



Design Best Practices and Tips for the Holiday Season and Beyond

December 4, 2010



Guliz Sicotte
Director of
Services



**Jessica
Mokrzecki**
Design
Manager

Agenda

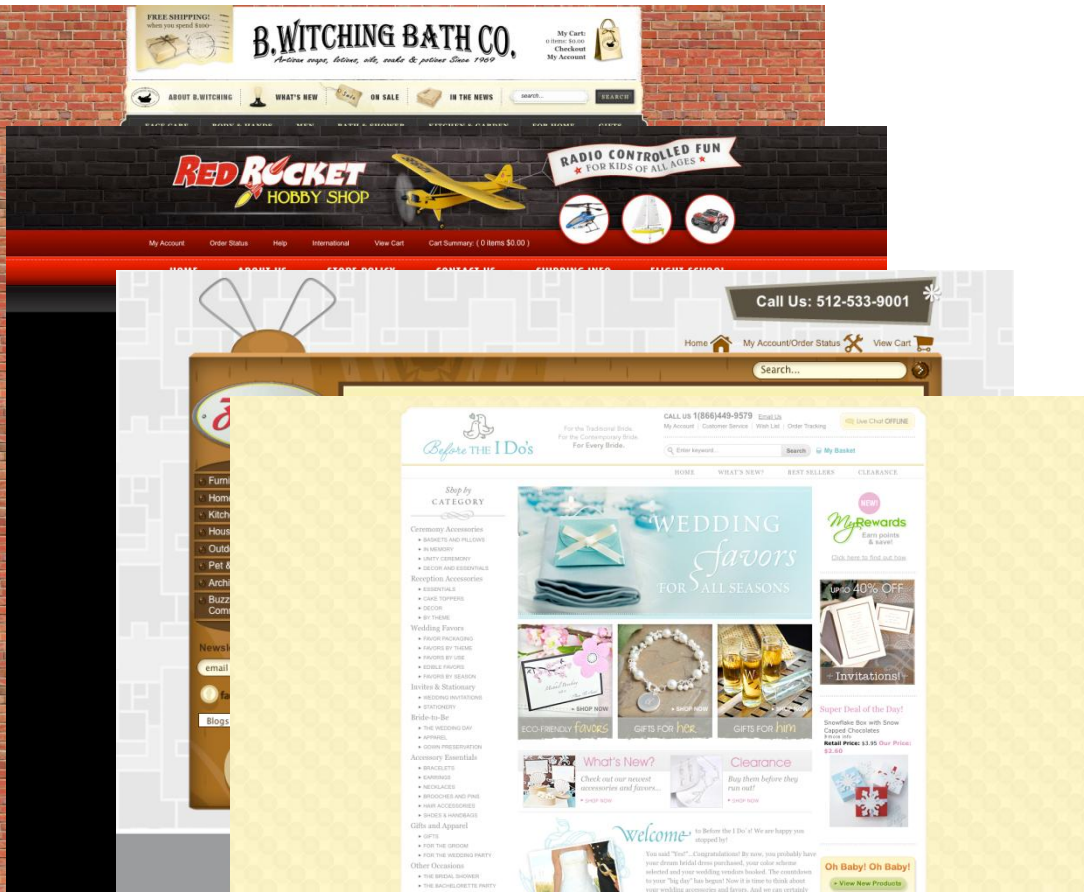
- Why Design Matters
- Best Practices
- Worst Practices
- Seasonality
- Mobile
- Q&A

Terminology

- Template vs. Homepage
- Typography
- Above-the-fold
- Dynamic menus
- Call-to-action (CTA)

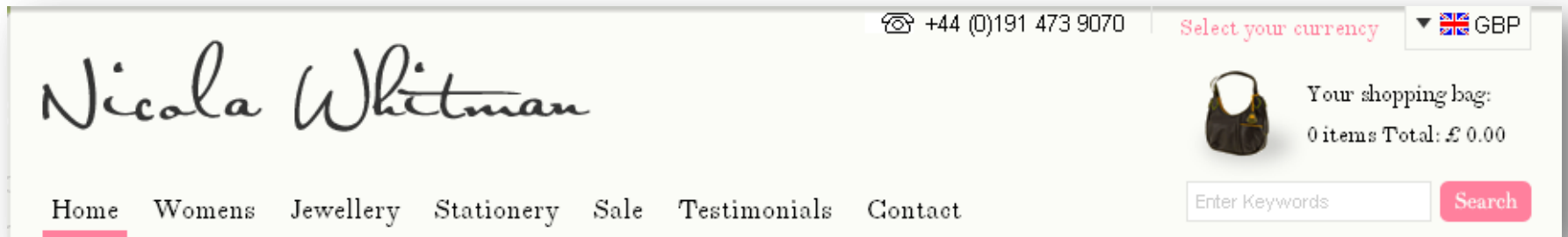
Why Design Matters

- Identity
- Differentiation
- Credibility
- Conversion



Best Practices – Menu's

- Have a separate menu bar for product categories.
- Make sure your menu allows users to go where they want without delay.
- Customers should know right away the types of products you sell.
- Use terminology that your customers can understand



