

Design 3 for the Web

Content Summary

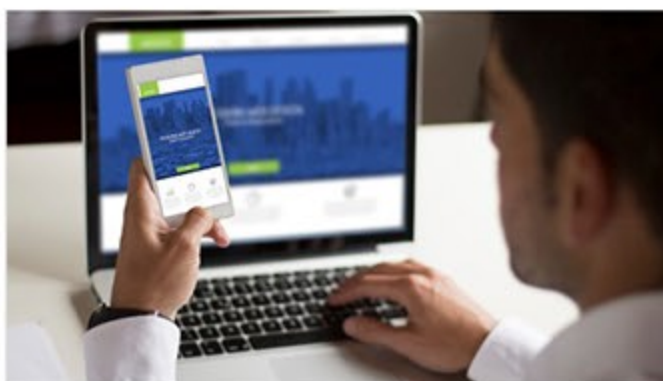
topic	How an Website can support an e-commerce store.
Data Type	Content Result
User characteristics influence	<ol style="list-style-type: none">1. Web designers what kind of ecommerce websites they can build2. Visual learners graphs/images/videos
Data Type	Content Result
User needs & goals influence	<ol style="list-style-type: none">1. How is a ecommerce site different from a regular site. show what ways a ecommerce store supports a store?2. Would like to see example of a good ecommerce site find examples and explain why it is good.
Website Statements	
website goals	Explain how a ecommerce site can support a store, and the levels of features
website message	Very important web designer skill.
Look and feel	Simple and easy navigation



99d 99designs.com

11 top tips for outstanding ecommerce website design - 99designs

Web design is critical when building an ecommerce website. Here are our top ecommerce website design tips to help you take your online shop to the next level.



www.shipbob.com

6 Reasons Why An Ecommerce Website is Important

Learn why businesses that are truly serious about ecommerce should have their own website and not just rely on online marketplaces for sales.



deliverr.com

8 Reasons sellers should have their own eCommerce website - Deliverr

Every seller must have their own eCommerce website. It will drive trust, consumer awareness, increase conversions, and more.



www.nexcess.net

What Customers Want in an Ecommerce Site: Top 7 Features | Nexcess

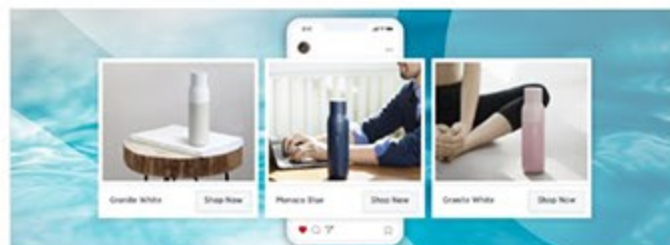
Want to take your ecommerce store to the next level? Discover what customers want in an ecommerce site with our top 7 ecommerce website features.



www.internetconsultancy.pro

ICAAL: Digital Marketing, Web Design, SEO, PPC, PR

Creative digital marketing agency in Southampton, Hampshire offering web design, graphic design, SEO, copywriting, branding, PPC, PR and lead generation.

