

# Description of Services for eCommerce Website Package

We provide this document to define services covered in our eCommerce website package. It is very important you understand exactly what you are purchasing. The package does contain all services, so please check each service to see if it is part of the package. If you don't see a feature that you wanted included in the package you have chosen, please let us know. We are happy to accommodate you when we can.

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## **Website Services**

### **Website pages included**

We will build the site with 7 pages included. The home page is included in this page count. You do not have to use all pages, but if you want more than the number allotted, the cost will increase.

Unless it is otherwise specified, it is assumed that page content will be no greater than 300 words, 10 links, and 3 images per page. Pages with tables, forms, or lots of images are considered to be more complex and will increase the cost.

## **Responsive design**

Responsive design is a web design approach aimed at building a website that works well (a pleasant viewing experience, easy to read, and navigate) across a wide range of devices (from mobile phones to desktop computers). This does not mean the site will look the same on different devices; just the opposite. A responsive design will adjust for the type/size of display. Our goal with a responsive design is for the design to allow a viewer to enjoy the site regardless of the device they are using.

## **Website Text**

These packages are priced considering that you will provide all copy writing services. (Contact us if you prefer to purchase copy writing services.) You must provide text in digital format (e.g. word processor document, text document, or email) for every page on your site. **Do not send us your text in "draft" form!** Once the content is formatted into your page, you are allotted one round of revisions (text tweaks and/or changes in page layout). After the project is complete and the website is live, you can edit the page as often as you wish through the administrative control panel

## **Image slide-show with text**

We create a single slide-show on the page of your choice. You provide the images, or we help you select images that we add to the slide-show. We can add a text message on each slide. The basic slide-show includes 5 images with up to 3 words on each slide. The Advanced slide-show includes 8 images with up to 4 lines of text (10 words) on each slide.

## **Stock photography**

This project includes the cost of stock photography that we purchase on your behalf for your new website. A stock photography budget limit is set by the package you selected.

## **Assistance with image selection**

Each of your web pages should have a textual message and a visual message. These images do not need to always be your products. Sometimes you simply want to convey a feeling. We help you with this image selection, up to one (1) image per page. You will need to provide images of your products, your facilities, your staff, etc.

## **Embedded videos**

You create (or purchase) a video and post the video on YouTube or Vimeo. We embed it in your web page. This proposal is for up to 3 videos.

## **Interactive Google map**

We embed a Google map with a marker for your location into your web page. A visitor can zoom in and out of the map to get the level of detail needed.

## **Contact form**

One form will be created for the "Contact Us" page so visitors can submit the form for general questions. The form will contain no greater than 15 elements. Results will be emailed to you. If you request, the form can contain those funny looking letters you have to type at the end of the form. This is called CAPTCHA, and it protects your form against automated, non-human submissions. Secured forms, forms with advanced form programming (e.g. in-form calculations) are not included. Please let us know if you have any special form programming needs.

## **eCommerce Services**

eCommerce software is also called “shopping cart” software. We offer websites using a commercial software package from eCommerce Templates ([www.ecommercetemplates.com](http://www.ecommercetemplates.com)). We have used this software package since 2007 with great success. You can see a complete list of features [here](#). We install the software and help you set up a sample product, sample category. We help you install a simple tax table and simple shipping table. You are responsible to add all your products.

### **Unlimited number of products**

You can have as many products as you would like. The term “unlimited” can be misleading because even though the store will allow an unlimited number of products, you are limited by file storage size on your web host. We install the software and help you set up a sample product, sample category. You are responsible to add all your products.

### **Online control panel for admin management**

Once we have built your site then you will be able to log onto your control panel to start making changes to your store. The URL of your control panel will typically be [www.yoursite.com/vsadmin/login.php](http://www.yoursite.com/vsadmin/login.php). From the control panel you will be able to manage your products, categories, store settings and manage your orders.

### **Multiple payment methods**

Ecommerce Templates supports many payment providers. Before you purchase this package, check their website to make sure your payment provider is included in the list of supported payment providers ([Click here](#)). Please visit the payment providers site for information regarding the transaction fees. You are responsible for establishing and maintaining a relationship with a payment provider.

You can add multiple payment providers which will give your customer choices on how they would like to pay for your product.

### **Multiple shipping methods**

You can give your customers a choice of carrier on checkout. It is also possible to use a different shipping method for domestic and international orders by selecting from the drop down menu in the main admin settings.

### **Coupon codes & Discount codes**

Discounts and coupons are powerful marketing tools that allow you to give your clients special offers on products or categories, allow wholesalers to purchase at special rates, provide incentives through your offline advertising or help clear "difficult to sell" stock among many other uses.