Screenshot of the Nicola Whitman website header. The header features the brand name "Nicola Whitman" in a large, elegant script font on the left. On the right, there is a phone icon with the number "+44 (0)191 473 9070", a "Select your currency" dropdown menu currently set to "GBP" with a UK flag, and a shopping bag icon with the text "Your shopping bag: 0 items Total: £ 0.00". Below the brand name is a horizontal navigation menu with links: Home (underlined), Womens, Jewellery, Stationery, Sale, Testimonials, and Contact. On the far right, there is a search bar with the placeholder text "Enter Keywords" and a pink "Search" button.



Screenshot of the BuyAutoCovers.com website header. The header features the "BuyAutoCovers.com" logo with an orange umbrella icon on the left. In the center, there are two green checkmark icons with the text "FAST FREE GROUND SHIPPING" and "HASSLE FREE GUARANTEE". On the right, there is a green phone icon with the number "1-888-553-5329" and three links: "Order Status", "Help", and "Contact Us", followed by a Canadian flag icon. Below the header is a navigation bar with orange buttons for "Home", "Car Covers", "Truck Covers", "SUV Covers", and "Van Covers". On the right side of the navigation bar, there is a shopping cart icon with the text "My Cart: 0 Items" and a green "CHECKOUT" button with a lock icon.

Best Practices – Menu's

teresaldama



Welcome, [Log in](#)

[MY ACCOUNT](#) [SHOPS](#) [NEWSLETTER](#) [HELP](#) [CONTACT US](#)

HOME [NEW PRODUCTS](#) [NECKLACES](#) [BRACELETS](#) [EARRINGS](#) [BROOCHES](#) [OTHERS](#) [OFFERS](#)

1st Nav Menu

[Volusion Gear](#) (3)

[Bluetooth](#) (1)

Category 1 (5)

[Sub Category 1](#) (24)

[Sub Category 2](#) (23)

[New Category](#) (22)

[New Category](#) (21)

Your Sub Category Name 1 (9)

[New Category](#) (20)

[Your Sub Category Name 2](#) (10)

[Your Sub Category Name 3](#) (11)

[Other](#) (2)

[Your Category Name 4](#) (4)

2nd Nav Menu

[SALE](#) (12)

[Your Other Links 2](#) (13)

[Your Other Links 3](#) (14)

3rd Nav Menu

[Some More Links 1](#) (17)

[Some More Links 2](#) (18)

[Some More Links 3](#) (19)

4th Nav Menu

[Your Category Name 7](#) (7)

[Your Category Name 8](#) (8)

[Your Category Name 6](#) (6)

5th Nav Menu

[{click to add new category}](#)

6th Nav Menu

[{click to add new category}](#)

7th Nav Menu

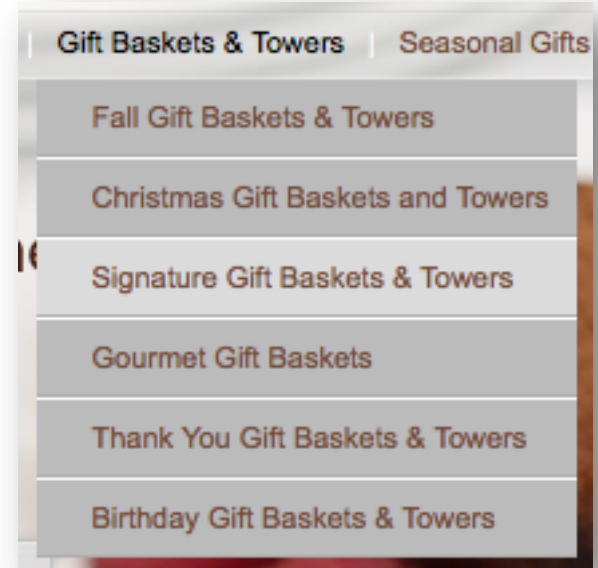
[{click to add new category}](#)

8th Nav Menu

[{click to add new category}](#)

