STUDIOWORX

Creative Services

eBay Store & Listing Design

ULTIMATE PACKAGE

Last Modified: 01/03/2017

Ultimate 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

6 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 **£1795 - £2495** ex VAT

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Creative Store Design

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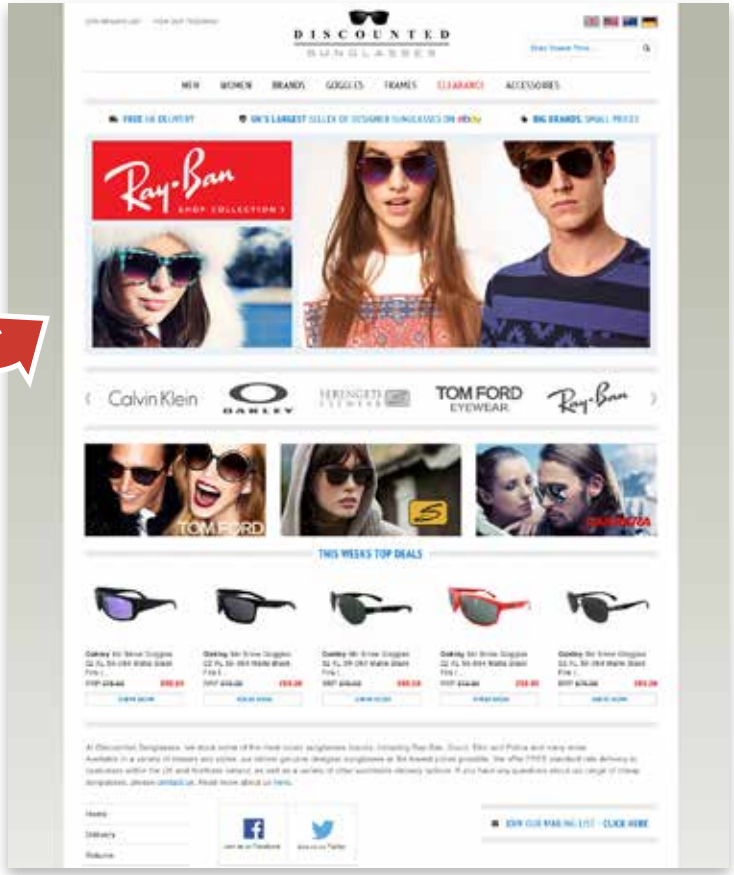
We provide a fully tailored design service and will work with you to achieve an outstanding finished design. From the initial brief, right through to the design visuals sign-off, our design team will work with you to ensure you are happy every step of the way.

Before

After



See your eBay sales improve with our eBay store design services

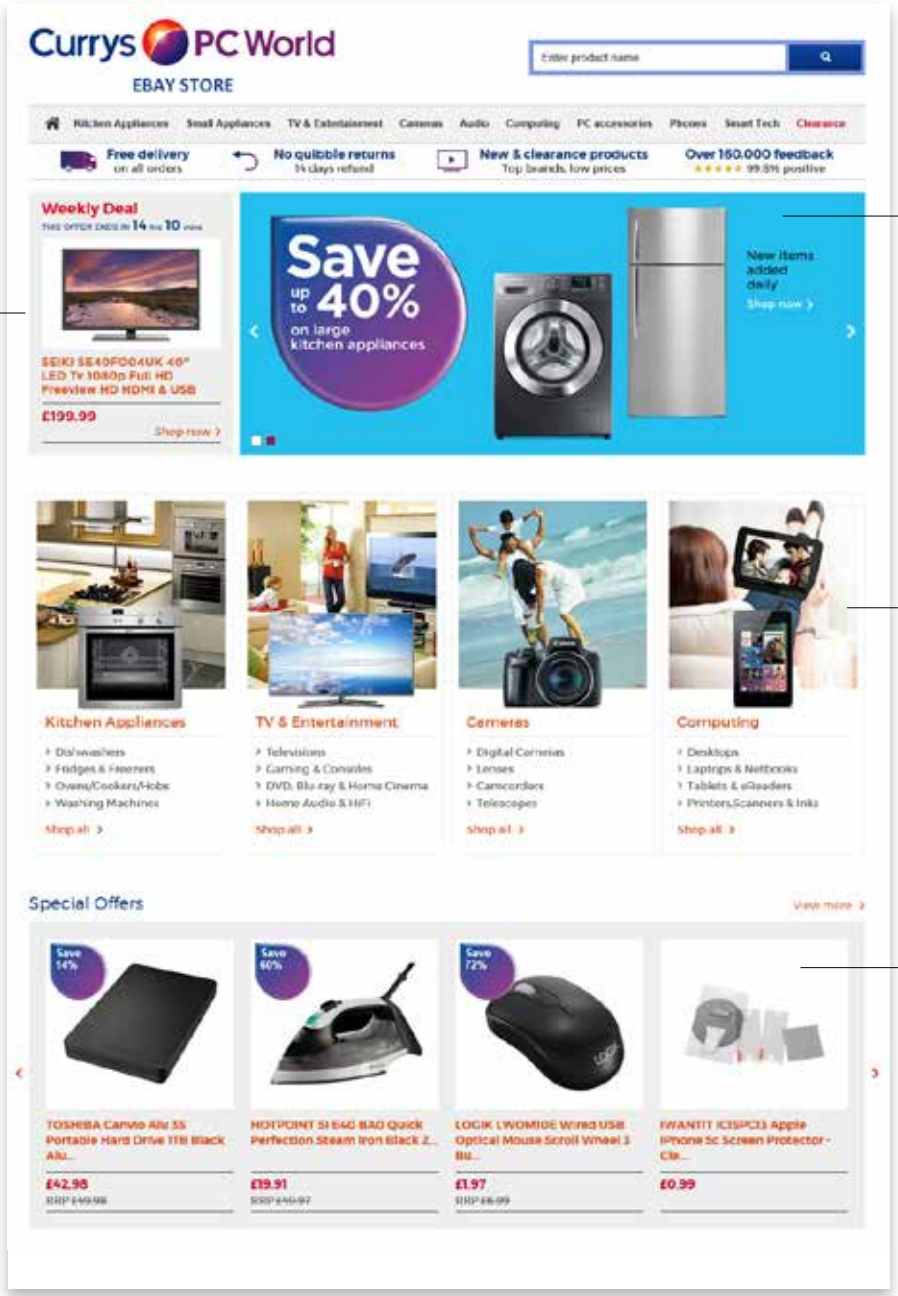
Included Store Features:

