

STUDIO  WORX

Creative Services

eBay Store & Listing Design

**STANDARD  
PACKAGE**





## Standard Package

A smart eBay Store Design builds customer trust and could help you increase online sales by 35%. It is by no surprise that a dynamically designed, user friendly store achieves far greater feedback, increased sales success and an ever growing customer base.

Our team provides consistent, high quality designs making your eBay store visually appealing and highly functional.



## Build Lead Time

**3-4 weeks approx**

The project lead time begins once all required documentation is supplied.

Please Note: Whilst we take every care to give an approximate lead time for your project, we cannot predict how many design revisions will be required until we begin the work.



Pricing **£795** ex VAT

## Contents

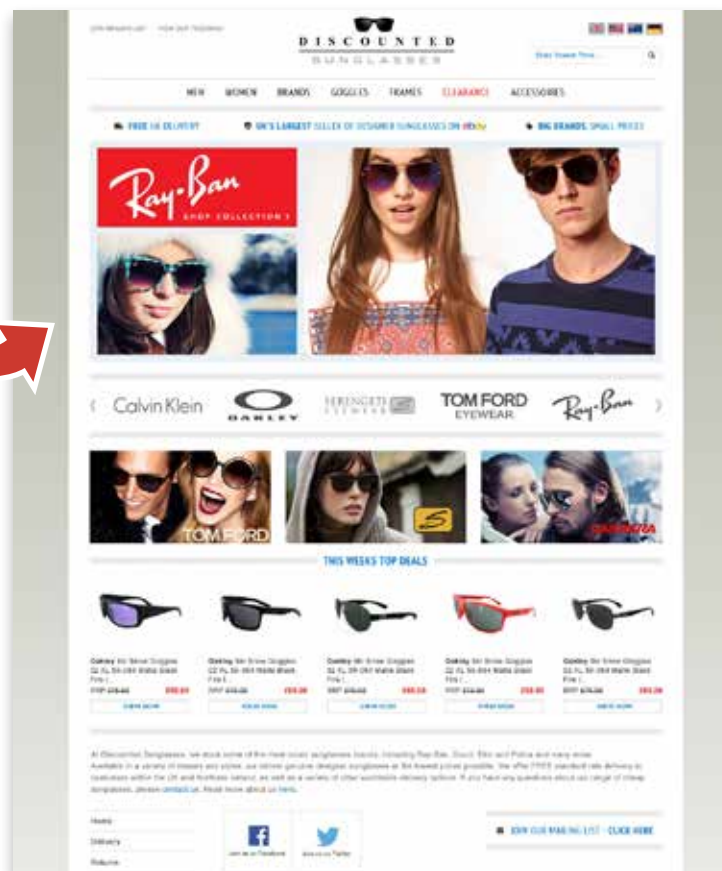
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# Creative Store Design

We provide a fully tailored design service and will work with you to achieve an outstanding finished design. From the initial brief, right through to the design visuals sign-off, our design team will work with you to ensure you are happy every step of the way.

After

Before



See your eBay sales improve with our eBay store design services

## Included Store Features:

- ✓ Customised design
- ✓ Column design options
- ✓ Dynamic categories & dropdown menus
- ✓ Promotional banners
- ✓ Promotions
- ✓ Latest/Best selling products
- ✓ Standard content pages
- ✓ Social media integrations
- ✓ 3rd party mailing list integrations
- ✓ Search engine friendly
- ✓ Breadcrumb navigation
- ✓ Multiple content placeholders
- ✓ Optimised jQuery modules
- ✓ Dynamically driven design based on page conditions
- ✓ Brand carousels
- ✓ Powerful servers for driven performance
- × Stylised mega menu dropdowns
- × Feedback module
- × Themed content pages
- × Helium<sup>3</sup> Store Filter Technology
- × Sticky navigation menus
- × Hand-held device friendly responsive store design
- × Category themes
- × Category landing pages
- × eBay brand tag design service (eBay Enterprise sellers only)
- × Helium<sup>3</sup> Search Suggestion Technology
- × Store within store framework
- × 3rd Party VRM integrations
- × Dynamic store themes
- × Cross border trading supporting all 23 eBay sites
- × Multi-language support on single ID
- × Product gallery enlargements
- × Match promotion technology

