

[About Us](#)

[Blog](#)

[Returns](#)

[Shipping](#)

[Site Help / FAQ](#)

[Home](#) > [Shop](#) > [T-shirts](#) > [Ladies](#) >

## Take A Stand For What You Believe In



[+ Larger Photo](#)

[Email a Friend](#)



Our Price: \$20.00

This item qualifies for **FREE SHIPPING!**  
Product Code: LADIES-TAKEASTAND

### PRODUCT OPTIONS

#### Choose Your Color

Color\*: Blue ▾  
Size\*:  Small  
 Medium  
 Large  
 XL  
 XXL

Qty:

[ADD TO CART](#)

[+ Add To Wish List](#)

### Description

Ladies Premium Fitted Short-Sleeve Cotton Crew

Key Features:

100% combed cotton jersey  
4.3-oz.  
32 singles for extreme softness  
1x1 baby rib-knit set-in collar



### COURAGEOUS NEWSLETTER SIGNUP

Enter email address...

[SUBMIT](#)

### MOBILE VIP SIGNUP

Enter phone number...

[SUBMIT](#)

### Company Info

[About Us](#)  
[Contact Us](#)  
[Privacy Policy](#)

### My Account

[Login/Register](#)  
[Shopping Cart](#)  
[Order Status](#)

### Customer Service

[Help/FAQ](#)  
[Shipping & Deliveries](#)  
[Returns & Exchanges](#)



### STAY CONNECTED WITH US



Facebook



Twitter



YouTube



Blogger

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180 N. Westmonte Dr., Altamonte Springs, FL 32714. Phone: 407-979-4676

# FACEBOOK / SOCIAL STORE

The screenshot shows a Facebook page for 'Courageous Life' with a 'Courageous Store' tab selected. The page features the 'Courageous Life' logo, which includes a stylized green figure climbing a mountain. Below the logo is a green navigation bar with 'Social Store', 'ABOUT US', and 'CONTACT US'. A blue banner below the navigation bar reads 'Like our page and save 5% off of our social Store offerings.' Below this is a sorting dropdown set to 'Price: High to Low' and a shopping cart icon with '0' items. The main content area displays three t-shirt products in a grid. Each product card includes an image of the t-shirt, a title, a price of '\$20.00', and 'SHARE' and 'ADD TO CART' buttons.

Product Name	Price
Courageous By Choice	\$20.00
Courage + Commitment = Victory	\$20.00
Face The Future	\$20.00

# FACEBOOK / SOCIAL STORE

The screenshot shows a Facebook social store interface for 'Courageous Life'. At the top, the Facebook logo and search bar are visible. Below the navigation bar, the 'Courageous Life' logo is prominently displayed, featuring a stylized green figure holding a pole. A 'Your Cart' modal window is open, showing a single item: 'Take A Stand For What You Believe In - Blue - Medium' priced at \$20.00. The cart subtotal is \$20.00, and there are 'Continue shopping' and 'CHECK OUT' buttons. Below the cart, a product image of a blue t-shirt with the text 'STAND FOR WHAT YOU BELIEVE IN' is shown. The product title 'Take A Stand For What You Believe In' and price '\$20.00' are displayed below the image. A size selection menu is visible, with 'Medium' selected.

facebook Search for people, places and things

Courageous Life Courageous Store Like

## COURAGEOUS Life™

### Your Cart

	Take A Stand For What You Believe In - Blue - Medium	1	\$20.00	X
--	--	---	---------	---

Subtotal: \$20.00

[Continue shopping](#) [CHECK OUT](#)

Take A Stand For What You Believe In  
**\$20.00**

Size \*

- Small
- Medium
- Large
- XL

# SOCIAL BAR

The screenshot shows a website's social bar with a background of sea glass beads. At the top, there is a navigation menu with links for "New Arrivals", "Specials", "Gift Certificates", "Clearance", and "Contact Us". A search bar on the right contains the text "Find the Perfect Beads..." and a magnifying glass icon. Below the navigation is a large banner for "Sea Glass Beads" with a "SHOP NOW" button. To the left is a vertical sidebar menu with categories: "Beads" (Czech Glass, Sea Glass, Designer Crystals, Gemstone Beads, Glass Pearls, Nut, Shell and Wood Beads, Toho Seed Beads), "Metal Findings" (Crimp Beads / Tubes, Earwires, Eyepins, Headpins, Jump Rings, Lobster Clasps, Split Rings), and "Stringing Supplies". The main content area features three promotional tiles: "New Arrivals" with a background of red and gold beads, "SHOP ALL BEADS" with a dark blue background and a blue border, and "Items on Sale" with a background of green beads. A "METAL FINDINGS" tile is also visible on the left side of the main content area. At the bottom right, there is a "Get Social" button with a dropdown arrow, highlighted with a red border.