- ✓ 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
- ✓ Helium³ 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)
- ✓ Helium³ 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

Promotions

Limited Time Offers

If you want to attract more attention to your promotions, we can provide a product offer countdown which will entice customers to buy quickly before the offer ends. This is proven to be more effective than a standard product offer and can result in quicker sales.



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 Categories

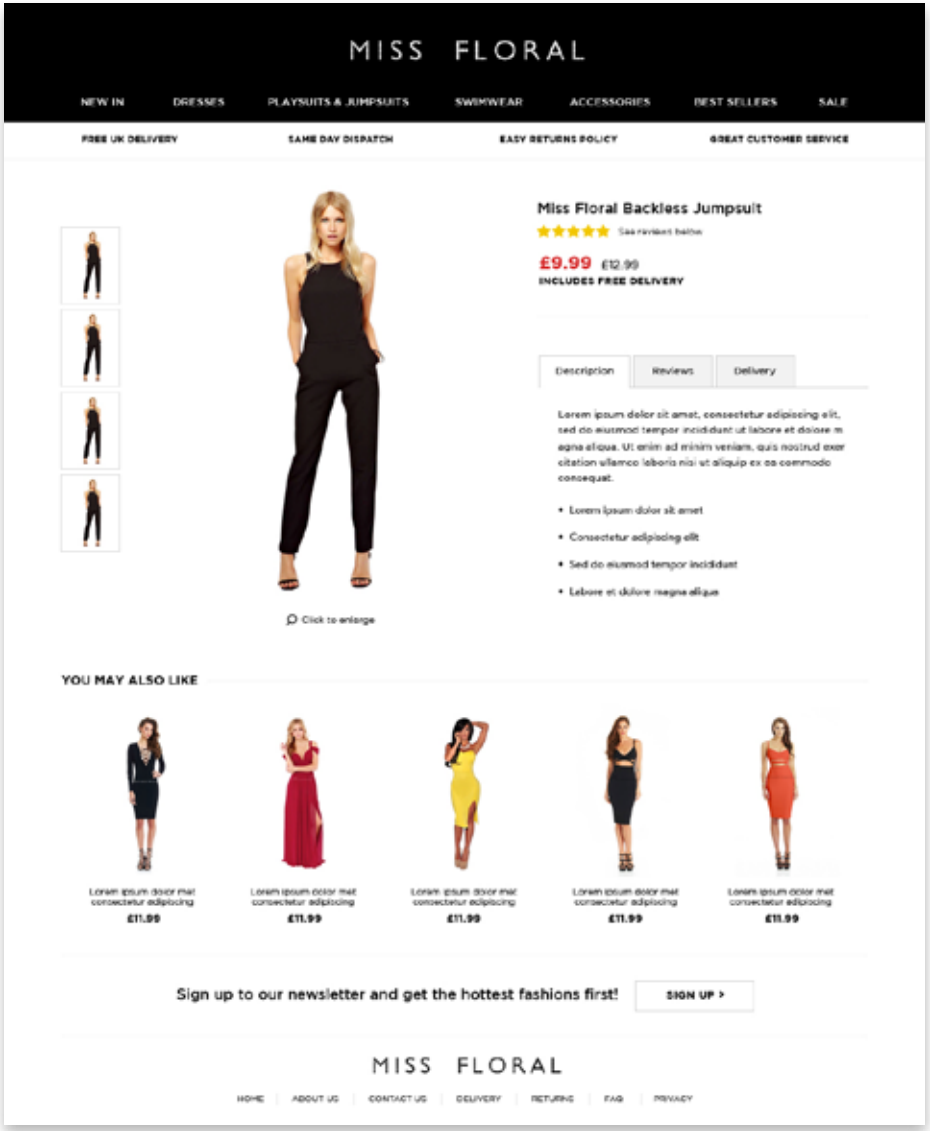
Use key placeholders to promote and upsell your best selling categories. We can enable dynamic sub-category breakdowns giving your customers easy access to deep links within your store.

