

Smarter Web Company - Ecommerce Package

Bespoke Website Design

Before we start building your website we create a design, which is an image of exactly what your website will look like. We offer unlimited revisions of this design until you are 100% happy.

With our ecommerce package, we first agree the design of the homepage using the desktop view and then once that has been approved we go through the same design process with the mobile view of the homepage. After both views of the homepage have been approved we then repeat the process with the category page and also the product page.

Only after these three main pages (with both desktop and mobile views) are approved do we start the build process.

It is important that you are 100% happy with the design of your homepage, category page and product pages before we start the build as design changes to these main pages after your design sign off may incur an additional charge.

Adding Categories & Products

To create products, you must define how you want the products on your website to be organised. Most ecommerce websites have one, two, or three levels of categories, however with our content management system you can have any number of category levels.

It is your responsibility to add the categories and then products directly into the content management system and we will give you training on how you do this. We do offer bulk

imports (and bulk updates after the initial import) however this is an additional requirement that is not included in the ecommerce package.

Our experience suggests that the largest task for a client in creating a new ecommerce website is the product creation, in terms of getting the information rather than simply adding it into the content management system, so it is important that you understand your role in this.

Product Information

Each product will have several different fields which you manage through the content management system. The standard fields that are available are:

- Name
- Category (each product must be in one primary category which determines the URL)
- Additional categories (each product can be in any number of additional categories)
- Description, and 2 other large text fields (e.g. key features and specification – often displayed within tabs on a product page)
- Images (you can upload any number of images per product with the first image also being used away from the product page)
- Price (you can either display products with a single price or as 2 prices where the second price is based on the first; mostly used by websites listing a price both with and without VAT)
- Sale price (when a product is on sale)
- Stock quantity (if you have a limited number of items after which the product is displayed on the website but can not be purchased)
- Merchant ID (optional and often used where you have a specific supplier reference)
- Tags (used to then pull out products in a similar way to categories, e.g. “popular”, “new in” or “sale”)
- Product options are also available (e.g. sizes, colours) but subject to your exact requirements this can be an additional requirement

URL Structure & SEO

When you create a category or product the URL is created and the format for all URLs is:

- www.yourshop.com/_shop/category-name/
- www.yourshop.com/_shop/category-name/product-name/

You can edit the category or product name after creation, but the URL will not change. You can of course delete and then recreate the category or product. However, if you have added many products to a category this is quite time consuming.

Categories and products have meta tags automatically generated when you first create them and the content management system will use the information entered which can then be edited at meta level if required.

We also offer an optional SEO marketing service where we target specific keywords for clients so if this is of interest to you please contact one of our support team who will be happy to explain this service to you.

Product Filters

Filters are a good way, used by many large ecommerce websites, to allow a visitor to reduce the number of products visible within a category. You can create product filters in the content manage system at the website level which can then be assigned to a category and then displayed.

Please note that it is fairly time consuming to then select the filters applicable to individual products but something that can be done over time and something that certainly enhances the user experience on your website.

Ecommerce Search

A keyword search based on either the product title or the product description (or both) can be added to your ecommerce website to enable visitors to find products easily. The search is not intelligent so it searches for the same text string, for example “water” would not match “drink” so it is important to keep this in mind with your product information data.

Typically, this is added into the header of the website so whilst browsing the website it is easy for visitors to search but as the design of our ecommerce package is bespoke the ecommerce search box can be added where required.

Discount Codes

Discount codes are a good way of encouraging repeat orders or attracting new customers. You can create discount codes which can offer either an amount off (e.g. £10) or a percentage off (e.g. 10%). When creating a discount code, you also can set a number that are valid (e.g. after 10 redemptions the code is no longer valid) and an expiry date (e.g. discount valid for 7 days from creation).

Please note that discount codes are not the same as gift vouchers and we would be happy to develop a gift voucher facility for any client but as the requirements would vary based on what your business needs this is an additional requirement.

The discount code is entered into the checkout form and validated at that point when it will then discount the total paid accordingly.

Payment Gateway

We offer several different payment gateways and all these gateways work as “offsite” solutions removing the need for you to process card payments with the additional compliance this requires. If you are looking to use a different payment gateway, then please get in touch

and we will be happy to discuss if we can integrate your chosen gateway as an additional requirement.

Whilst some of the payment gateways that we work with can offer subscription payments our ecommerce package only offers one off payments. We have some experience in working with subscription payments but this would be an additional requirement as subscription models are usually very specific to individual business requirements.

We offer the following gateways and you pick one of these gateways for your website:

- PayPal
- Stripe
- SagePay
- WorldPay

Order / Checkout Flow

When visitors browse your website the order flow is:

- Arrive at a product page (this can be from a variety of paths including from a category page, ecommerce search page or tagged products)
- The product page will have a “buy button” which adds the product to the basket and prompts the user to either continue shopping or checkout
- When opting to checkout they will then be directed to the “basket” page
- After this the “checkout” page
- After this they will be directed to the appropriate payment gateway
- After completing the payment offsite, using the payment gateway, the visitor will then receive confirmation and be redirected back to the website
- On confirmation of a sale you can also set the content management system to email a confirmation email with a table of the items ordered in a standard format

Shipping

We offer several different shipping options and the ability for you to also select the country list that you will ship to.

If you require a shipping option not listed, please get in touch and we can see if it can be accommodated either within our standard package or as an extra requirement:

- Flat rate for every order (e.g. £4.95)
- Flat rate for every order with a free threshold (e.g. £4.95 below £50 and free for orders over £50)
- Banded shipping (e.g. 0 to £100 is £4.95 and, £101 to £200 is £3.95, above £201 is £2.95)
- Shipping options based on the country (e.g. 3 options for UK, 2 options for France and 1 option for Spain)
- Shipping options based on zones (like country shipping but easier to manage)
- Click and collect

Customer Login

After a customer has made a purchase, they will be able to login using their email address and a password.

Once logged in to their account the customer will be able to view their order history and also edit their details used to either login or place an order. Once logged in it will be easier for the customer to then checkout again as their name and address will be pre-populated within the checkout process.

If a customer forgets their password, they will be able to reset the password using a password reminder page.

Secure Certificate (SSL)

There is an increasing importance being driven by both browser development companies and Google for websites to have a SSL certificate where forms exist. In simple terms this just means that the form data being sent over the internet is encrypted and less likely to then be read by third parties.

With an ecommerce website we believe it is essential that you have a SSL certificate for your website. We can supply a SSL certificate and please contact one of our team who will provide a quote for the annual SSL certificate charge. Please note that you can not supply your own SSL.

Order Management

You will receive a notification from the content management system by email for every order that gets placed through your website. The visitor will also receive an email and you can opt to include a table of the items ordered in a standard format within this email. After this the order will be available to view within the “customers” and “sales” section of the content management system.

In addition to viewing the order you can download and print a summary PDF that can be used to dispatch the order.

You can also download CSV files for all customers and all orders as some shipping companies will offer the ability to import CSV files to generate deliveries.