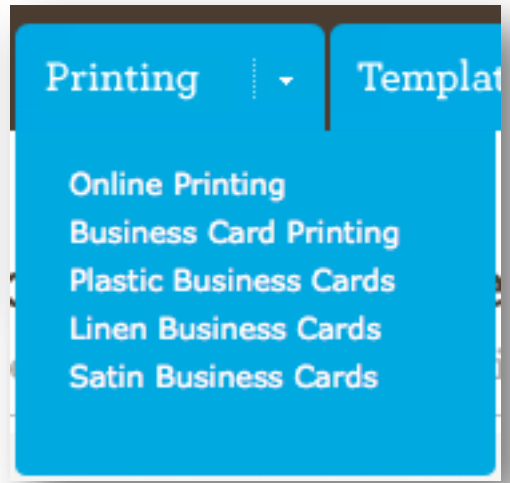
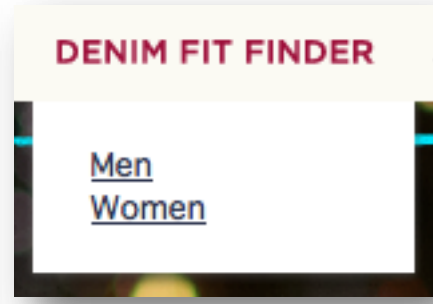
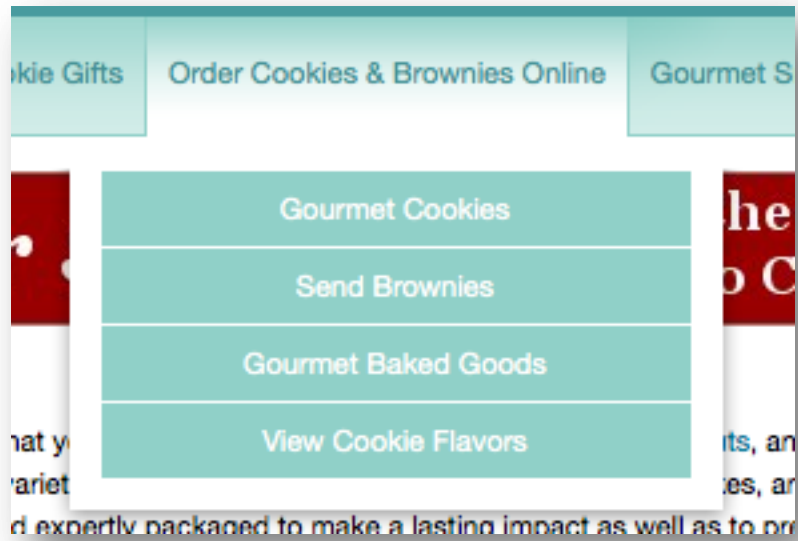
Best Practices – Menu Types

There are three main types of navigation menu's, DropDown, Tree Expand and List Item.



Worst Practices – Dropdowns

There are three main types of navigation menu's, DropDown, Tree Expand and List Item.



Best Practices – Menu Types

There are three main types of navigation menu's, DropDown, Tree Expand and List Item.

- newborn essentials
- organic baby clothes
 - onesies & one-pieces
 - shirts & tops
 - bottoms- pants & shorts
 - outwear, sets & sweaters
 - dresses & skirts
 - accessories
- organic toddler clothes
- organic baby bedding

- Headpieces**

- Wedding Headbands
- Wedding Tiaras
- Flowers & Feathers
- Combs & Hair Pins

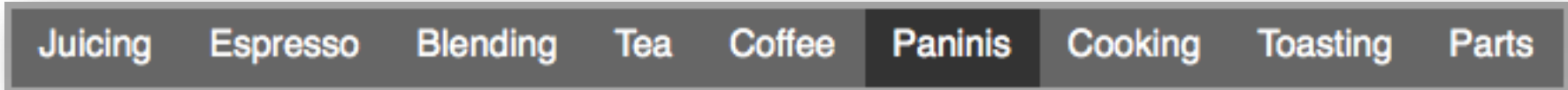
- Wedding Jewelry**

- Jewelry under \$30
- Rhinestone & Crystal
- Pearl Jewelry

- Dog Beds**
 - > Bolster & Donut Dog Beds
 - > Dog Blankets & Dog Mats
 - > Rectangle & Pillow Dog Beds
 - > Round Dog Beds
 - > Sofa & Double Donut Dog Beds
 - > Eco Friendly Dog Beds
 - > Designer Dog Beds
 - > Square Dog Beds
- Dog Bowls
- Dog Carriers

Best Practices – Menu Types

There are three main types of navigation menu's, DropDown, Tree Expand and List Item.

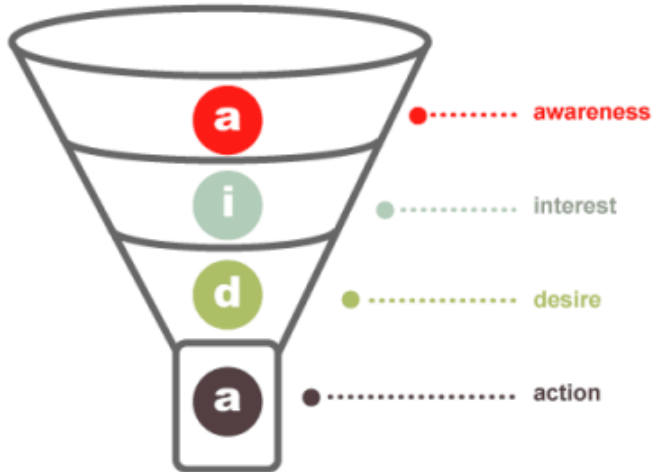


- WHAT'S NEW
- DRESSES
- TOPS
- BOTTOMS
- KNITS/OUTERWEAR**
- SHOES
- ACCESSORIES
- SALE
- COMING SOON!