New Arrivals Specials Gift Certificates Clearance Contact Us Find the Perfect Beads...

## Sea Glass Beads

SHOP NOW

### Beads

- Czech Glass
- Sea Glass
- Designer Crystals
- Gemstone Beads
- Glass Pearls
- Nut, Shell and Wood Beads
- Toho Seed Beads

### Metal Findings

- Crimp Beads / Tubes
- Earwires
- Eyepins
- Headpins
- Jump Rings
- Lobster Clasps
- Split Rings

### Stringing Supplies

## New Arrivals

SHOP ALL BEADS

## Items on Sale

METAL FINDINGS

Get Social

# SOCIAL BAR

New Arrivals    Specials    Gift Certificates    Clearance    Contact Us    Find the Perfect Beads...

## Sea Glass Beads

SHOP NOW

**Beads**

- Czech Glass
- Sea Glass
- Designer Crystals
- Gemstone Beads
- Glass Pearls
- Nut, Shell and Wood Beads

### New Arrivals

SHOP ALL BEADS

Get Social

Are you a fan?

Live chat    Hide Bar

**f** Facebook

**t** Twitter

**p** Pinterest

**g+** Google+

**t** Twitter Feed

**f** Facebook Friends

25m  
Rizo Czech glass beads have been listed!  
Use promo code: rizo15 for 15% off all Rizo beads! Valid thru May 14th.

18 Apr  
We now have 119 SuperDuo colors

198 people like this.

# Agenda

photography

typography

navigation

slideshow

landing pages

contact info

thank you page

404 error page

social media

trends

# TILING LAYOUT

The screenshot displays the Espresso website's promotional layout, featuring a grid of tiles and a navigation bar. The navigation bar includes the Espresso logo, menu items (Espresso Machines, Coffee Makers, Grinders, Accessories), a search bar, and a shopping cart icon with a value of \$0.00. The main content area is composed of several promotional tiles:

- Top Left Tile:** "Barista Quality Machines for the Home" with a "SHOP NOW" button. The background shows coffee being poured into two glasses.
- Middle Left Tile:** "Coffee that Fits Your Schedule. No Waiting. No Hassle." with a background image of a hand using a coffee machine.
- Middle Right Tile:** "The Perfect Cup Everytime" with a background image of a coffee machine.
- Bottom Left Tile:** "Save 20% Use Code: EASYPRESSO" with a background image of a coffee machine.
- Bottom Right Tile:** "Brew a Great Cup at a Great Price. Less Expensive. More Quality." with a background image of a coffee machine.

The footer contains navigation links for "About Us", "My Account", "Shopping", "Helpful Info", and "Sign Up for Our Newsletter". It also includes a copyright notice, payment logos (VISA, MasterCard, American Express, Discover, PayPal), and social media icons for Facebook and Twitter.

# VERTICAL NAVIGATION

[View Bag](#)

## CASTOR & PYLE

search input

- What's New
- Women
- Men
- Shoes
- Accessories**
- Vintage
- Sale

[Login/Register](#) | [My Account](#)

[b](#) [f](#) [t](#)

**WEAR IT BLACK**  
the classics

Welcome to Castor & Pyle, the premier online retail outlet for high end fashion and style. Enjoy yourself.