The difference between a coupon and a discount is that a coupon will need a special code to be entered during the checkout phase for it to be applicable. A discount however will apply to all of your website visitors, as long as the conditions you can set below are met. Coupons are especially useful therefore for promotions in magazines or through other forms of advertising.

## **Up-selling of products**

The cross selling / up-selling feature allows you to show on your store recommended, best selling and related products as well as any items also purchased by previous customers. This feature is particularly useful for up-selling products and is extremely flexible and configurable.

## **Gift certificates**

This allows your customers to purchase a gift certificate on your store for the amount of their choice and send it on to their chosen recipient. The difference between the value of the certificate and the product(s) added to cart is calculated and the difference recorded accordingly. The recipient is notified via an email which includes a personalized message and the code they will need to enter on checkout to redeem the gift certificate.

## **Gift registry and wish lists**

The wish list and gift registry feature will allow customers to create their own list of items in their account which can be purchased at a later date. It also allows for the creation of lists which can be sent to friends and family for occasions such as birthdays, weddings etc. so they can purchase the items which the list owner has requested.

## **Donations feature**

The donations feature allows customers to introduce an amount of their choice and then go through checkout to send the funds on to the store owner. This is typically used if you want accept donations on the store or if you need customers to pay for a service.

## **Content management system integrated**

The content management system built in to Ecommerce Template shopping cart software allows you to dynamically add content to your site through the online control panel. You can choose to add the content to existing pages, this might be in the form of news sections or special offers for example or you can set up a whole page content in a dynamic way - this will prove useful if you want to add articles about your products and services or want to control your home page content through the admin for example. The content management system has an optional built-in HTML editor with preview which makes formatting the content a breeze.

## **Customer log-in**

The customer log-in feature allows for wholesale pricing / tax / shipping exemption for log-in customers and page protection. This means it is possible to offer retail and wholesale pricing without the need for a second database as well as offering tax and shipping exemption to particular users. You can also restrict access to certain pages of your site. Customers can create their own account, view their order history and save billing and shipping addresses.

## **Stock management**

The Ecommerce Plus templates incorporate a handy stock management program. This allows you to set the number of items in stock and when the last item is added to the cart the "Buy" button is replaced by an "Out of Stock" message or the product will be removed from the listing, as you prefer.

If your store is down to the last item in stock it will allow more than one person to add the item to cart but it will be the first person to check out who will be able to purchase. If the other person also attempts to checkout then they will be warned that the item is no longer available and update the cart contents accordingly.

## ***Social Media Services***

Social media is an important part of having a web presence. We offer services that incorporate social media into your new website and help you with your social media efforts.

### **Social media links**

We add links on your website that send visitors to your social media accounts (Facebook, Twitter, LinkedIn, Pinterest, and others).

### **Social media sharing widget**

We add a widget from AddThis.com. This widget allows visitors to share your website on their social media accounts. It also includes an email link that allows your visitors to email someone with a link to your site.

### **Facebook feed**

We add a window on your site that shows the latest activity on your Facebook page.

### **Twitter feed**

We add a window on your site that shows your most recent tweets.

### **Newsletter sign-up form**

If you want to build and maintain a great customer list, we encourage you to develop a newsletter. A newsletter keeps people interested in your business. The easiest way to manage an online newsletter is to use a service like MailChimp.com or ConstantContact.com. We integrate a small form on your website that allows your website visitor to sign up for your newsletter. This form connects directly to your newsletter service.

## ***Search Engine Services***

Before you spend thousands of dollars on SEO (Search Engine Optimization), you should understand how search engines work. Natural search engine results primarily come from two factors:

1. Having a site that is rich in text that contains your target search terms. You will have problems with search engine performance if your site has limited text, has text that does not contain your target search terms, or relies solely on images to communicate your message. By adding text that is rich with your targeted search phrase, in the right amounts and in the right places, you may increase your visibility in the search engines.
2. Having a site that is popular with people who are looking for your search terms. Links coming IN to your site from other sites that are related to what you do increase your popularity. This is how social networking can help you. You may want to get your site listed in online directories of businesses in your industry. Search engines may also rank your site higher in popularity if people stay on your site longer or if your website has existed for a long period of time.

Conversion: Getting people to your site is not very helpful if they don't buy from you once they get there. Your site has to have a professional appearance and offer engaging content if you want to convert your visitors to customers.

The real truth: No one can guarantee a certain ranking in the search engines (although many will tell you differently). Within some industries, we have learned that working for top ranking in the natural results (ranking without paying for placement) is a waste of time because some industries are too competitive (realtors, for example). We will always give you our honest opinion about the value of implementing SEO strategies on your site.