- UGG & JIMMY CHOO
- WOMEN
- MEN
- KIDS
- FALL 2010 LOOK BOOK
- RETAIL STORES
- EXPERIENCE

- ORIGINAL ART ♥
- ART PRINTS
- FASHION
- ACCESSORIES
- STATIONERY
- HOME DECOR
- MUSIC
- CRAFT
- CHILDREN

Best Practices - Homepage



Best Practices - Homepage

- Place promotions in the sweet spot
- Use slideshows if necessary

Decor Planet.com
affordable luxury for your home

1-800-504-9974

CLICK HERE FOR SHOWROOM LOCATIONS
New York & Pennsylvania

Help Center Shipping & Returns My Account Shopping Cart

ON SALE NOW BEST SELLERS HD PRODUCT VIDEOS CUSTOMER PHOTOS BUYING GUIDES BLOG

Search: [input] GO! **FREE SHIPPING** In The Continental US On Almost Every Product * **LIVE CHAT** Available: 10AM - 6PM

Shop Departments

- BATHROOM VANITIES
- BATHROOM ACCESSORIES
- MIRRORS
- LINEN & MEDICINE CABINETS
- STEAM SHOWERS
- SHOWER EQUIPMENT
- WHIRLPOOLS AND TUBS
- TOILETS & BIDET
- FAUCETS
- VESSEL SINKS
- MOSAIC TILE
- RANGE HOODS
- PRE-ORDER & SAVE**
Click Here and save up to 15% on out-of-stock items.
- WHOLESALE**
Contractors and Retailers click here to

up to 50% OFF
On Select Modern and Contemporary Vanities

The freshest styles of bathroom vanities and bathroom products on the web, at absolutely unbeatable prices!

BATHROOM VANITIES BATHROOM ACCESSORIES MIRRORS LINEN & MEDICINE CABINETS

STEAM SHOWERS SHOWER EQUIPMENT WHIRLPOOLS & TUBS TOILETS & BIDET

1-888-484-WORK Home My Account Contact Us

FREE SHIPPING ON ORDERS OVER \$49 IN THE CONTINENTAL US

STORE LOCATOR VIEW CART (0) \$0.00

SEARCH: [input] SHOP BY BRAND: Shop By Brand

WORKWEAR FOOTWEAR OUTERWEAR RAINWEAR SAFETY WOMENS FLAME RESISTANT

Welcome to Our New Site!

15 YEARS OF SELLING TOUGH CLOTHES FOR TOUGH PEOPLE

American Workwear is proud to offer Tough Clothes for Tough People. People who look to us for value, quality and guidance. We know our products because we use our products - day in and day out. For 15 years we have been in this business - and have earned the trust of thousands - and thousands of customers with every purchase.

SALE Carhartt Twill Shirt \$22.99

SALE Carhartt Twill Pants \$24.99

SALE Grundens Weather Watch Jacket

Best Practices - Homepage

- Use “hero shots” to showcase your product in its environment

HEART RATE WATCH CO.
WE'VE GOT YOUR BEAT

HOME | VIEW CART | ORDER STATUS/MY ACCOUNT | SEARCH | GO

FOR EXPERT CONSULTATION & PRODUCT ADVICE, CALL 866.586.7129

▶ HEART RATE MONITOR | ▶ GPS WATCH | ▶ BIKE COMPUTER | ▶ FOR WOMEN ONLY | ▶ IPHONE FITNESS | ▶ BY SPORT

BEGIN WITH THE END IN MIND.
—STEPHEN R. COVEY

GARMIN FORERUNNER 310XT

- ▶ BEST ENDURANCE FITNESS WATCH
- ▶ GPS HEART RATE MONITOR
- ▶ WATERPROOF
- ▶ WIRELESS DATA TRANSFER

PRODUCT DETAILS >>>

GARMIN

HOME | ABOUT US | MY GEAR | MY LOCKER ROOM/ORDER STATUS | CONTACT | HELP

NEO SPORTS
LET'S GET IT!

ORDER ONLINE OR CALL TOLL FREE: 1 866 813-4347

Search...