**HEAD SCARVES**  
starting at \$19

New Item  
**ANIMAL PRINT BAGS**  
Now Available »

**FALL CLEARANCE**  
make room for spring

**ACCESSORIES**  
they're all here

Sale  
**SEQUIN DRESSES**  
Starting at \$69 »

**MEN'S FASHION**  
for the man

Clearance  
**SELECT JEWELRY**  
Going Fast »

**NEWSLETTER SIGNUP**  
Get exclusive updates and offers.

email address

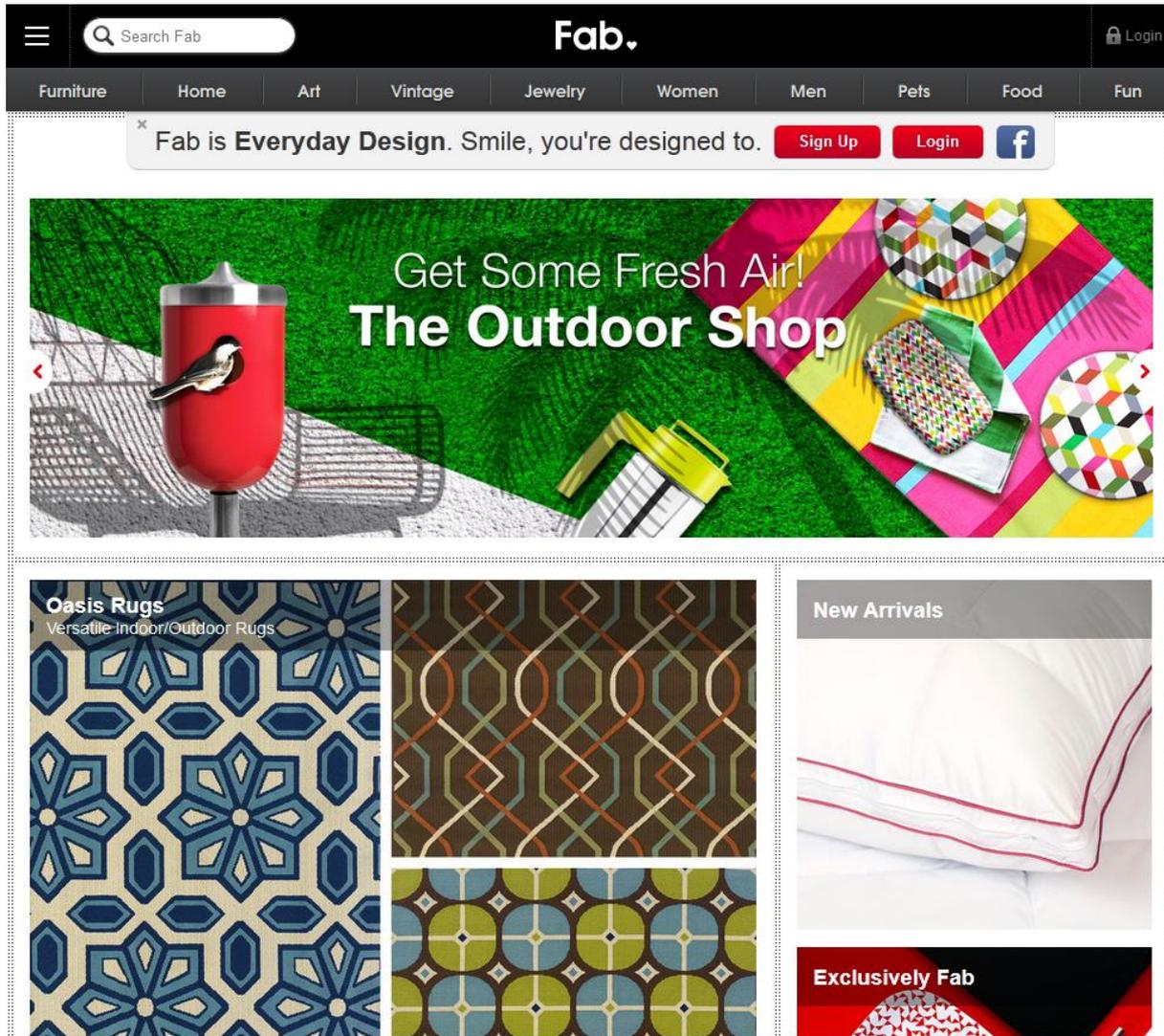
**COMPANY INFO**  
[About Us](#)  
[Contact Us](#)  
[Privacy Policy](#)

