

#### Jenna Zalenski - SELZ

#### **Assignment:**

- 1) Select a Website Builder App from the Hosted CMS list or present one for approval.
- 2) Create a free account on the app that you selected. There may be a time limit to your free trial.
- 3) Create a webpage with real content. You can recreate one of your previous projects or make a new one.
- 4) Collect information about the app on the provided table #1.
- 5) Complete the personal evaluation of using the product on the provided table #2.



| Item  | Information   |
|---|---|
| App name:   | Selz  |
| Link to webpage   | Jenna11.selz.com                                      |
| Price base / addons   | Free trial - \$17 lite - \$23 standard - \$35 pro     |
| Custom Domain   | Have to fully sign up to get a domain name            |
| Can you move the site to a standard host?                                     | Yes – Have to go in and link the two sites together   |
| How do clients manage their content?  | Easy customization and interface to work with         |
| Is repeating content stored in "collections"?                                 | Yes   |
| Store   | Yes – easy to use                                     |
| Blog  | Yes – A blog is an option to have                     |
| Component List ex: calendar, membership, forms, search, galleries, video, etc | Blog, about, contact, home page, search               |
| Template Selection  | 3-4 to choose from for a online shop                  |
| Layout control  | Yes but only to an extent                             |
| Styling Interface rate its ease of use  | Id rate it a 7/10 - 10 being super easy               |
| Customization rate its ease of use  | Id rate it a 8/10 - 10 being super easy               |
| Marketing Tools   | Can link all social media accounts to selz            |
| Social Media Integration  | Instagram! – Can have feed linked                     |
| 3 <sup>rd</sup> party app Integrations ex: typekit, mailchimp                 | Offers google fonts inside                            |
| What is their Support like?   | Easily accessible I got so many emails asking to help |
| What is their strong suit?  | I never got lost using selz                           |
| ADD YOUR OWN HERE   | I enjoyed the easy setup process                      |
| ADD YOUR OWN HERE   | I enjoyed their editing platform and tools available  |
|   |   |



| <b>Evaluation Area</b>                | Write a meaningful discussion.   |
|---------------------------------------|--|
| Why you picked this app               | I picked this app because I wanted to explore a different store option other than shopify. I've seen a lot of online stores use shopify and wasn't really sold on choosing that. Selz gave a different approach and I really liked the overall designing process and look. |
| Initial Experience                    | I had a super easy time using Selz and creating a mini store for my tie-dye company. I got to see what my store will look like on a different platform compared to Etsy. I really liked how I could link my social media account to Selz.                                  |
| Learning Curve                        | Only getting so many options to edit the layout and look of the final. I'm used to getting into everything and making it custom to what I like. I had to follow the options they give and pick my favorite out of what they offered.                                       |
| Working with Editor                   | The editor was pretty seamless and easy to use. I had to follow the options they gave and wasn't able to completely make it mine.  |
| Design options – did you have enough? | Yes and no – I guess it's nice keep it simple and not get too crazy with the design.   |
| Your overall experience               | Great experience!  |



| Would you be able to work with a client to plan and create the website content and design the style and use a Hosted CMS to build? | Yes – Selz offers a lot and gave me an inside look into actually building an online store. I liked the interface and overall tools I was given to work with. |
|--|--|
| Other Comments   | I'll probably use Selz as my online once I'm ready to create my online store for my tie-dye business. I thought the interface was easy and fun to use.       |

About

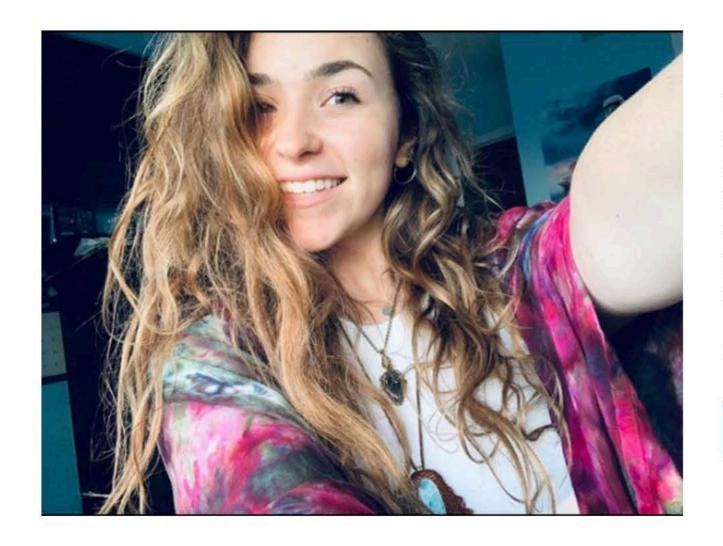
Contact

Home

Shop



About Contact Home Shop



Hello Hippies (: Welcome to my shop! You'll find all the tie dye apparel and accessories I offer. Everything is dyed by hand. It will be the same colors and design as the picture, but each design is unique and different. Each piece will be custom made with the colors and design you choose. Message me with any questions or items you're interested in. Thank you for checking out my shop.

I'm wearing my trippy kimono! Check them out(:

SHOP KIMONOS

About Contact Home Shop



Home ▶ All ▶

# **TIE-DYE HOODIE**

\$50.00

Quantity 1

BUY IT NOW ADD TO CART

Trippy Hoodies are the best for summer nights and cool winter weather.

Blog



About Contact Home Shop

FOLLOW US ON INSTAGRAM

FOLLOW US ON FACEBOOK

| Name    | Email     |
|---------|-----------|
| Message |           |
|         |           |
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| SEND    |           |