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 & 3 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[3] 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

Cassini search friendly listing technology

Listing Features

Product Image

Product image with 'Hover to Zoom' feature

Special Offers

Latest special offers can be displayed

Product Attribute Icons

Key product features highlighted with professionally designed icons

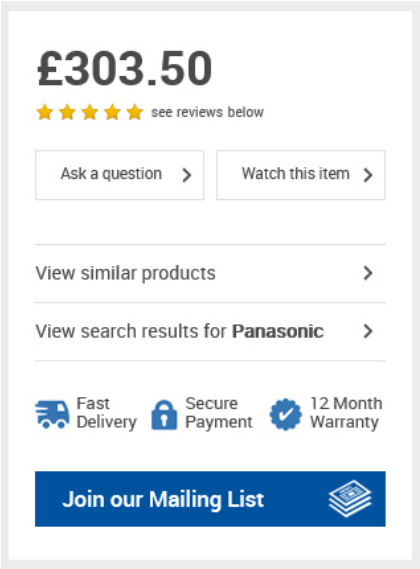
Product Information

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



Product Labels

Visually appealing product labels, such as Free Delivery, etc and function buttons improve the customer's shopping experience.

Customer Reviews

Reviews are important to build trust with new customers. It gives a customer an opportunity to express satisfaction with your products and service.

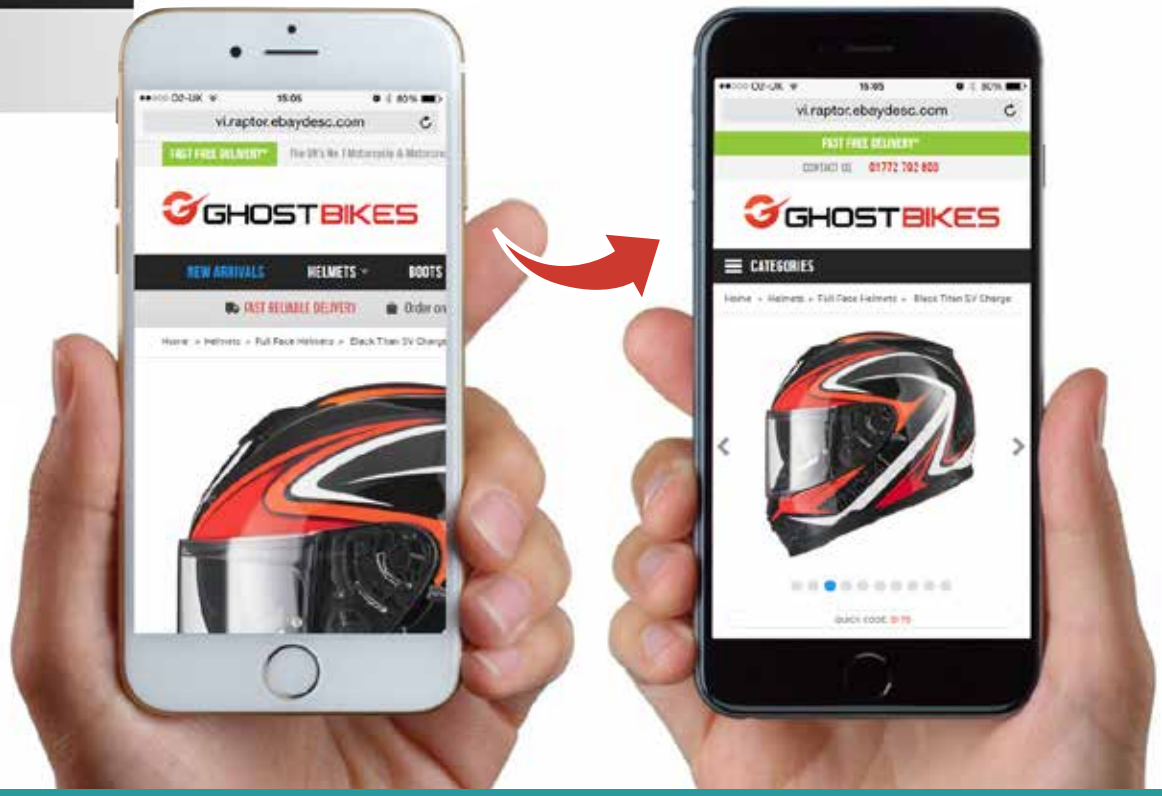
Responsive Design

A responsive design makes your eBay listing viewable on any device, through any size screen. Whereas customers were once taken to a separate mobile app which had limited accessibility, responsive design means key features are clearly displayed regardless of how you are viewing it.

We make sure your eBay listings get the best out of hand-held device usability, enabling you to maximise potential sales through strategically placed products and promotions.

Unresponsive

Responsive



Responsive design can increase sales and massively improves user experience

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. We do however have some advancements of our own including a fully dynamic search suggestion module which allows you to control the sorting by best sellers, quantity available or even price.

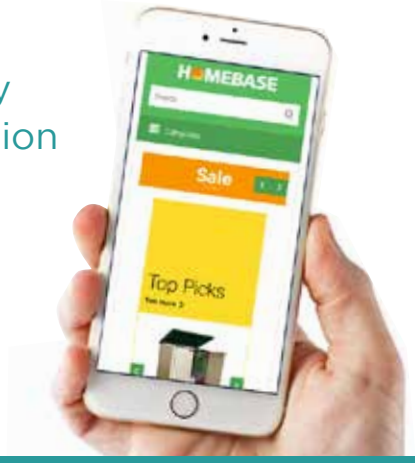
Mega Drop-down Menus

Provide your customers with clean and easy to use navigation. Featuring a fully functional and dynamic three level mega menu loaded with best sellers, new arrivals or even filters to provide an even more refined navigation experience.