**MY ACCOUNT**  
[Login / Register](#)  
[Shopping Cart](#)  
[Order Status](#)

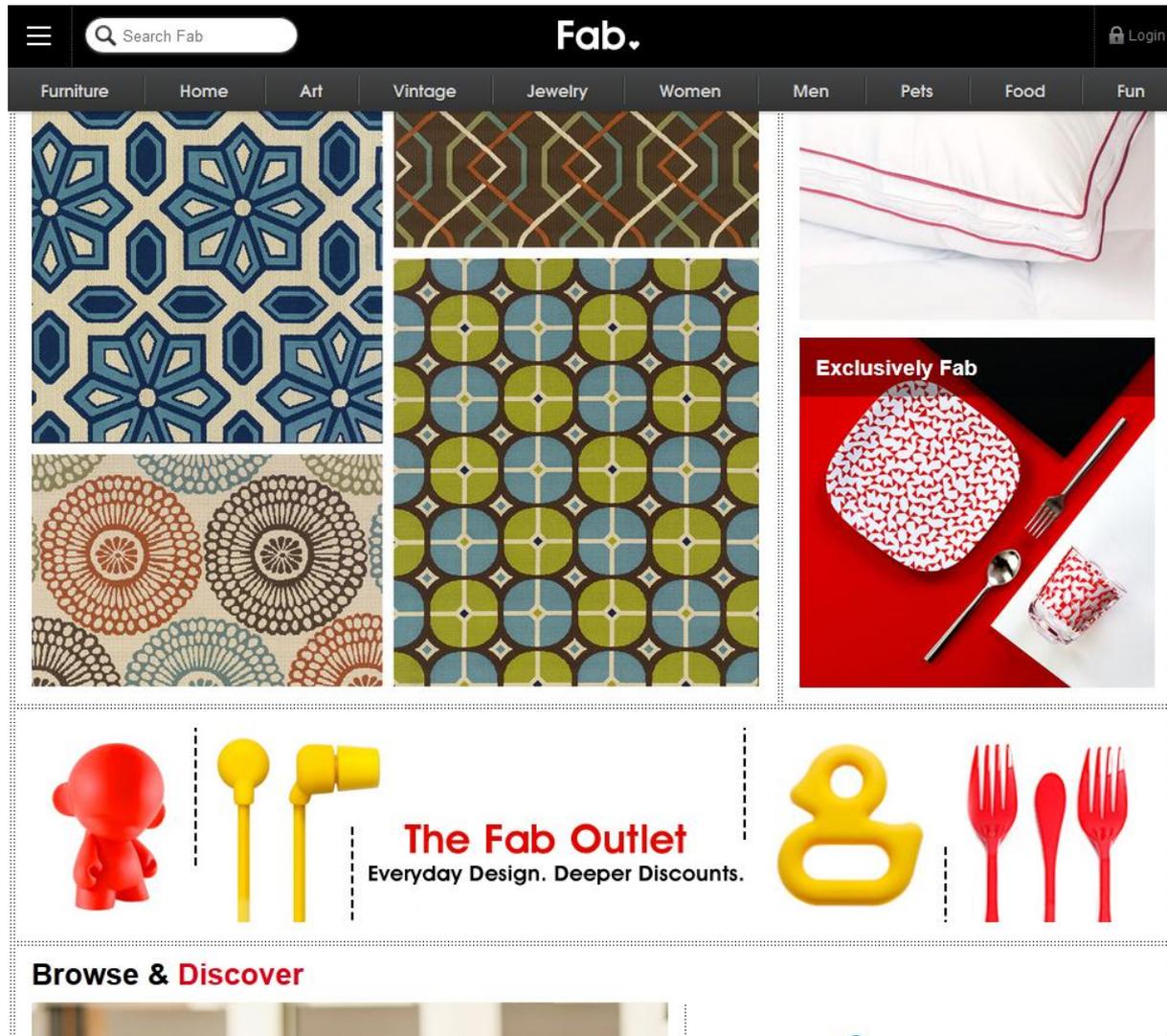
**CUSTOMER SERVICE**  
[Help/FAQ](#)  
[Shipping & Deliveries](#)  
[Returns & Exchanges](#)

© 2013 Castor & Pyle. All Rights Reserved. Powered by Volusion.