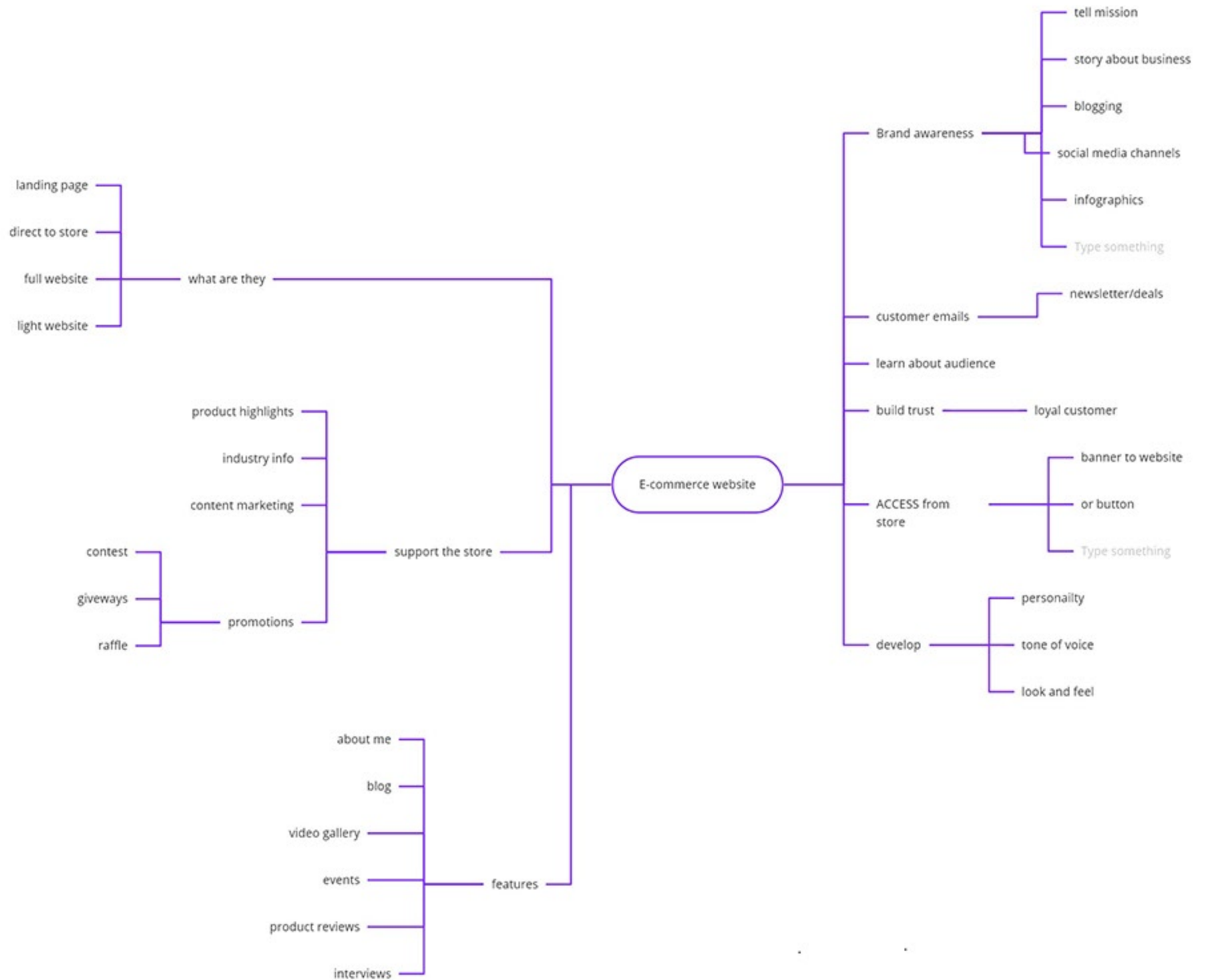


www.bigcommerce.com

How to Build a (Successful) Ecommerce Website (2021)

Building an ecommerce website doesn't have to be difficult. Learn best practices and necessary steps to start selling online today.