Sticky Navigation Menus

Take advantage of our sticky category navigation feature to improve your customers overall browsing experience by reducing unnecessary scrolling.

Quick and easy
Search & Navigation
on the move



Helium³ Search

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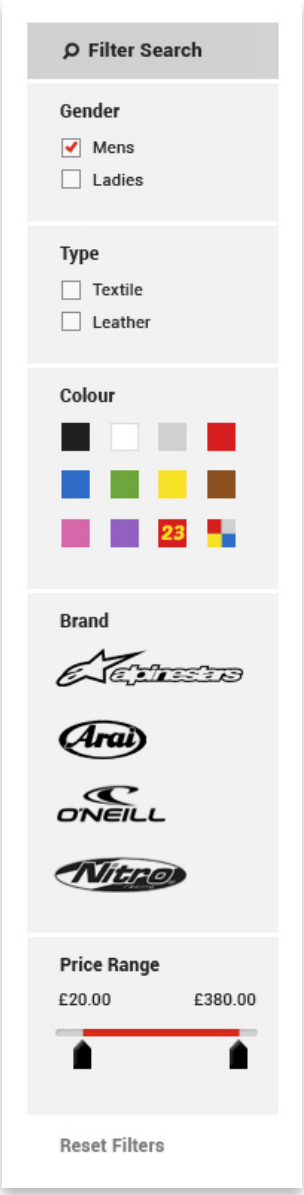
The most flexible and configurative eBay faceted search technology ever built

Helium³ is the only true flexible faceted search widget available for eBay shops. It's a widget which significantly improves search and conversion by taking customers directly to the products they want without excessive browsing.

- ✓ Dynamically synced with eBay
- ✓ Faceted side menu searches
- ✓ Filter customisation per category
- ✓ Supports images/brands
- ✓ Supports sliders
- ✓ Supports tickbox options
- ✓ Show/Hide GUI
- ✓ Scroll box support
- ✓ Handles keyword searches
- ✓ Handles price range searches
- ✓ De-selection feature
- ✓ A-Z support
- ✓ Gallery/List view support
- ✓ Open configuration file support
- ✓ Header menu dropdowns
- ✓ Best seller support
- ✓ Customised product GUI output
- ✓ Filter advert dynamics
- ✓ Black/White filter lists
- ✓ Intelligent cross promotions
- ✓ Product attributes display
- ✓ Multi-language support
- ✓ Cross border trade support
- ✓ Filter landing pages



Filters

The filters are set up as a faceted search, eliminating filter combinations which yield no results on selection. As a result, the search will always return a product regardless of the criteria selected for your custom search.

Colour Swatches

Very similar to graphic icons, we can provide vast range of colour swatch selectors making the colour selection process easier.

Graphical Icons

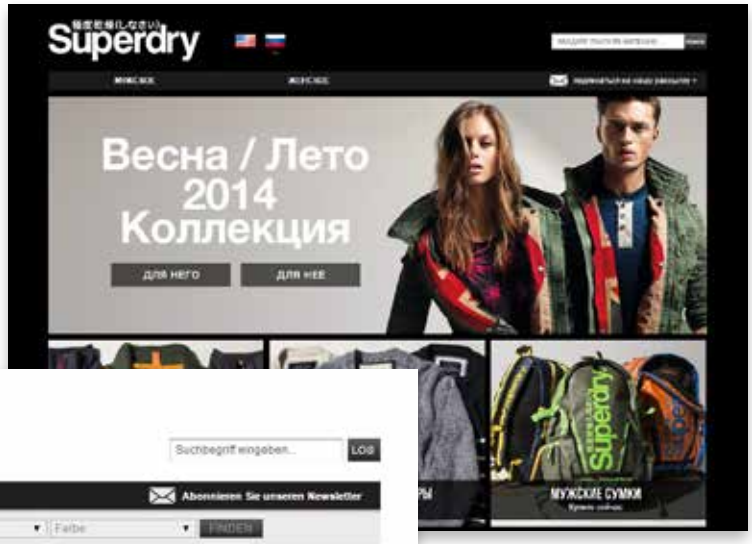
If you would like to display your filter options as graphics such as a brand logos rather than text, you can take advantage of our graphic selectors feature. This will enhance the interactive experience of your filters.