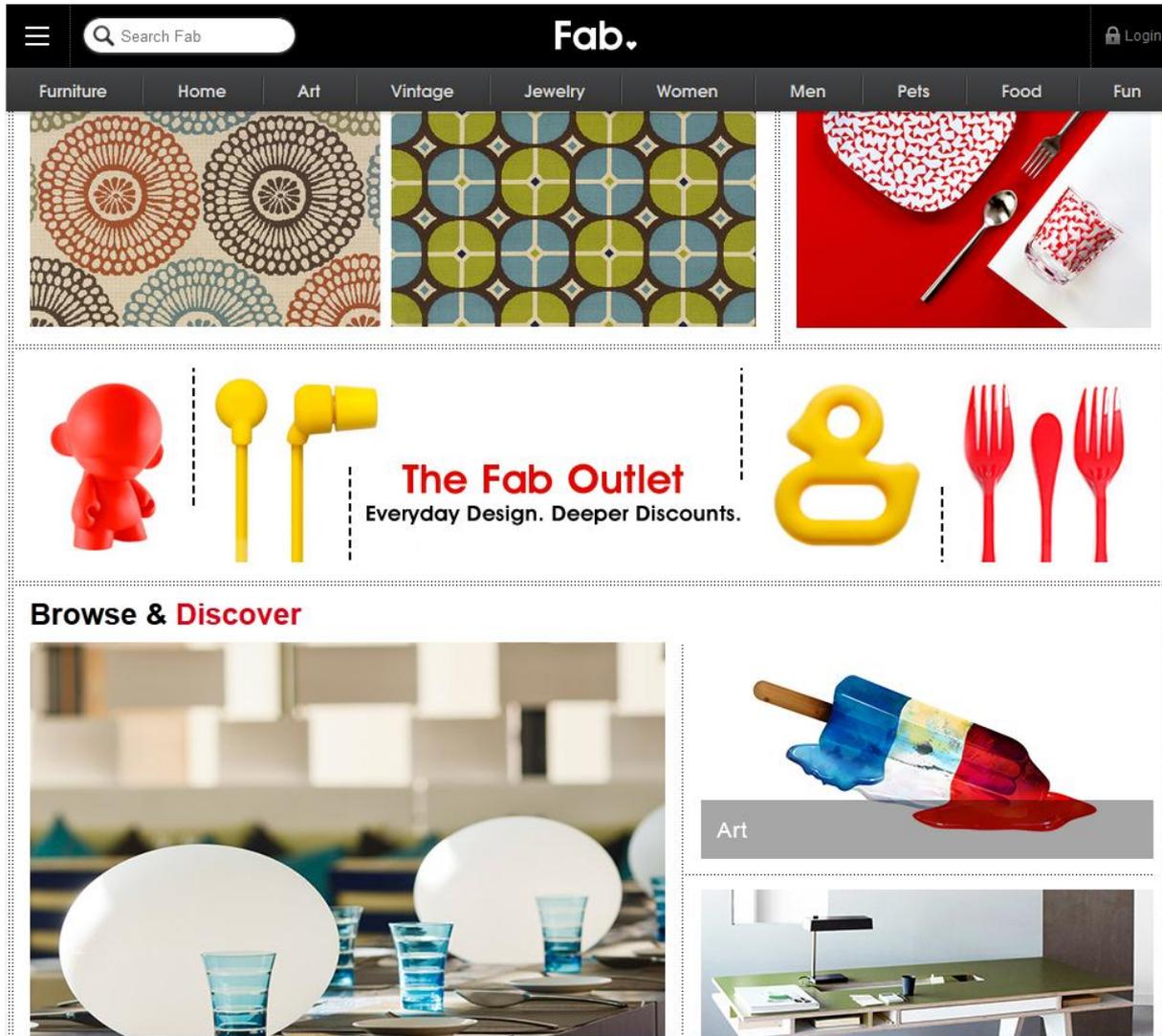
# FIXED HEADER



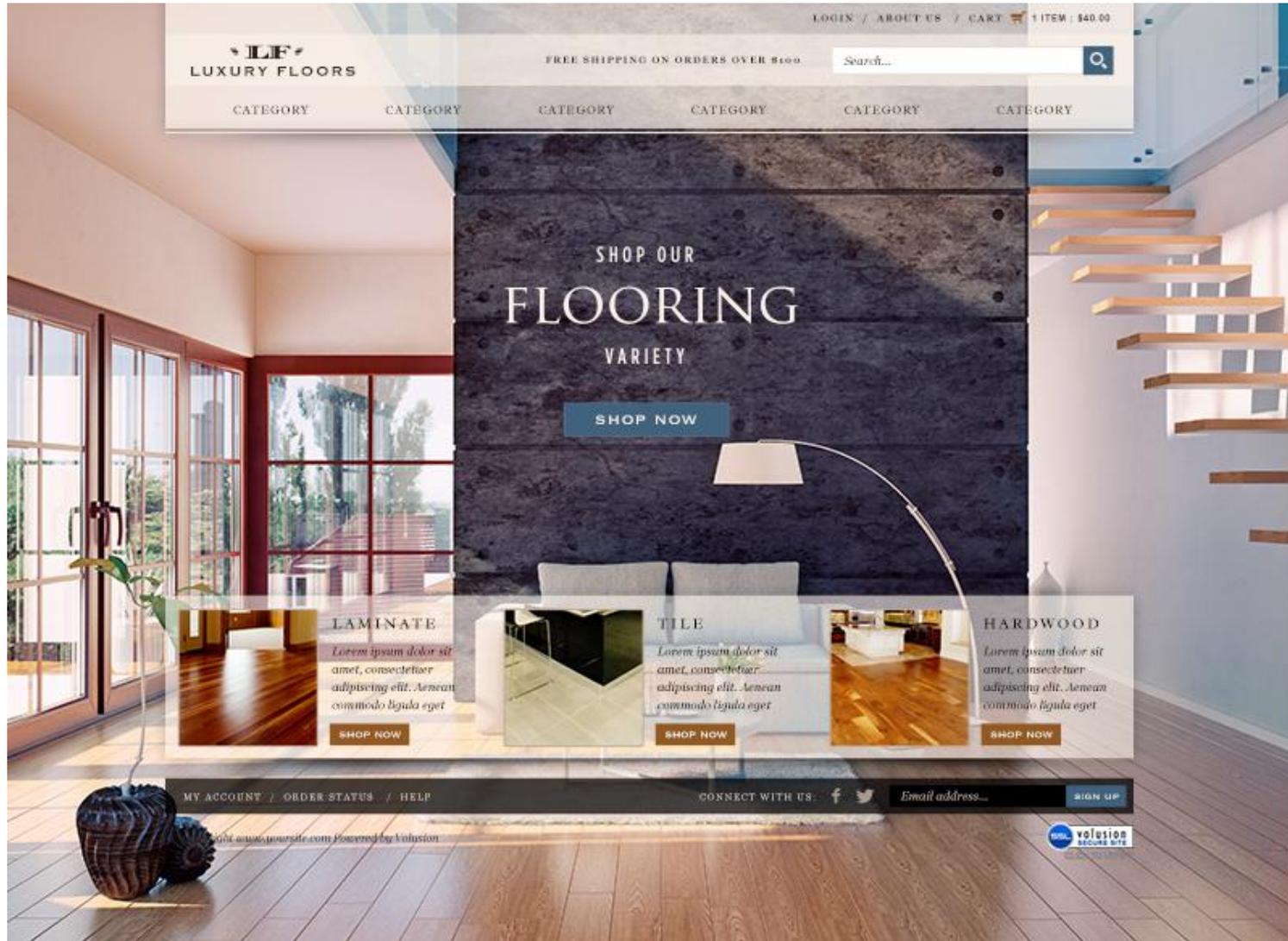
# FIXED HEADER



# FIXED HEADER



# LARGE IMAGERY



# POPS OF COLOR

The image shows a website interface with a dark header. At the top left is a search bar with the text "Search...". To its right is a "FREE SHIPPING" badge. Further right is a "CHECKOUT" button with a shopping cart icon and "\$0.00". At the top right is a "Login" button. Below the search bar is a navigation menu with the following items: SWIM, BIKE, RUN, APPAREL, TRAINING/RECOVERY, NUTRITION, RENTALS, BRANDS, OTHER SPORTS, and YOUR ACCOUNT. The main banner features a swimmer in a white cap and blue goggles. On the left side of the banner, the words "SWIM", "BIKE", and "RUN" are stacked vertically. "SWIM" is in large white letters with an orange double arrow icon to its left. "BIKE" and "RUN" are in smaller, grey, semi-transparent letters. At the bottom right of the banner, the text "SHOP SWIM GEAR" is displayed in white with an orange double arrow icon to its right.

# POPS OF COLOR

Ücretsiz  
Kargo

Peşin Fiyatına  
3 Taksit

ORİJİNAL  
%100  
Orijinal

Üye Girişi | Üye Ol | Sepetim

Her gün başka bir sen!