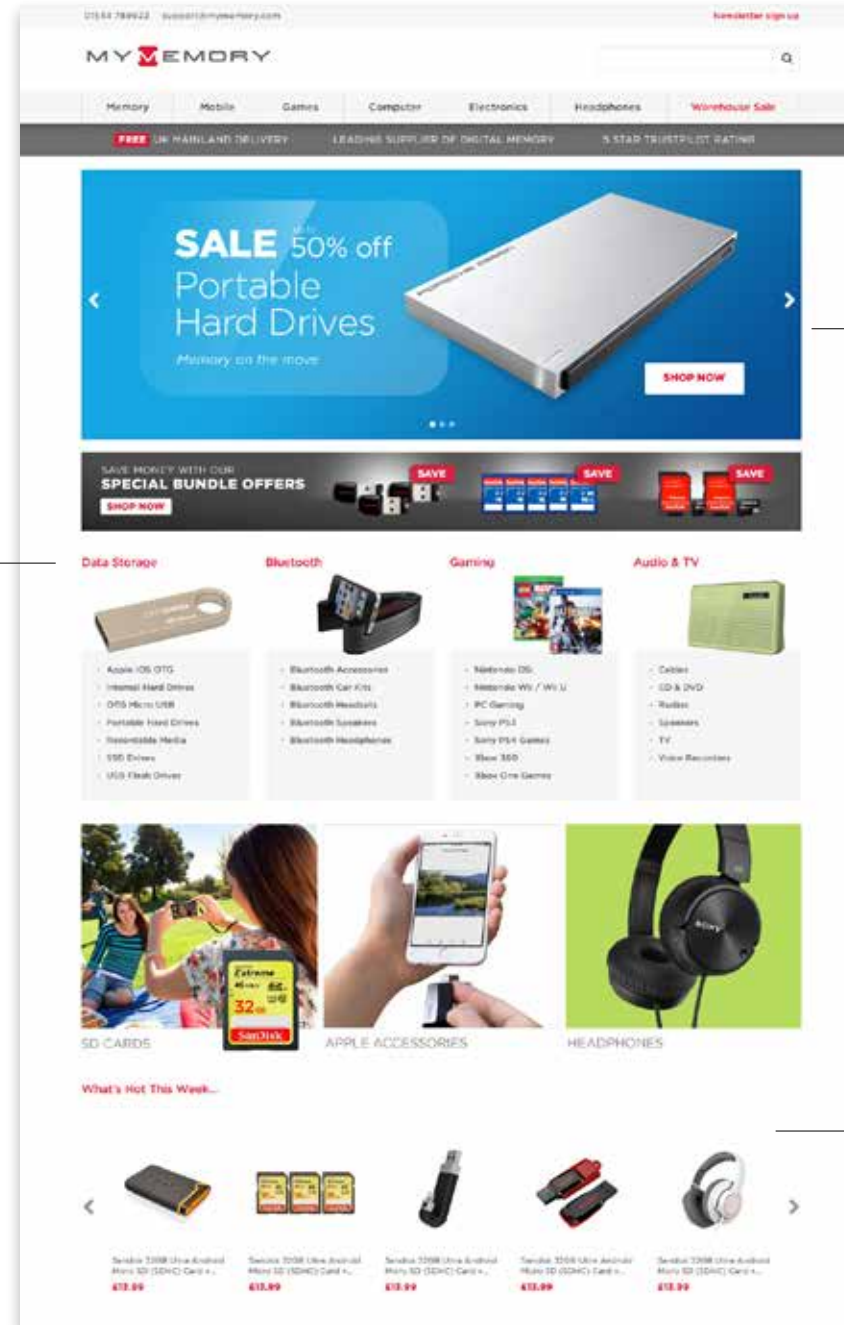
× Upgrade package for these features

## Featured Categories

Use key placeholders to promote and upsell your best selling categories. We can enable dynamic sub-category breakdowns giving your customers easy access to deep links within your store.