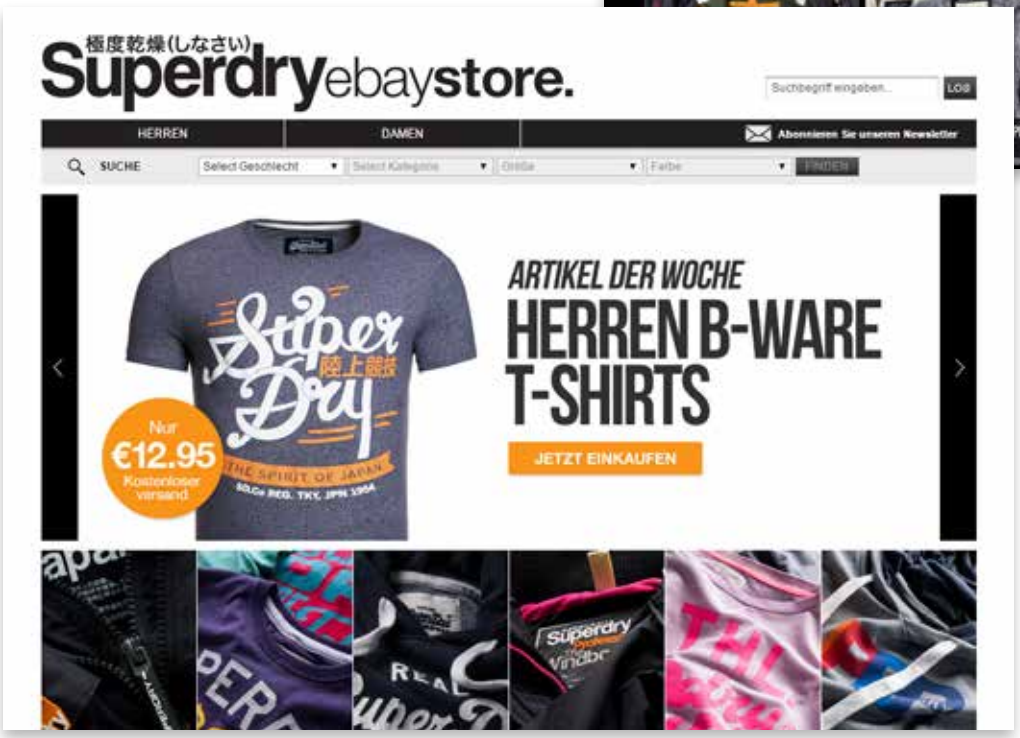
International Selling

Our technology provides international flights across all 23 eBay sites. Whether your customers are located in Germany, France or even the USA we have the solution suited for you!

Multi-language Stores

Our technology can be configured to support multiple languages either on the fly using language selection for single stores, or multiple stores covering each international language.





Cross Border Trading

If you are looking to expand into international markets you will need a solution which is specifically tailored to promote products within those countries that suit local cultures and seasons. You will also need to ensure you are getting the best out of both passive and direct marketing strategies.

Our technology enables all of these capabilities under one solution giving you full control of your international reach.

More Features

Cassini Search Friendly

Our listing solutions can be specifically tailored to improve the visibility within eBay's own search technology. Our framework is specifically configured to ensure best positioning based on extensive research and environmental testing.

Themed Content Pages

Engage and build trust with your customers with creative content pages. Whether you need a customised layout for your contact page or even a carousel on your FAQ page, we have the right solutions for you to give a highly professional finish to your store.

Category Landing Pages

Are you wanting to drive specific promotions or provide a visual breakdown of your sub categories within top level categories? Then our category landing page solution is perfect for just that. These landing pages enable customers to navigate your store and to find what they are looking for more easily.

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.

Dynamic Store Themes

Are you a seasonal seller? Our solutions can be configured to enable dynamic seasonal themes based on the time of year reducing the headache of manually updating your store periodically.

Store Within Store Framework

Do you run a department store with different types of products? We can provide a multi-store framework under a single roof enabling you to create a sub-store experience specifically tailored to each category and its sub-set categories.

3rd Party VRM Integrations

Are you selling car parts and need to provide a VRM lookup to improve product visibility? We can integrate into software such as Mamsoft to provide suitable information for returning matching products within eBay's own search facilities.

Match Promotion Technology

Ever wondered about cross promotion relevance and how you can drive traffic to products which are best suited dynamically? Our technology is capable of promoting products based on matching product specifics such as size, colour, brand and category. We can even promote items based on matching keywords or price ranges.

Layout Choices

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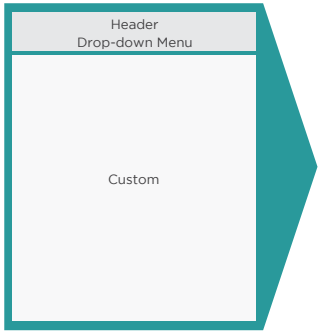
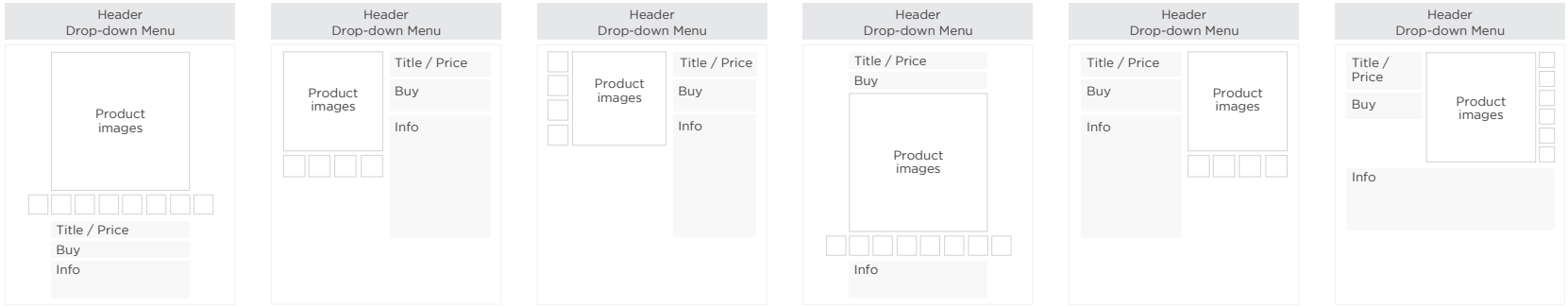
Choose from a wide range of layouts to suit your product needs.