Ara

mizu amazon.com'un ortak olduğu CicekSepeti markasıdır.

Vitrin Parfüm Takı Saat Gözlük Makyaj Kişisel Bakım Giyim İç Giyim Markalar



Shiseido ile  
hayatı renklendir

Alışverişe Başla

 <p><b>Ashyl</b> Kalpli Zincir Bileklik</p> <p><b>94,90 TL</b> İncele &gt;</p>	 <p><b>%57 İNDİRİM</b></p> <p>Calvin Klein Calvin Klein One Shock For Her Women 200 ml EDT Bayan Parfüm</p> <p>241,00 TL <b>89,90 TL</b> İncele &gt;</p>	 <p><b>%61 İNDİRİM</b></p> <p>Calvin Klein Calvin Klein Euphoria 100 ml EDP Bayan Parfüm</p> <p>257,00 TL <b>99,90 TL</b> İncele &gt;</p>	 <p><b>%39 İNDİRİM</b></p> <p>Paco Rabanne Paco Rabanne 1 Million 100 ml EDT Erkek Parfüm</p> <p>184,00 TL <b>119,00 TL</b> İncele &gt;</p>
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# COLOR BLOCKING

The screenshot shows the top portion of the FOLLI FOLLIE website. The header is orange with navigation links for USA, STORE LOCATOR, FREE SHIPPING INFO, CUSTOMER SERVICE, and SIGN IN. Below the header is a dark navigation bar with categories: JEWELLERY, WATCHES, HANDBAGS & WALLETS, COLLECTIONS, and FF WORLD. The main content area features a large promotional banner for 'IT GIRL RULE No.2 LOUNGE IN STYLE!' with an image of two women in swimwear on a boat. Below the banner is a grey bar with shipping information and social media icons. The footer is dark with four columns of links: FOLLI FOLLIE (About Us, News & Events), CATEGORIES (Jewellery, Watches, Handbags & Wallets, Collections), SHOPPING GUIDE (Order Tracking, Free Shipping Info, Exchanges & Returns, Store Locator), and CUSTOMER SERVICE (My Account, Track Your Order, Mon - Fri: 9AM - 5PM EST). A final row of links includes Email Signup, Affiliate Program, Corporate Gifts, Privacy Policy, Terms & Cond., Investor Relations, and Sitemap.

USA ▾ STORE LOCATOR FREE SHIPPING INFO

CUSTOMER SERVICE ▾ SIGN IN

SIGN UP FOR NEWS & SPECIAL OFFERS:  
Please enter your email address

Please enter your search terms here

JEWELLERY WATCHES HANDBAGS & WALLETS COLLECTIONS FF WORLD

*IT* GIRL  
RULE **No.2**  
LOUNGE IN  
STYLE!

Free Ground Shipping On Orders Over \$100, Free Exchanges

FOLLOW US

**FOLLI FOLLIE**  
About Us  
News & Events

**CATEGORIES**  
Jewellery  
Watches  
Handbags & Wallets  
Collections

**SHOPPING GUIDE**  
Order Tracking  
Free Shipping Info  
Exchanges & Returns  
Store Locator

**CUSTOMER SERVICE**  
My Account  
Track Your Order  
Mon - Fri: 9AM - 5PM EST

Email Signup Affiliate Program Corporate Gifts Privacy Policy Terms & Cond. Investor Relations Sitemap

# MUTED PASTELS

GO AHEAD, MAKE A SPECTACLE.

[shop cat eye glasses](#)



[shop sunglasses](#)



[shop windsor](#)



[shop pince nez](#)



YES! WE SHIP WORLDWIDE ▶



LEARN ALL ABOUT VINTAGE SPECS.  
[Click Here](#)



HAPPINESS GUARANTEED

RETURN ANY PURCHASE FOR A REFUND OR EXCHANGE.



WHAT WERE YOU SAYING ON TWITTER

On sale this week are these classy and just oh so wonderful orange rust cat eye glasses! Only \$69.00! See em here >

You should Follow Us > [f](#) ALL THE FACEBOOK GOODNESS > [t](#) READ THE SPECTACLE - THE MUSINGS OF THE VOS TEAM

Our infatuation with vintage eyewear has led us to gather and collect genuine vintage glasses from the 1850s through the 1980s. Whether you're trying to channel the timeless beauty of Marilyn Monroe's cat eye glasses, or Johnny Depp's vintage horn rimmed specs. We stock authentic vintage eyeglasses that were lovingly handcrafted, not produced - giving each pair that character, history and quality you will adore.

