

eCommerce

Website

Package



eCommerce has changed the way we do business and will continue to expand and develop in the years to come. Selling your product or service on the Internet can substantially increase your sales and customer base.

Let Cazarin do the heavy lifting and get your business off the ground with your very own eCommerce website.



DIGITAL SALES CHANNEL



CUSTOM DESIGN



ACHIEVABLE RESULTS



CUSTOMER SUPPORT



SHOPPING CART

SCOPE GOALS

ELEMENTS

- Marketing Plan and Competitive Analysis
- Professional Design
- Up to 30 pages of Optimized Content
- Blog (Create up to 1 blog of information provided),
- Persuasion Architecture for maximum results

FUNCTIONS

- A CMS (Content Management System) to manage the content
- Integration with Social media channels (Facebook, Twitter, LinkedIn)
- SSL Secured Certificate Installed
- Submissions with Google and Bing
- Google Analytics and Goal Tracking
- Integration with a Merchant Account
- WooCommerce for up to 5000 products
- Plugins: Yoast, Manage WP, Gravity Forms, Route Theme - WordPress, WP Bakery Visual Composer

SHOPPING CART

- Shopping cart installed
- Shipping calculation linked to (UPS or FedEx or USMail)
- Import of products into the shopping cart
- Linked to the merchant account and your bank for ease

MARKETING TOOLS

- Reports of sales and bestselling products
- Notifications to the customer for purchase and shipping
- Recommendations for additional related products (If Gold Package selected)

SUPPORT

- All passwords documented in one secured document
- Dashboard Access for Project Management
- Dashboard Access for Performance
- Training for the CMS
- Up to 30 days of Q & A

SEO (OPTIONAL)

- Organic Search Engine Optimization of the content
- Organic SEO of the pages
- Google Adwords (Pay-per click ads)*
- Targeted Facebook Ads*
- Assistance with editorial calendar and blog strategy