## 3rd Party Mailing List Integrations

eBay's own mailing list solution is limited and restricts your marketing to specific dynamically generated templates with little control or messaging. We can enable integration into 3rd party mailing lists to ensure you can promote and market to your customers more effectively.



## Rotating Banners

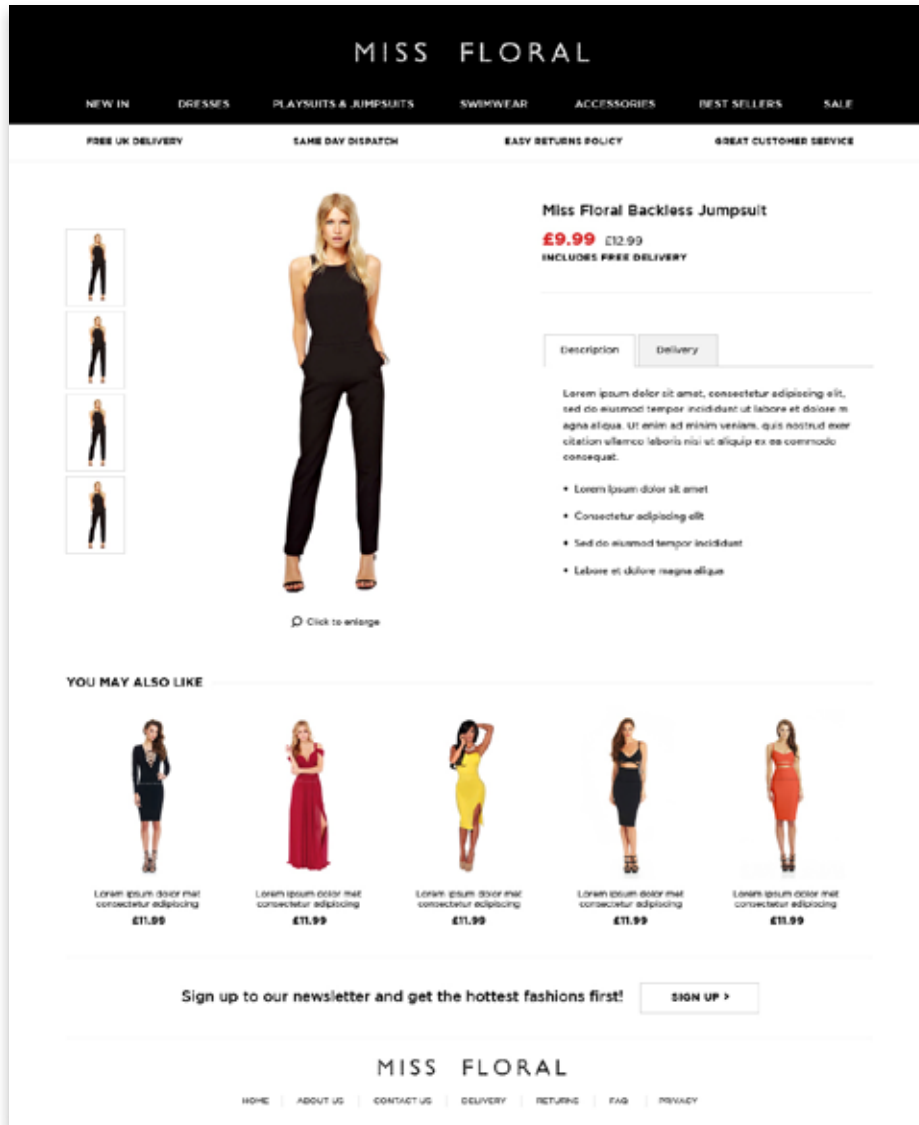
Rotating banners are an extremely effective way to divert your visitors attention to a selection of sales driven adverts. You can highlight multiple promotions at once as they rotate through a smooth transition display.