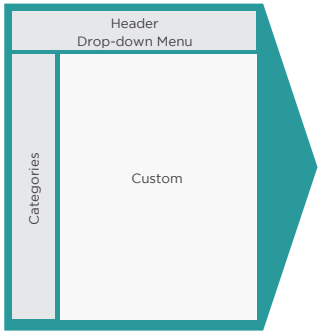
Full width store



Listings



2 column store



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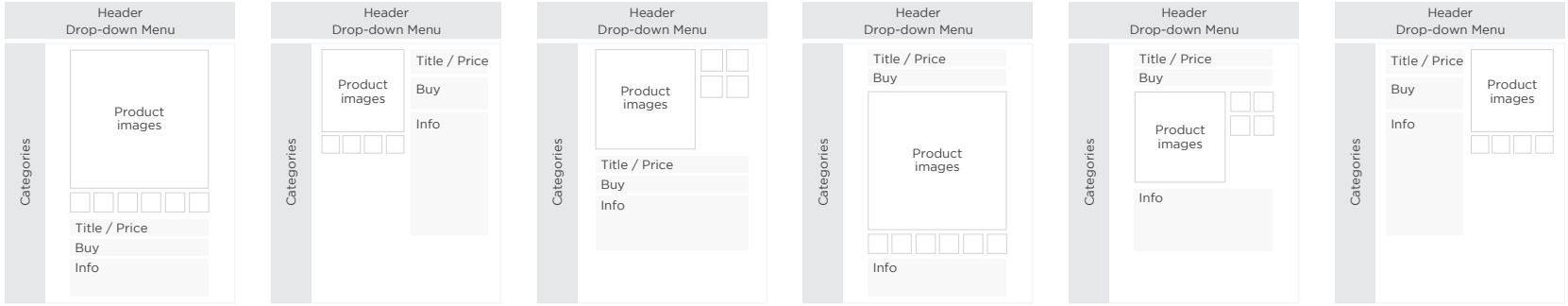
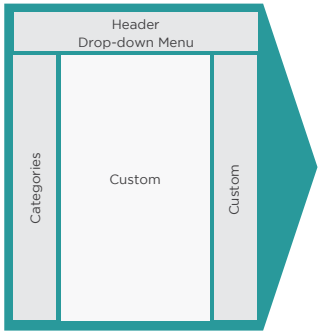
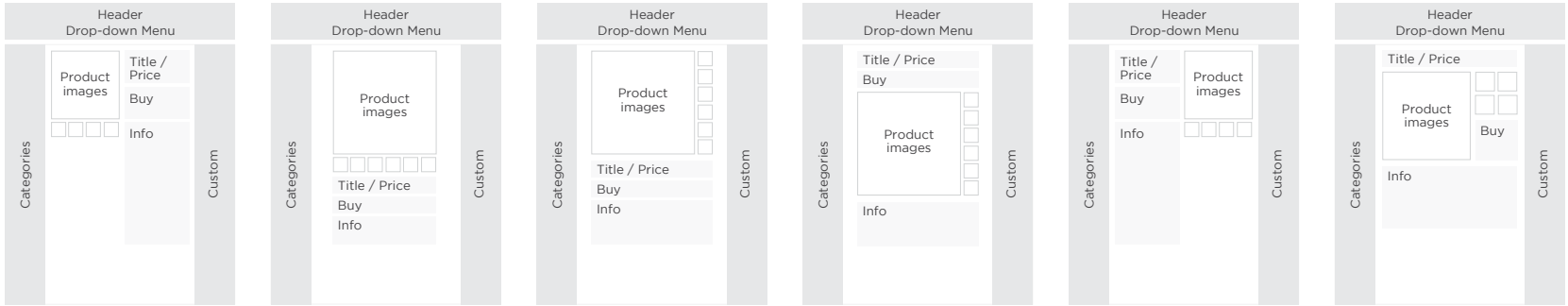


3 column store



Listings



Design Examples

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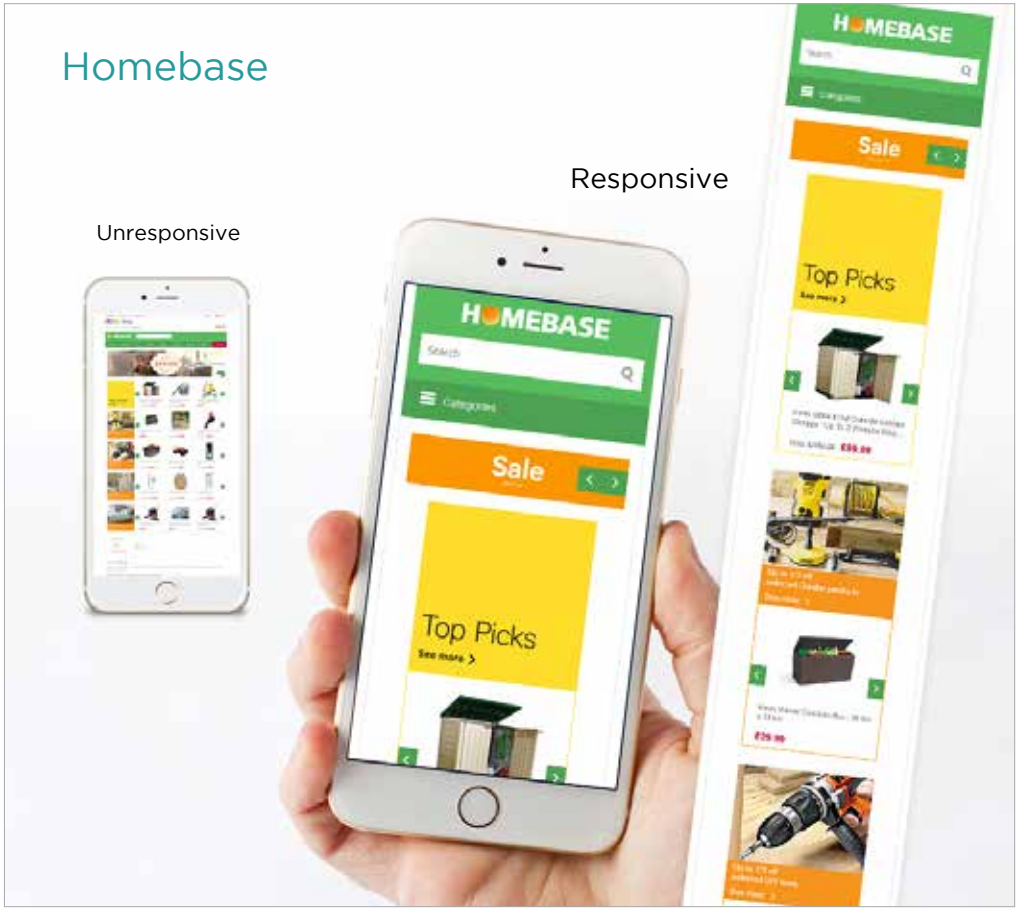
Homebase