MENS | YOUTH | GEAR | COMBO

FUTURE OF THE SPORT

NEO SPORTS

AUTOMATIC QUANTITY DISCOUNT FOR SAME ITEM ORDERS OVER 3

FOOTBALL ACCESSORIES

FACEBOOK | BLOG | MYSPACE

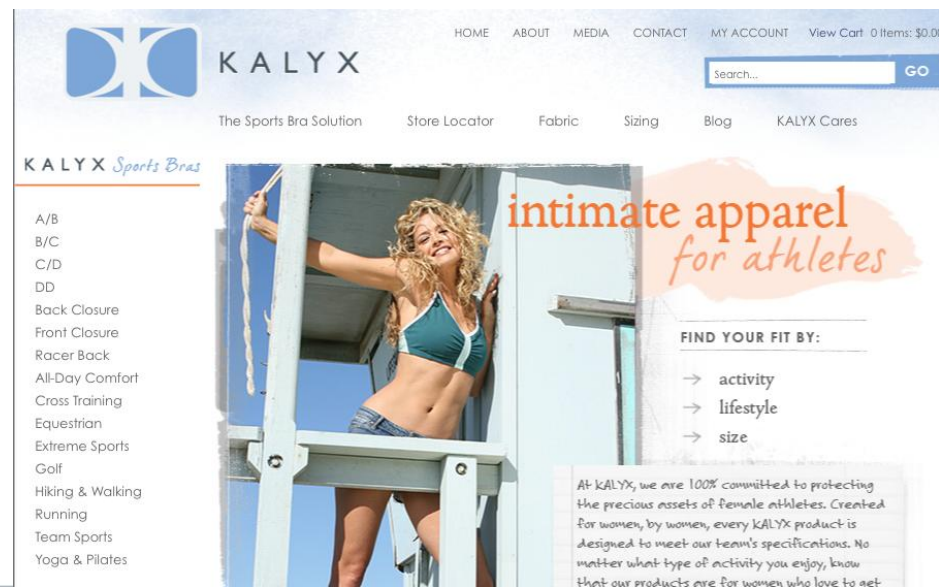
Best Practices - Homepage

- Include featured products



Best Practices - Homepage

- Always provide the next action step
- Use action-oriented words



Worst Practices – Homepage

Faul's HOME FASHIONS

Home | About Us and Our Policies | Contact Information | CROSCILL BEDDING | ROSE TREE BEDDING | WOODED RIVER BEDDING | VICTOR MILL BEDDING | WAVERLY® BEDDING | HOME SOURCE LINENS | WILLIAMSBURG® BEDDING | APRIL CORNELL BEDDING | KIMLOR BEDDING-40% OFF | KATHY IRELAND BEDDING | PATCH MAGIC QUILTS | EMPRESS SILK BEDDING | VERATEX BEDDING-40% OFF | THOMASVILLE BEDDING | LAWRENCE BEDDING | QUILT

Free Shipping On Any Purchase Over \$100.00! Need Help? 1-800-540-7285 [Add To Cart](#)

DESIGNER BRANDS | BEDDING THEMES | BEDDING | DRAPERY DEPARTMENT | BATH DEPARTMENT

LUXURY BEDDING SALE SAVE 20% ON ROSETREE BEDDING

ECLIPSE SUEDE BLACKOUT ENERGY EFFICIENT CURTAINS
Reduce Heating Costs
Reg. \$28.00
SALE \$21.99

KATHY IRELAND COMFORTER SETS
SAVE AN ADDITIONAL 20%
\$239.99 - \$399.99

Save on Croscill and Rose Tree and Kimlor and Home Source and Thomasville and Veratex and Lawrence and Wooded River and Empress Silk and Kathy Ireland and Victor Mill and April Cornell and Williamsburg and Patch Magic Bedding Ensembles.
SHOP NOW FOR FALL FASHION WHITE SALE SAVINGS ON NAME BRAND LINENS AND BEDDING ENSEMBLES FOR YOUR HOME DECOR! MOST CROSCILL ORDERS SHIP IN 24 HOURS! LARGE SELECTION OF TROPICAL AND TOILE AND WESTERN AND LODGE QUILT ENSEMBLES SHIP IN 24 HOURS!

Free Shipping On Any Purchase Over \$100.00! No Sales Tax Outside Texas! We ship to Canada, Alaska, Hawaii, Puerto Rico, Guam, Virgin Islands, APO/FPO and Overseas.

20% Off All Croscill Items Over \$200.00! Most Croscill Orders Ship In 24 Hours! Sale Ends NOVEMBER 30TH! Authorized Croscill Retailer For 63 Years! Wooded River and Thomasville and Victor Mill and Bates and Rose Tree Bedding Ensembles. **MADE IN THE U.S.A.**

Paul's Home Fashions NEW Drapery Department. 20% to 40% Off Entire Window Treatment Department! Blackout, Thermal Insulated, Lace and Sheer & Designer

Faul's HOME FASHIONS — Family Owned Since 1947 Need Help? Order By Phone Today! Call 800-540-7285 **FREE SHIPPING ON ORDERS OVER \$100.00**

Home | About Us | FAQ | Testimonials | Contact Us | Site Product Search: [Go](#)

My Cart [12 Items, \$234.89] | My Account | [Checkout](#)

Join Our Email List! Receive Promo Coupon Codes and Learn about Special Offers First!
Enter Email Address [Sign Up!](#)

Shop by Brand DONNA SHARP SALE SAVE ADDITIONAL 20% — Sale Ends October 30th. Shop Now!