Mind Map



Content Card Sorting

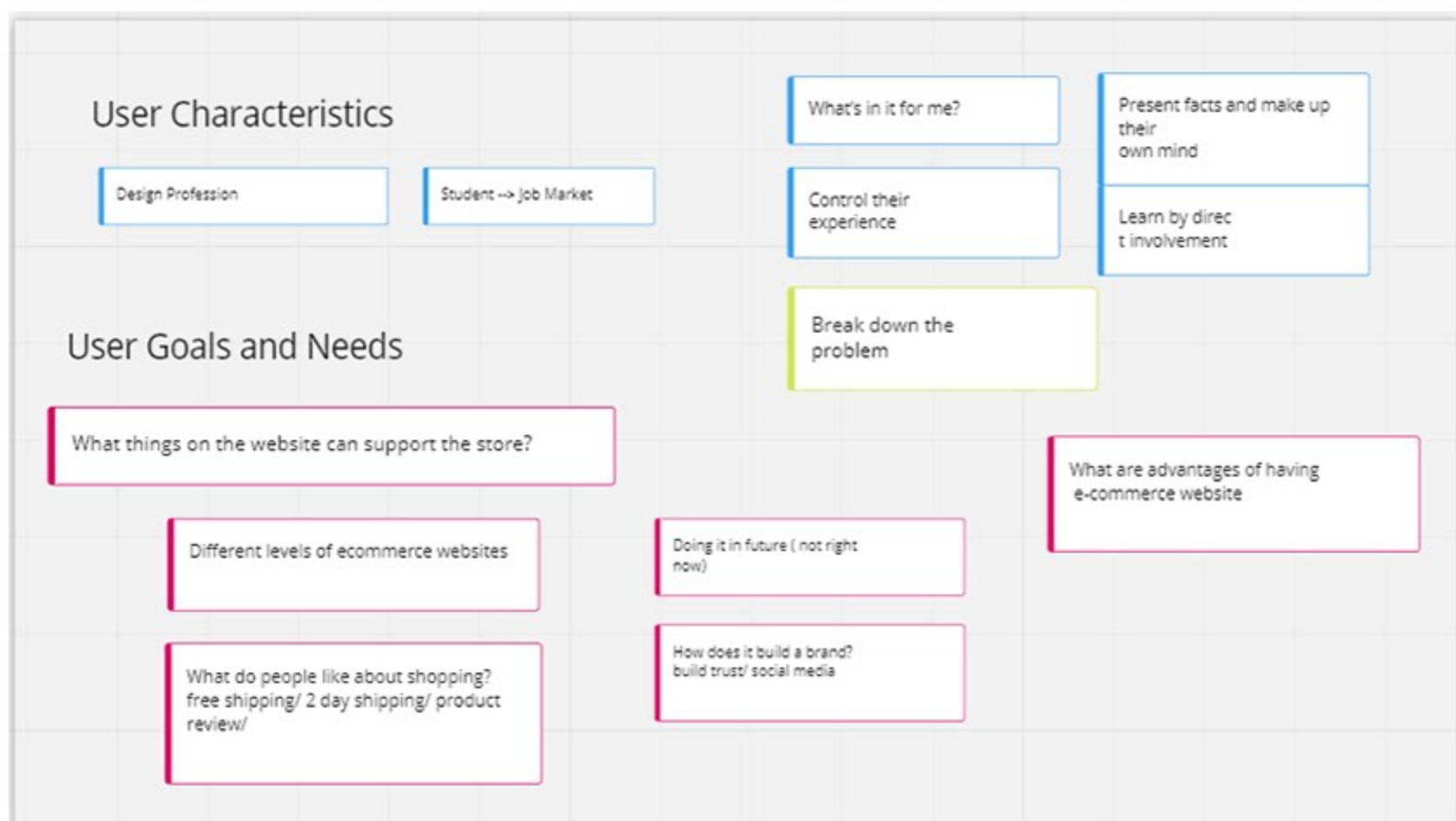