What you can do: We recommend you become familiar with the tools available to track your web site traffic and sales. We offer integration of Google Analytics.

## **Search engine friendly code**

WordPress is very search engine friendly, which means it allows the search engines to read site content and rank the site. We adjust the standard settings in WordPress to make it even more friendly to the search engines. We look for solutions that will not interfere with your site getting the best search engine results.

## **XML sitemap**

Search engines like Google and Bing look for a page on your site that most people don't even know exists. It is called a sitemap and it is written in a special code (XML) that tells the search engines what pages are included in your website. This won't make your site rank higher, but it will help the search engines read all website pages.

## **Google Analytics**

We suggest you use Google Analytics to learn which online marketing initiatives are most cost effective and to see how visitors interact with your site. This will help you make informed site design improvements, drive targeted traffic, and increase your conversions and profits. All you have to do is setup a free Google account and we will create your Google Analytics account. We will then add the tracking code into your web pages. You can get more information about this service from the Google Analytics web site.

## **Submission to search engines**

If your domain is not already listed, we submit your site to Google and Bing. These two search engines supply the databases for almost every other search engine. We add your site to our Google Webmaster tools account and our Bing Webmaster tools account. We continue to monitor your website through these accounts, so we can receive any alerts of broken links or hacker activities.

## **Add on services**

These are services that are not included in any of our packages. We left them out of the packages because we are trying to save you money. We are glad to offer these services if you feel they would help you. These services will increase the cost of the project.

## **Domain name (one year)**

A **domain name (domain)** is a unique name that identifies an internet resource such as a website or email address. You don't own a domain; you register it (by the year). If you fail to renew the registration, the domain goes back into the public pool of domains and anyone can get it. There are many companies that offer domain registration. They all offer the same domains, but they are each different in price and customer service.

We use Panther City Web Source ([www.panthercitywebservice.com](http://www.panthercitywebservice.com)) as our registrar. We will manage your new domain. We keep track of the expiration and we renew the domain for you. We charge \$20.00 for each year's renewal, which includes the cost of the registration (around \$11/year). If you ever want to manage your domain yourself, we will move your domain into your own account at Panther City. You will have complete control, but we will not be able to monitor or renew the domain for you.

## **Website hosting**

A commercial website calls for comprehensive services from a professional website hosting company that provides security and application platforms. A professional host keeps all server software up-to-date and allows programs to be installed. It provides the management of email. The measure of a quality hosting company is the reliability of its services and the availability of knowledgeable support staff. Out of Nowhere leases web hosting services from highly-rated, reliable hosting service providers. We charge \$20.00 per month. If you have any questions about your hosting or email, we are easy to reach by email or telephone.

## **Meeting**

We love to meet with people. We are great listeners and enjoy hearing your ideas. We office out of our home where we have children, pets, and friends. This is why we don't have meetings at our office. We understand your desire to meet. We are glad to come to your office, home, or a local coffee shop and meet with you. Because we charge for our time, we have to charge to meet with you. To keep the meeting efficient (saving you money) we ask that you send us your questions before the meeting. We can prepare for the meeting, giving you the best value. Most of the time, a meeting is not necessary. We can answer any questions over the phone or through email.

## **Training**

Working with WordPress can be challenging for the first time user. WordPress has a large community of volunteers that post self-help documentation. We recommend you use the on-line services to get started. Send us a list of what you want to learn and we will tell you the best way to learn this new skill. Options include training you over the telephone, a personalized training video (you can review a video as often as you require), or on-site training. On-site training can be designed for one individual or a group. Traveling outside of Fort Worth will incur additional fees (travel, meals, etc.).

## **Copy writing**

The most common roadblock to completing a website is the copy writing. All of our website packages require you to write the website copy. We do this because you understand your unique business better than anyone else. But not all of us are great writers or have time to write. In our copy writing service, we start with an outline of the topics to be covered on each page. You create or approve this outline. You provide (in writing or by interview) unique business information. We write the text. We make sure the web pages are clear, readable and contain your target search terms. Our standard proposal is based on writing no more than 300 words per page. Once we have written the text, you may edit the copy once per page. We will help you understand how to be careful you don't edit out the search engine optimization. Editing should be for correctness of the information only.

## **Newsletter design**

We work with you to create a newsletter account for your business. We suggest that most companies start with the free MailChimp.com account. Our designer will create a design for your newsletter that complements your website.

## **Social media design**

We work with you to create a Facebook and/or Twitter account for your business. Our designer will create a design for your social media pages that complements your website.