Croscill Hibiscus
Bold Artistic Floral and Stripes Comforter Ensemble

[PRODUCT DETAILS](#)

[1](#) [2](#) [3](#) [4](#) [5](#)

Bed In A Bag Sets: Big Moose Creek
Quickly decorates any bedroom.
[Browse Category >](#)

Eclipse Suede Curtains
Insulated & Blackout for the Bedroom or Living Room.
[Browse Category >](#)

Natural Shells Quilt
Large Selection of Quilts and Accessories.
[Browse Category >](#)

Featured Products

Product Short Name
List Price: \$14.99
Our Price: \$8.99
You save \$6.00 [more info](#)

Product Short Name
List Price: \$14.99
Our Price: \$8.99
You save \$6.00 [more info](#)

Product Short Name
Our Price: \$8.99 [more info](#)



Best Practices - Checkout design

- Sub-Category Summary
- Product Page
- Soft Add to Cart Box
- Shopping Cart Summary Page
- One Page Checkout

Best Practices – Checkout Design

The collage illustrates the checkout flow on the 'sugar and spice décor' website. Key elements include:

- Navigation:** Consistent header with logo, 'LEARN ABOUT SPECIAL OFFERS FIRST!', 'SIGN UP!', and 'View Cart' links.
- Shopping Cart:** A modal window showing 'Added to cart' items with quantity, price, and subtotal (\$601.79).
- Shipping Information:** A step titled '2. Shipping Information' with a shipping calculator showing a total of \$117.00.
- Payment:** A table showing items and their prices:

Item	Price	Qty	Total
Black	\$89.00	1	\$89.00
Blue	\$28.00	1	\$28.00
- Product Grid:** A 'Furniture' category page showing various items like 'Night Stands', 'Bookcases', 'Trundles', and 'Wardrobes' with images.

Best Practices – Other Pages

- 404 Page
 - A designed 404 page is another way to prove to a customer your credibility. You want to keep users in your site
 - You should always let customers know they have reached a page that cannot be found. Use Humor.
 - NEVER redirect to your homepage, this is confusing and can lead to abandonments
 - NEVER blame the customer

Best Practices – 404 Page

TeraGanix
life's getting better

My Account | Shopping Cart | 0 items: \$0.00

Shop Products Solutions Downloads Cor

Categories

- Healthy Living
- Household
- Garden
- Agriculture
- Livestock
- Environment

Quick Links

- Effective Microorganisms®
- The EM Philosophy
- Original. Authentic. Certified.
- News & Events
- TeraGanix Blog(s)
- Resellers-Retailers
- Resources
- FAQ

ERROR 404.
HMMM. SORRY, WE CANNOT

BUT WE CAN HELP GET YOU
Please choose from the top or left
or select one of the following

Healthy Living | Household | Garden

BE THE FIRST TO RECEIVE EXCLUSIVE OFFERS!

Enter Your Email Address

THE Distinguished Doggie BOUTIQUE

Your Cart (0 Items) Your Account

QUESTIONS? CALL US TOLL FREE
877-364-2688

McAfee SECURE
TESTED DAILY 27-NOV

HOME ABOUT US CONTACT US CUSTOMER SERVICE LIVE HELP OFFLINE EMAIL US

Stay Connected
w/ Distinguished Doggie!

Facebook become a fan! Twitter follow us! Blogger join the conversation!

Search

Shop by Category

- CHRISTMAS
- HANUKKAH
- GIFT CERTIFICATES
- SHOP BY DESIGNER
- WHAT'S NEW
- WHAT'S HOT
- WHAT'S ON SALE
- FOOTBALL
- GO WILD
- MONKEY MADNESS
- PINK FOR YOUR PUP
- ACCESSORIES
- APPAREL
- BEDS & BLANKETS
- BIG DOGS
- CARRIERS
- COLLARS
- LEASHES & HARNESS

Oops!

The page you requested can't be found.

Oops! The page you requested can't be found. Please select one of the pages below, or choose a category to the left!

Home | Blog | Doggie Apparel
Doggie Collars | Doggie Accessories
Doggie Beds | Sale

Worst Practices – 404 Page

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**.

Best Practices – Other Pages

- Thank You Page
 - A confirmation of an order reassures your customers and makes them feel safe
 - Make sure this page carries the theme of your website
 - This is another opportunity to add a promotion or offer for their next order

Best Practices – Thank You Page



Thank you for placing your order. Your order number is 1002.



We have 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 track your packages, review your orders, print invoices, and more, from the [My Account](#) page at any time.

Thank you for choosing us! Please come back soon.

Thank you for your order!

Your Order Number: 119985591

[> View your Receipt](#)

You will receive an order confirmation email shortly. Please save this email for your records. Your credit card will be charged when your order ships.