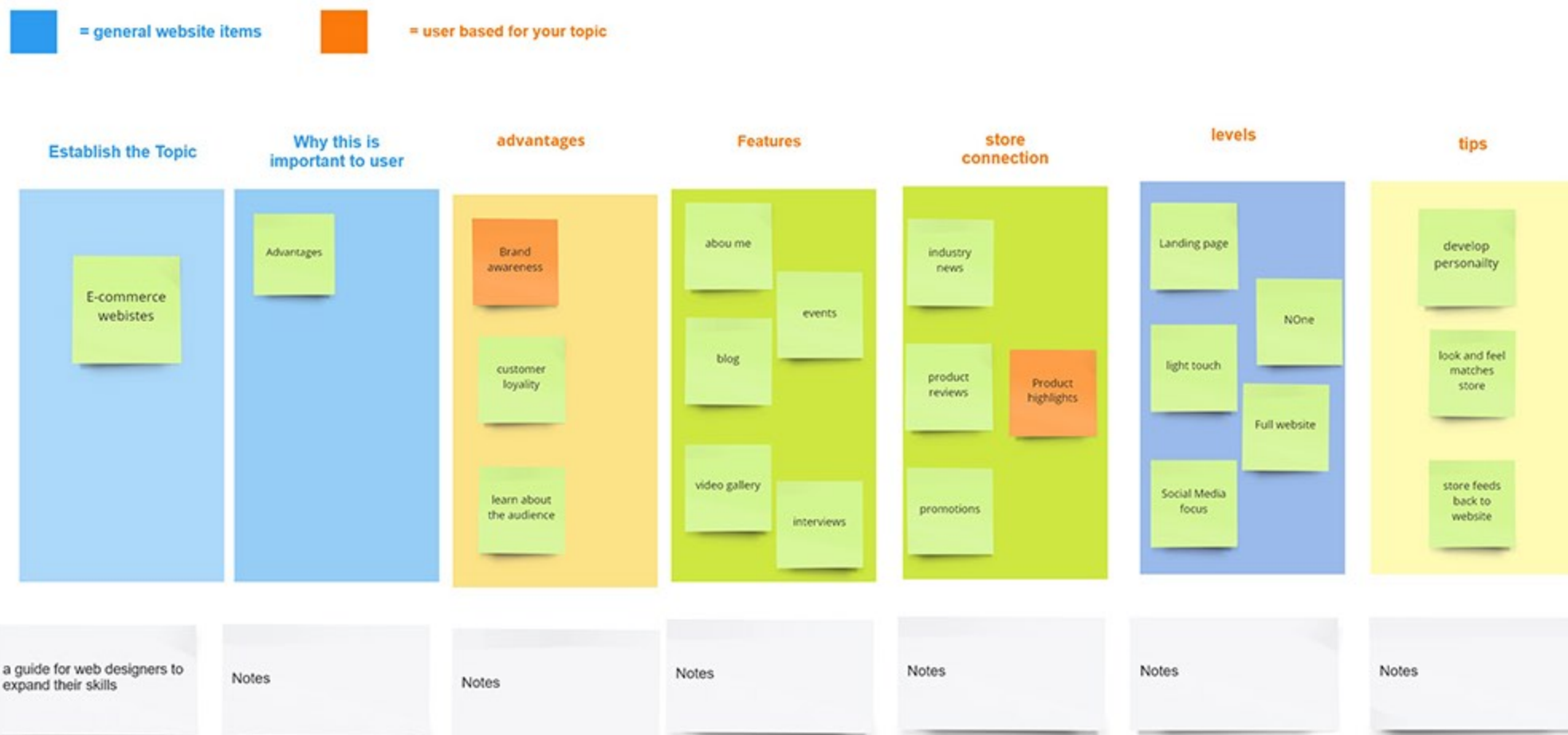
Ideas and Supporting Details