## Featured Items Carousel

Upsell your best selling products, or display your latest arrivals. Take advantage of our highly configurative featured product boxes giving you the control you need to push for new sales.

# Creative Listing Design

All of our listing designs have the customers usability in mind. We ensure the layout is easy to read and understand resulting in higher conversion rates than your competitors.



## Included Listing Features:

- ✓ Customised design
- ✓ 1 & 2 Column design formats
- ✓ Dynamic categories & dropdown menus
- ✓ eBay Mailing List integration
- ✓ Cassini Search engine friendly
- ✓ Multiple content placeholders
- ✓ Powerful servers for driven performance
- ✓ Product image zoom
- ✓ Image gallery
- ✓ Price, RRP and price saving
- ✓ Product specifics table
- ✓ Content tabs
- ✗ Attribute icons
- ✗ Product label highlights
- ✗ Embedded videos within image gallery
- ✗ Same category related products
- ✗ Hand-held device friendly responsive listing design
- ✗ Stylised mega menu dropdowns
- ✗ Helium<sup>3</sup> Related Products
- ✗ Feedback module
- ✗ Breadcrumb navigation
- ✗ Cross border trading supporting all eBay sites installed on separate eBay ID's
- ✗ Multi-language supported across separate eBay listing templates

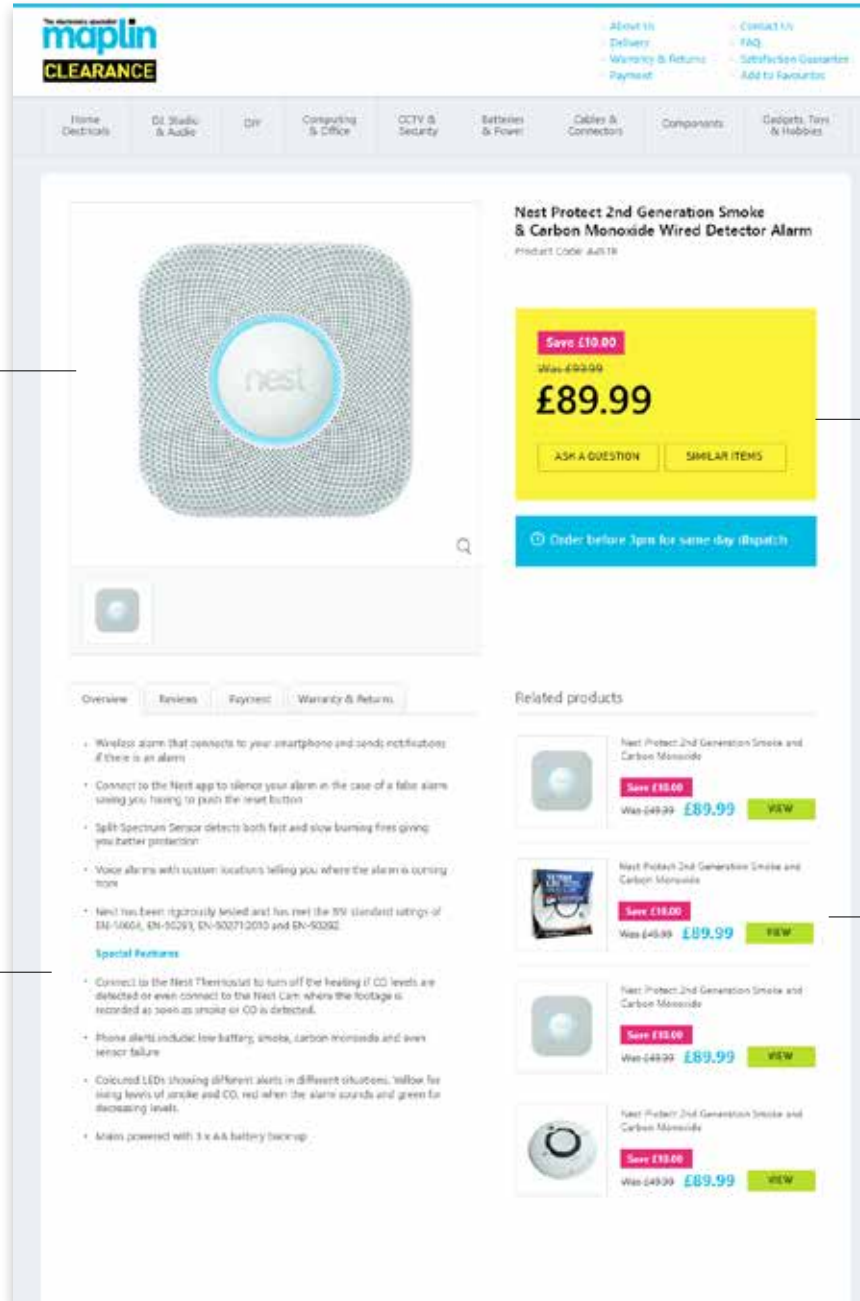
✗ Upgrade package for these features

Cassini search friendly listing technology

# Listing Features

## Product Image

Product image with 'Hover to Zoom' feature



## Product Labels

Visually appealing product labels, such as Free Delivery, etc.



## Tabbed Info Section

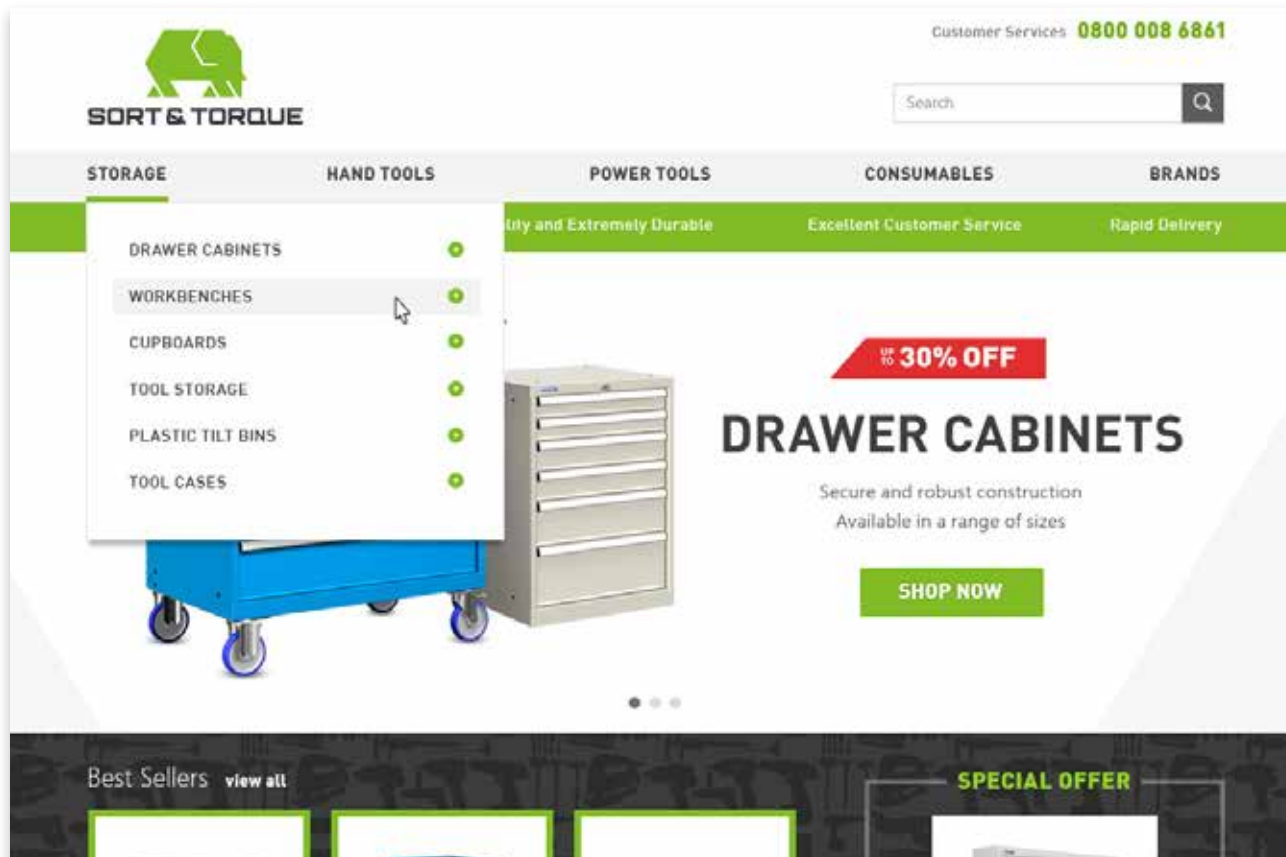
Saves on page space so long info text (delivery/warranty etc) can be displayed in a small area