Unresponsive

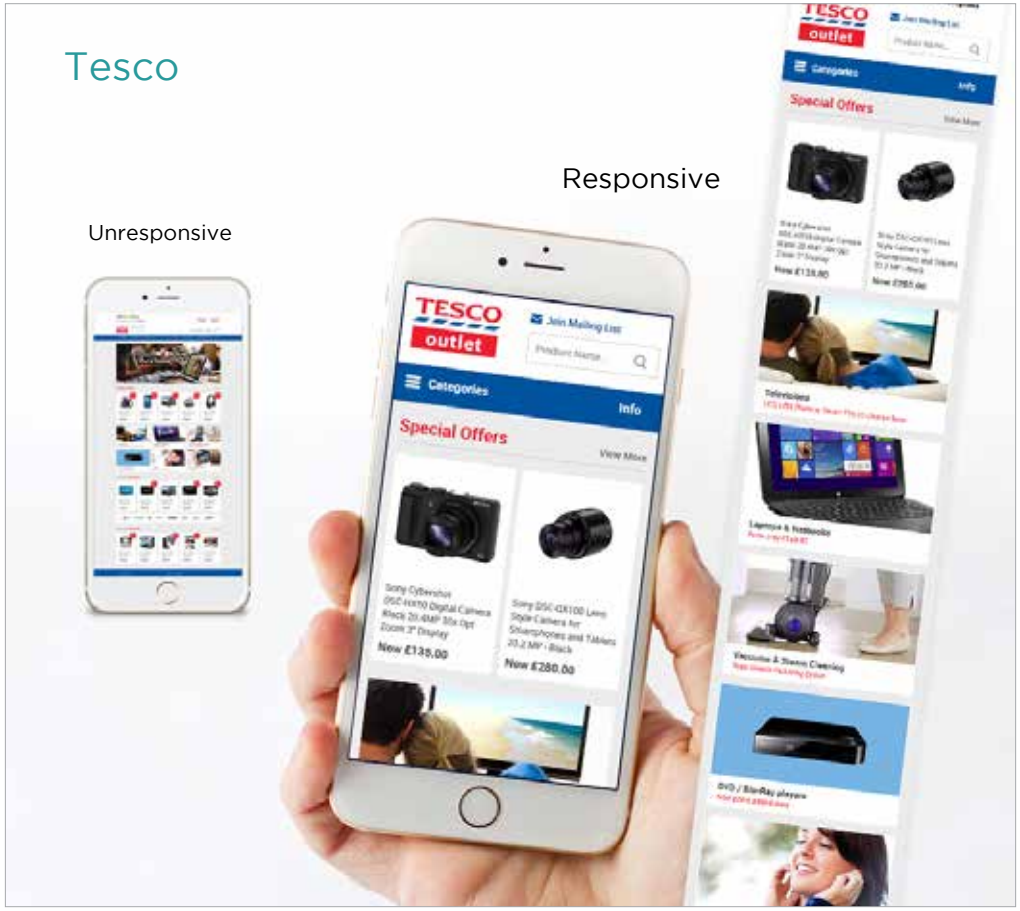
Responsive



Tesco

Unresponsive

Responsive



Design Examples

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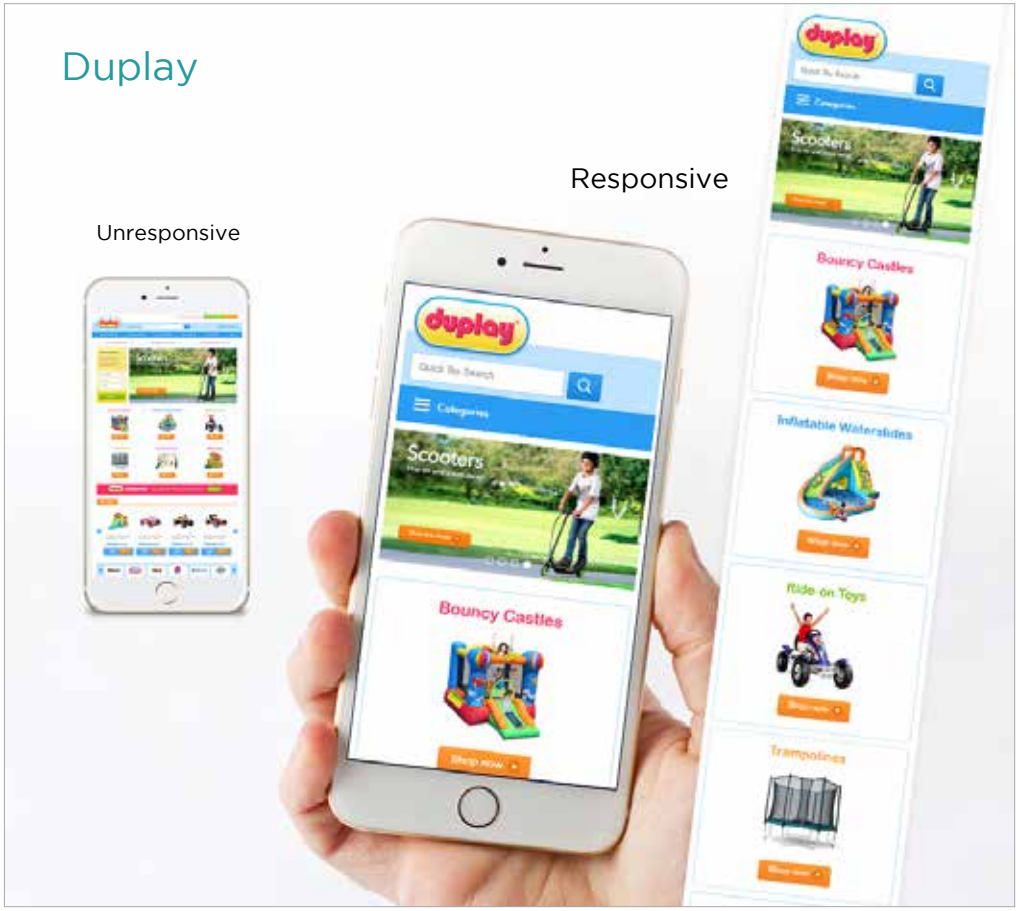