What	Why	Levels	store support	Advantages	Features	Tips
E-commerce websites	Advantages	None	Product highlights	Brand awareness	about me	develop personality
		Landing page	industry news	customer loyalty	blog	look and feel matches store
		light touch	interviews	learn about the audience	video gallery	store feeds back to website
		Social Media focus	promotions		events	
		Full website			product reviews	

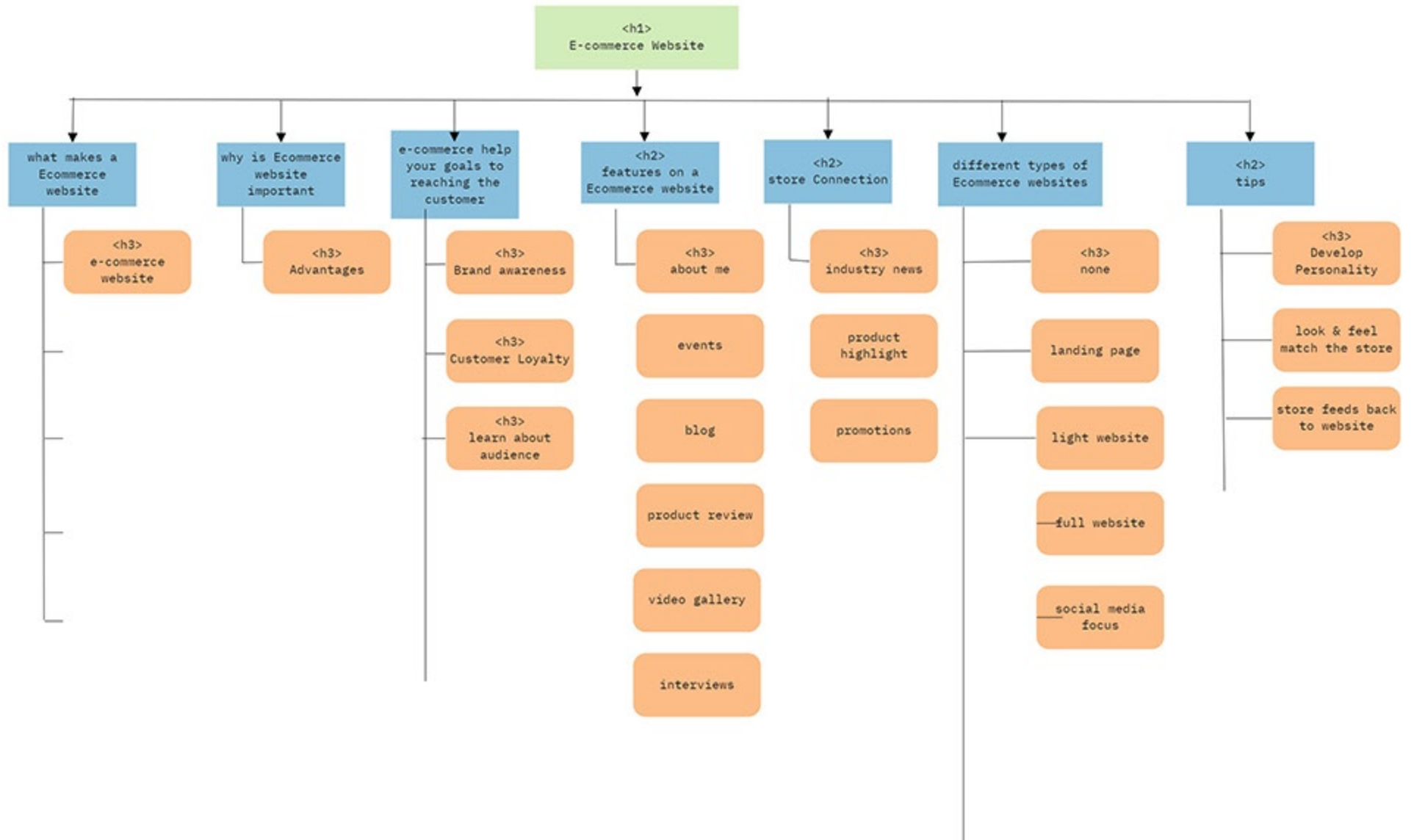
Content Organization

Organization - These are the sections on the webpage

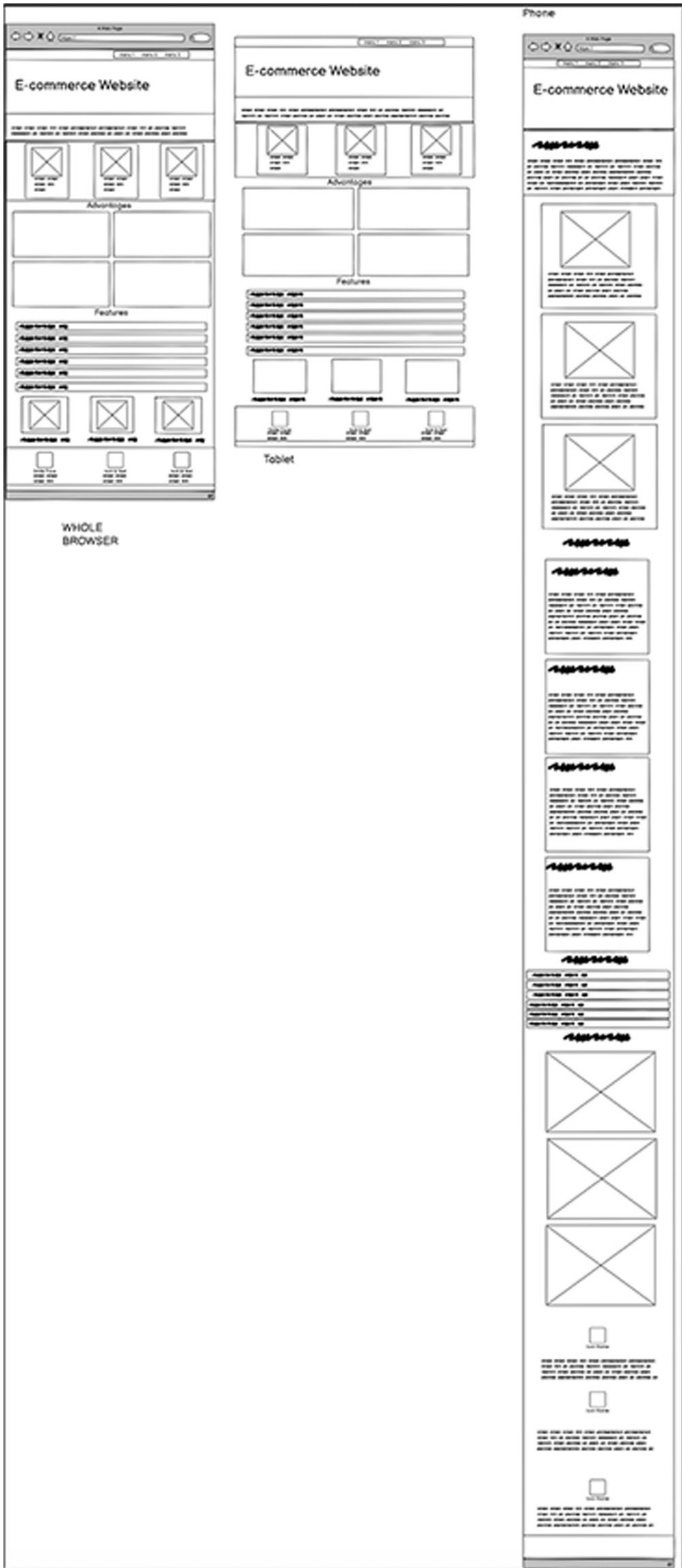
Each column is a main idea (h2). Pull the cards over from the previous step (h3s and h4s)