## Similar Products

Offers the customer alternative product options to keep them within your store

# Search & Navigation

Structuring your navigation plays an important role in how customers find your products. Our navigation features combined with advanced search provides a robust solution to easy conversions.



## Search Features

Our search technology works directly with eBay's own search platform to provide the most comprehensive results possible.

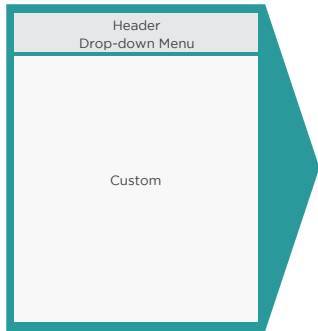
## Drop-down Menus

Provide your customers with clean and easy to use navigation. Featuring a fully functional and dynamic three level drop down menu to provide an even more refined navigation experience.

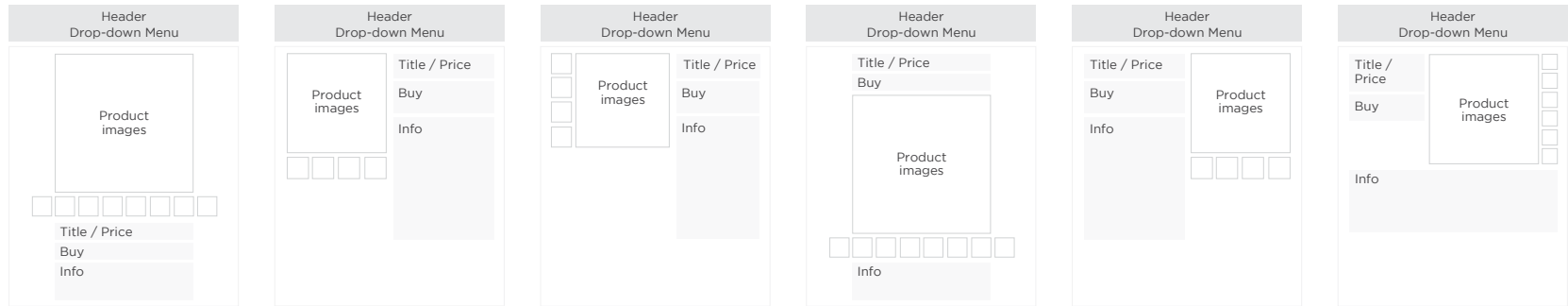
# Layout Choices

Choose from a wide range of layouts to suit your product needs.