Duplay

Unresponsive

Responsive



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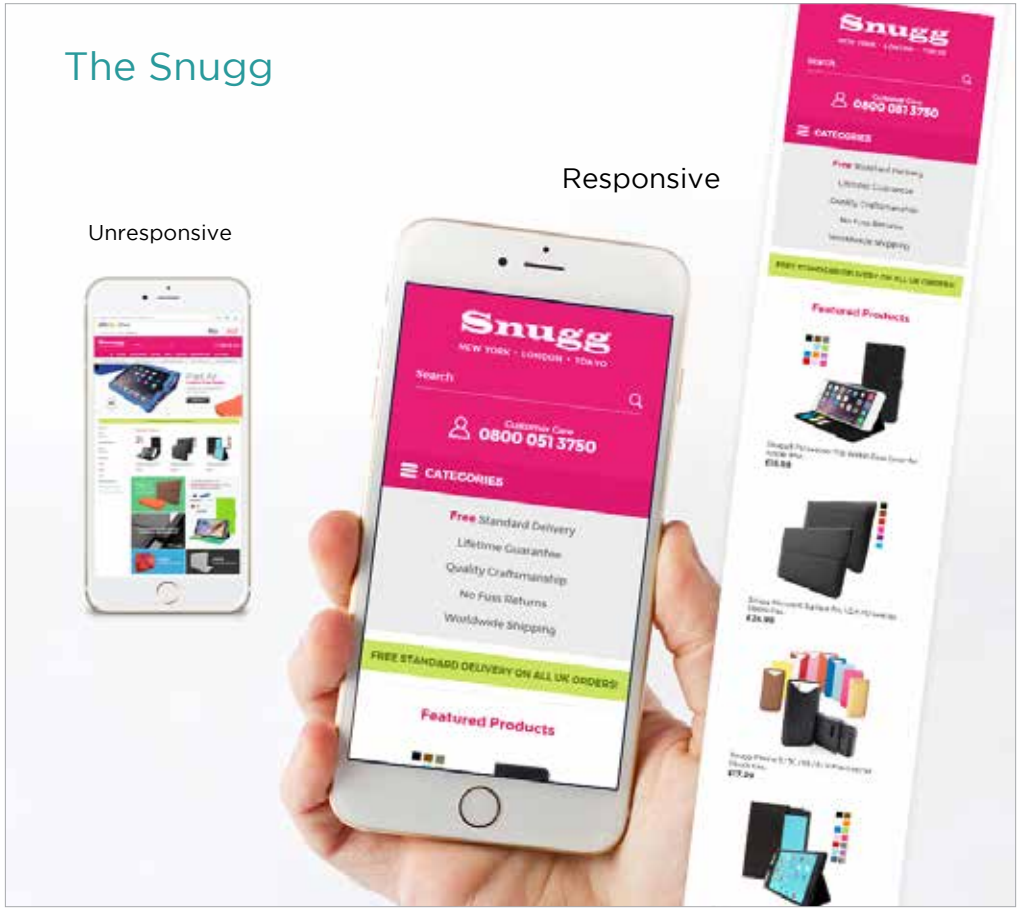
Unresponsive

Responsive



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