Note: If your email system uses a filter or spam blocker, please add service@barnesandnoble.com to your address book to ensure you receive emails about your order status. [Details](#)

[Sign Out](#)

Special Advertiser Offer

Your purchase is complete.
[Click here to claim your \\$10.00 Cash Back Incentive on your next purchase!](#)

[Continue](#)

By clicking above, you can claim your incentive from Webloyalty when you join their service. Terms and conditions apply.

More from Barnes & Noble

- > [B&N Studio](#)
Enjoy original audio and video programming celebrating readers, writers and books in one of the web's largest multimedia collections.
- > [B&N Review](#)

Continue Shopping

- > [B&N Homepage](#)
- > [Books](#)
- > [Bargain-Priced Books](#)
- > [Children's Books](#)
- > [Used & Out of Print](#)

Best Practices – Other Pages

- Landing Page
 - Should promote one product line or sale
 - Make sure it is clear what you are promoting, good images and appealing typography
 - Call to action buttons
 - Keep it simple. If pages are too long your visitors will not read all of the info and may be turned off.
 - Make text short, try bullet points. If needed you can always add a read more link

Best Practices – Landing Page

ANIMAL JACQUARD TOWELS
Jacquard woven in wild patterns >

BATH

TOWELS & BATH RUGS

BATHROOM ACCESSORIES

SOAPS & CANDLES

SET OF 6 TOWELS
WAS \$110 NOW \$68 >

BATHROOM FURNITURE

Monogramming
Make it yours. Monogram bedding, cashmere and towels >

SIGN UP FOR EMAILS
Be the first to know about new products, sales and exclusive offers. [SUBMIT >](#)

STOCK UP NOW
BEST DEALS, BEST BRANDS

BUY 1, GET 1 FREE
GUYS FALL CLEARANCE ON SHORTS, BOARDSHORTS, TANKS & JEANS
[SHOP THE SALE >](#)

the Skulcandy
SUPER SALE
starting at **\$9.99**
[SHOP NOW >](#) **UP TO 70% OFF**

PICK YOUR PRICE
SALE ITEMS STARTING UNDER \$10
[SHOP THEM ALL >](#)

\$19.99 SUNGLASS SUPER SALE
anor **SPY** **UP TO 80% OFF** [SHOP THE SALE >](#)

GIRLS FALL CLEARANCE
BUY 1, GET 1 50% OFF
[SHOP NOW >](#)

BUY 1, GET 1 FREE

[SHOP GIRLS SWIM >](#)

SNOW SALE
LAST YEAR'S GEAR UP TO 50% OFF
[SHOP THE SNOW SALE >](#)

Best Practices – Other Pages

- Contact Us Page
 - Having a contact us page shows your customers that you care about them.
 - Make sure this page lists your address and a way for customers to send you a message.
 - Provide online live customer service to your customers by adding Live Chat.
 - According to industry research an online buyer who uses Live Chat is 20% more likely to make a purchase than a customer who does not.

Best Practices – Contact Us Page

Contact

Studio: South Coast of NSW.

Postal address: Fleur Gunn & Christine Land
PO Box 515, Moruya NSW 2537

Phone: 0417 326432

Email: fgunn@bigpond.net.au

Markets: Moruya Country Markets most Saturdays

WATCH FOR UPDATES ON OUR OTHER MARKET LOCATIONS

Send a message now

Remember to add your email address if you would like a reply

Message *

Email Address

Submit

Contact us

Please feel free to contact Through the Cottage Door at any time with any enquiries and we will get back to you as soon as possible.

Through The Cottage Door

50 Rufford Avenue
Yeadon
LS19 7QR

Tel: 0113 2504400

Email us at support@throughthecottagedoor.co.uk or fill out our form.

CONTACT US
Please feel free to get in touch with us at any time regarding Ashes & Milk. We love to receive feedback about the site and are always looking for new artists to work with.

BUSINESS HOURS
Monday – Friday 9am to 6pm CST

EMAIL
[info\[at\]jashesandmilk.com](mailto:info[at]jashesandmilk.com)

TELEPHONE
(312) 376-8285

Name *

E-mail *

Message *

K Y W M

SUBMIT

Seasonality

- Create seasonal landing pages to target holiday traffic
- Encourage visitors to purchase by giving them time-sensitive promotions
- Show top selling holiday products on your homepage
- Promote your store during the holidays in social media

Our Biggest Event of the Year
Today Only!

Holiday
Shipping
Deadlines



RED ROCKET
HOBBY SHOP

WELCOME TO OUR SOCIAL STORE! LAST UPDATED ON.. 11/26/2010

	Megatech Nirvana 2 R/C Sailboat RTR Yellow Hull Our Price:\$273.00 ADD TO CART →
	Megatech Nirvana 2 R/C Sailboat RTR Red Hull Our Price:\$273.00 ADD TO CART →
	Megatech Nirvana 2 R/C Sailboat RTR Blue Hull Our Price:\$273.00 ADD TO CART →

facebook

Seasonality

free shipping every day!

through 12/20, with \$99 purchase.
exclusions apply.

promo code: **GIFTS**

BLACK FRIDAY SPECIALS!

incredible deals through 11/27

Charter Club Cashmere Crewneck Sweater Reg. \$99

SPECIAL \$39.99

[shop all specials now](#)



 **FREE SHIPPING**
on all survival kits
this season



until Dec. 18 Not valid with any other offer.
Requires minimum purchase of only \$50.