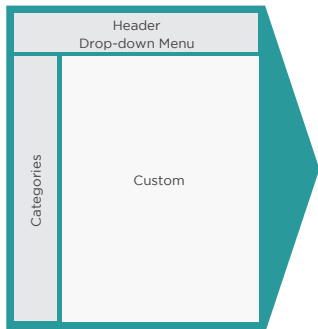
## Full width store



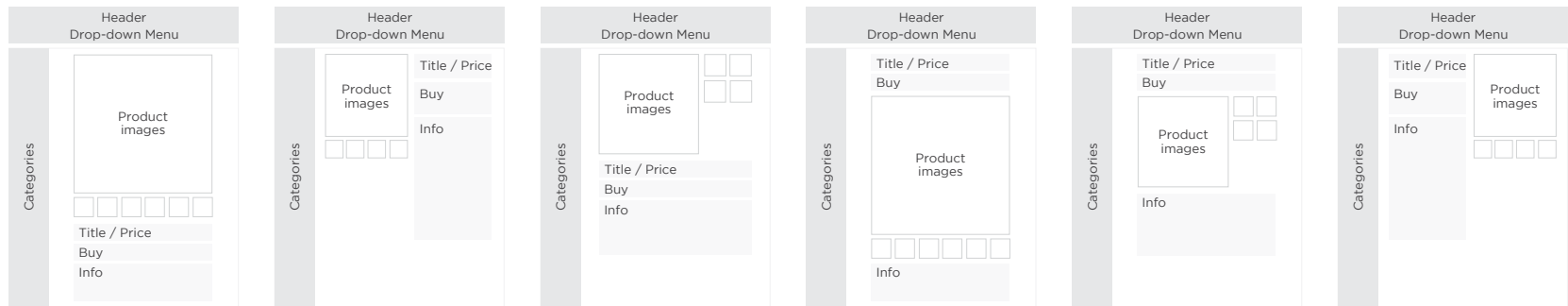
## Listings



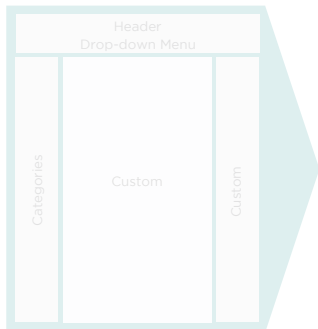
## 2 column store



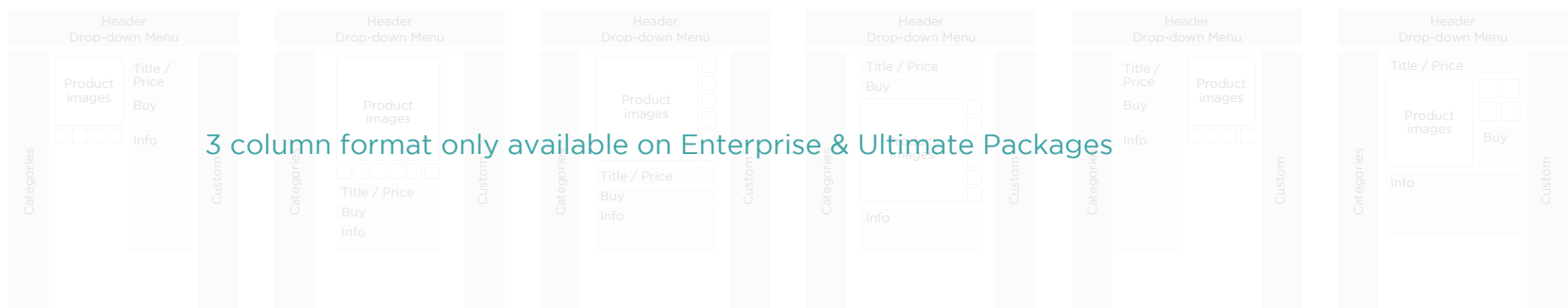
## Listings



## 3 column store



## Listings



3 column format only available on Enterprise & Ultimate Packages



# Design Examples



# Design Examples





[www.studioworx.co.uk](http://www.studioworx.co.uk)