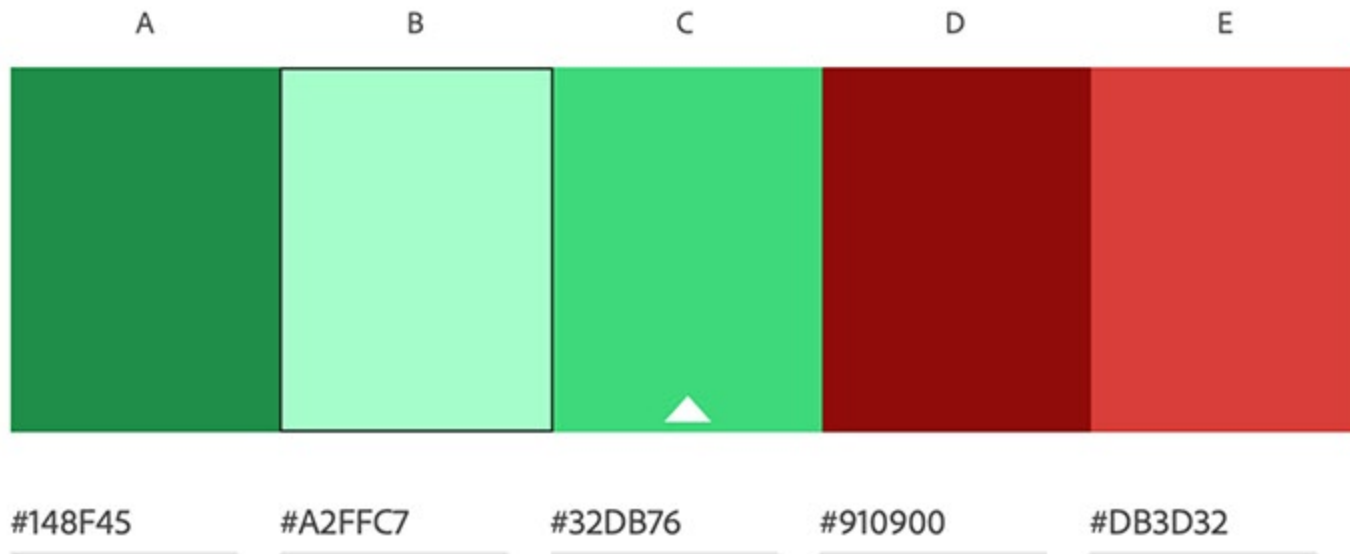
<h> tag diagram



Wireframe



Styleguide



E-Commerce Website [Advantages](#) [Levels](#) [Features](#) [Store Support](#) [Tips](#)

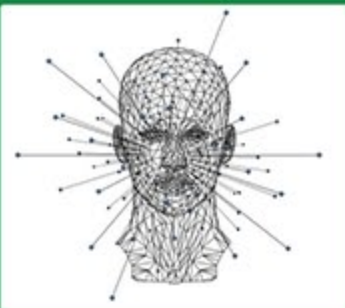
E-Commerce Website

A way to further your business.

Why do I need a E-commerce website?


Are you looking for a way to reach more customers and increase you revenue? Then a e-commerce website is exactly what you need, with everyone on the internet it's a must. Nowadays people don't want to wait to buy things, having a e-commerce website will help your customer get what they want right away. It's the future, and the future is now.

Advantages




Brand Awareness

When you make a sale through your website, the customer is buying directly from you and they know your website. You get to establish your brand, get to know your customer, and they get to know you.



Learn the Audience

Having your own E-commerce website helps you better understand your customers. You can check analytics of how many view, where from, and how they got there.



Customer Loyalty

Selling from your own website gives you more opportunities to create new customer. Cuts out the middle man, gives your customer ease knowing the money is going straight to the person they support.

Levels of E-commerce

Social Media focus

A store strictly on social media platforms. Instagram, Twitter, Facebook. This would be the lowest form of e-commerce but also effective because more 44.8% of people use social media on a daily basis.

Landing Page

This would be the page the customer lands on after clicking a link to the website/product. Usually this page is centered around a clear marketing plan to get the cusomter to go further into the website.

Full Website

A full website from top to bottom. Think of a full out website you've been too and thats what this is. Store, blog, video gallery, everything you can think of.


Light Website

Think of a full website but take out some of the bells and whistles. It's simple, easy, and straight to the point. It might only be just a store.


Features

- About me
- Events
- Blog
- Product review
- Video gallery
- Interviews


Store Support



Industry News




Product Highlights




Promotions

Tips




Develop personality

Personality is everything, developing one is a key component with connection to others.



Look and feel

Connect your business and website together, have the website reflect on your business goals.



Feeds back to website

Everything that is sold from the website goes back into more product and ideas for the business.

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