SHOP | OUR STORY | HISTORY | HELP | CONTACT | THE WEEK SPECS

# MUTED PASTELS

[YOUR CART](#)  
[my account](#) • [checkout](#)

[f](#) [p](#) [t](#)

[HOME](#) | [WEDDING STATIONERY](#) | [FAVORS](#) | [LOGOS](#) | [INFORMATION](#) | [ABOUT](#) | [BLOG](#) | [CONTACT](#)



what's new?...

TOGETHER WITH THEIR PARENTS  
**KATIE & TOM**  
 WOULD LOVE YOU TO JOIN THEM  
 TO CELEBRATE THEIR  
**MARRIAGE**  
 ON SATURDAY 22ND JUNE 2013 AT 4.30PM  
 FERME DE VILLENEUVE  
 CEREMONY ON THE LAWN FOLLOWED BY  
 FOOD & WINE, MUSIC & DANCING  
 E.S.V.F. KATIEANDTOM2013@GMAIL.COM

TOGETHER WITH THEIR PARENTS  
 WE WELCOME YOU TO JOIN THEM  
 TO CELEBRATE THE  
**MARRIAGE OF**  
**CARLIE  
 HAMISH**  
 ON SATURDAY 22ND  
 JUNE 2013 AT 4.30PM  
 FERME DE VILLENEUVE  
 CEREMONY ON THE LAWN  
 FOLLOWED BY FOOD & WINE,  
 MUSIC & DANCING  
 E.S.V.F. KATIEANDTOM2013@GMAIL.COM

Purchase  
 Sample  
 PACK

custom design... **JUST for YOU**

need inspiration?...

**VISIT our  
 BLOG**

© 2012 THE PRINT FAIRY | DESIGN BY THE PRINT FAIRY | WEBSITE DEVELOPMENT BY MORRIS BEAR

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 Envelope Colours  
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 Terms and conditions

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 Follow us on Pinterest  
 Read our Blog

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 In the Media  
 Testimonials  
 Gallery  
 Contact Us

**PHONE**

# B&W TO COLOR

The screenshot shows the homepage of Stevenson's Supply Co. with a dark theme. At the top, the navigation bar includes 'LOGIN / REGISTER', 'MY ACCOUNT', the company logo 'Stevenson's Supply Co. GENUINE TOP QUALITY EST. 1983', and 'My Cart (0)'. Below the navigation are category links: 'TOPS', 'BOTTOMS', 'BOOTS & SHOES', 'OUTERWEAR', 'ACCESSORIES', and 'CLEARANCE', along with a search bar. The main banner features a large image of snow-capped mountains with the text 'GENTLEMEN, THE OUTDOOR LIFESTYLE' and 'STEVENSON'S SUPPLIES ARE PROVISIONS FOR MEN'. A red arrow button says 'Shop the Fall Collection'. Below the banner are three promotional tiles: a large one for 'CLEARANCE DEALS' with the text 'WE OUTFIT YOU FOR THE CITY AND FIELD' and 'ON CLEARANCE', and two smaller ones for 'LONGSLEEVE SHIRTS' and 'BOOTS & SHOES'.

# B&W TO COLOR

GENUINE TOP QUALITY  
*Stevenson's Supply Co.*  
EST. 1983

LOGIN / REGISTER - MY ACCOUNT +

My Cart (0)

TOPS - BOTTOMS - BOOTS & SHOES - OUTERWEAR - ACCESSORIES - CLEARANCE - Search

**GENTLEMEN, THE OUTDOOR LIFESTYLE**  
STEVENSON'S SUPPLIES ARE PROVISIONS FOR MEN [Shop the Fall Collection](#)

CLEARANCE DEALS  
**WE OUTFIT YOU FOR THE CITY AND FIELD** »

ON CLEARANCE »

LONGSLEEVE SHIRTS »

BOOTS & SHOES »

*and now, time for a little*



*Thank You*

RECEIVE 30% OFF YOUR CUSTOM DESIGN PURCHASE  
AND AN ADDITIONAL 10% OFF OUR PREMIUM TEMPLATES  
GIVE US A CALL AT **877-591-7005**