Seasonality



Biggest Bullseye FREE Shipping™ Event Ever — spend \$50 get free shipping on over 900,000 items. [See Details >](#)

Target Search Find a Store Help [Sign In](#) | [New Guest?](#) | [My Account](#) | [RedCards](#) [ShoppingCart](#)

All Categories

[GiftCards](#) [Gift Registries + Lists](#) [Photo](#) [Pharmacy](#) [WeeklyAd](#)

[Women](#) | [Men](#) | [Baby](#) | [Kids](#) | [Shoes](#) | [Beauty](#) | [Home](#) | [Kitchen](#) | [Furniture](#) | [Toys](#) | [Electronics](#) | [Video Games](#) | [Movies](#) | [Christmas](#) | [See More](#)

2day Sale Discover all of your favorite **Black Friday Deals** [>](#)

Cyber Monday Exclusive e-mail steals. [Sign up now >](#)

Weekly Ad
The 2-Day Sale Deals are here!

Christmas
So many ways to save merrily.

Toys
Sale on select toys they'll love.

Video Games
Great gifts for gamers.

Electronics
Great deals. Great gifts.

Baby

the 2day Sale
HAS ARRIVED!
FRIDAY + SATURDAY ONLY

CHECK OUT THE DEALS IN STORE

SHOP THE 2-DAY SALE ONLINE

- Movies
- Electronics
- Toys
- TVs
- Digital Cameras
- Video Games
- Home
- Bedding



Seasonality

Our gift to you...
Free Shipping
On select online and catalogue purchases totaling \$100 or more. Now through Dec. 22 (noon CT)
[View details >](#)

Sale Now On
Up to 50% Off Top Brands
Whilst Stocks Last

FREE SHIPPING EVERY DAY!
through 12/20
[details & exclusions](#)

THE Gift GUIDE

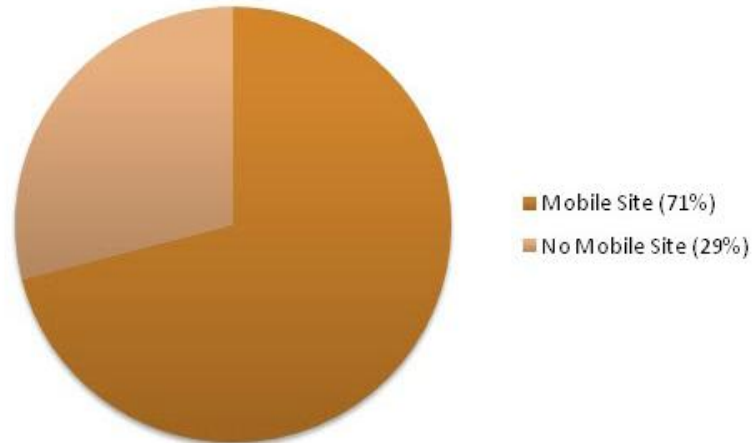
- for her 
- for him 
- for everyone 
- gifts from our stars 
- gifts under \$25 \$50 \$99 
- for kids 
- RALPH LAUREN GIFTS only ★ macy's 
- electronics 
- beauty 
- gift cards 

Believe
SANTA MAIL
J.H. MACY
CREATE YOUR LETTER TO SANTA

Fun, Magical Finds.
Gift
SHOP NOW

Mobile

- U.S. mobile commerce sales
 - \$1.20 billion in 2009
 - \$2.42 billion in 2010
 - \$119 billion in 2015
- 30% of sites are not mobile optimized



Mobile






Orders Reports Inventory Marketing Customers Design Settings

Company Shipping Tax Payment Currency IP Firewall Config Variables Custom Fields Maintenance Resources

Update Configuration : General Variables

 Search

Customize

Quick Edit	View	General variables ▾	Results 1 – 64 of 64	Page 1 of 1
Name	Value	Last Modified		
 Config 301 Redirect to SEOFriendly URLs	<input type="checkbox"/>			
 Config CRM Plugin URL	<input type="text"/>			
 Config DateFormat	MM/DD/YYYY ▾	02/13/2006 12:00AM		
 Config DidYouMean Enable	<input type="checkbox"/>			
 Config Mcommerce	<input checked="" type="checkbox"/>			

Mobile

- Designing for mobile:
 - Reduced screen size
 - Simplicity
 - More links than images



Thank you!

To learn more about Volusion's design services visit:

www.volusion.com/ecommerce-web-design/

Happy Selling!

