

# JEWELLERS WEBSITE PACKAGE

TEMPLATES TO CHOOSE FROM



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## CONTENT MANAGEMENT SYSTEM

- ◆ Content Management System [ CMS ] driven website. Unlimited\*1 pages & content. SEO Friendly.
- ◆ Ability to add subpages to menu and website
- ◆ Basic contact form on one of the pages - Fields: name, phone, email & enquiry
- ◆ A video tutorial is available to view here <http://client.pitstop101.com/demonstration/>, you will only have a 24 hour access to this.

## SHOPPING CART FEATURES

- ◆ Shopping cart / catalogue function created
- ◆ FREE SSL security certificate for the first year- Secure Socket Layer which adds a padlock to pages that need to be protected, a padlock icon will appear on your pages that are secured and will also appear next to your browser address bar or in the status bar of the browser depending on the version.\*3
- ◆ E-Commerce - Integration with credit card payment gateway, eway or offline payment methods\*4 You will need to open up an online merchant account with your existing bank and sign up with eway. Both of these incur their own yearly charges.

## TRADE REGISTRATION & LOGIN

- ◆ Example of this: [http://www.tuskc.com.au/Trade\\_Access.htm](http://www.tuskc.com.au/Trade_Access.htm). The form process caters for a few different types of customers. These can be removed/modified at request as not all fields may be required. Once submitted the admin is notified of application, details are stored in database and need to be approved by admin before they get login access to wholesale pricing. Once trade login is created the retailer can login and view wholesale orders and place orders on account (no online payment required to place order)



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## CORPORATE LOGIN

- ◆ Admin has the additional function of specifying corporate logins. This comes in handy for corporate events where you may offer discounted pricing for corporate customers or even give away pre-paid voucher accounts. You will be able to specify discount %, discount expiry and credit balance.

## RETAILERS SEARCH / DATABASE

- ◆ Database driven retailer search, featuring query by state or by postcode. Where state is chosen retailers are displayed on screen neatly and in alphabetical order (by suburb or name). Brief details are listed with option to click for full details and google map. Also option of emailing retailer is presented to the user. Postcode search will allow the user to enter their postcode and specify a proximity value (in km) of radius to search. Results are returned that fall within the radius.
- ◆ Client to provide Pitstop 101 with initial database of retailers and their address/contact details to do the initial population of database. After initial import the client can add/edit/remove retailers via the admin interface supplied.

## RETAILER ORDER ATTRIBUTION

- ◆ To keep your retailers happy the website will take retail orders from the general public and then attribute the orders to the nearest retailer (within 50km (adjustable)). When the customer enters their shipping details the site will look up the closest retailer within the radius, if it finds one it will inform the customer that their order will be attributed to their closest retailer. They place the order and pay online. The closest retailer is notified of this order, the admin is notified also, details are stored in the admin also. It's the clients decision whether it's the retailer who fulfils the order or if the head office fulfils the order and credits the retailer for the sale. It's possible that a retailer won't have the full range and cant supply the ordered goods without ordering them in, so in the past we've had clients choose to fulfil the order directly and credit the retailer.





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## WHOLESALE / RETAIL PRICING

- ◆ Wholesale and retail pricing is available on the site, admin to enter products and specify the two prices when adding products. Wholesale pricing is only available when valid trade user logs in.

## ONLINE PAYMENTS

- ◆ **For regular retail customers, there's 2 ways you can do this :**

1. Offline credit card payments – Customer submits their CC details online via secure checkout and you receive details via email (not so secure in email though). You process CC offline via pos machine.

2. Online real-time credit card payments. Customer submits CC details and the money is taken from their card instantly, you receive funds usually the next business day. This method requires a internet enabled merchant account with your bank and also a payment gateway. We always use **www.eway.com.au** payment gateway with our ecommerce clients as its reliable and our shopping cart already supports it. There are costs involved with the merchant account and eway yearly/transaction fees.

3. You may also offer bank deposit payment option where the customer is emailed bank deposit details and they make payment via their bank account.

## POSTAGE & HANDLING COSTS

- ◆ Postage costs can be calculated on weight or order total. With weight calculation we use an Australia post calculator service which will calculate the cost based on weight and destination postcode. Alternatively it can be flat fee but determined on the order total.
- ◆ Click here to obtain your password to view the Video Tutorial of the frontend and backend functionalities. You will only have access to the Video Tutorial for 24 hours after receiving your password.



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## BASIC SEARCH ENGINE OPTIMISATION

- ◆ SEO friendly CMS, ability to add meta title, keywords and description to additional pages
- ◆ Implement Google Analytics on website
- ◆ Website statistics through CMS
- ◆ Submit website to Google, Yahoo, MSN and 5 directories
- ◆ Sitemap page or Sitemap footer

## SOCIAL NETWORKING

- ◆ Linking to Social Network sites [ Twitter, Facebook, LinkedIn, MySpace, Youtube etc. ]
- ◆ Ability to Toggle on/off Facebook Like buttons on all products

## HOSTING / DOMAIN REGISTRATIONS

- ◆ 30 Pop Email accounts - Setup with your favourite email client or use the webmail interface
- ◆ 50 email forwarders
- ◆ 1 FREE Domain Name registration [ registered for 2 years ]
- ◆ Priority support via email & phone
- ◆ Web Hosting - \$22 + GST / month [ billed quarterly ] - FREE Hosting when you refer 5 hosting Clients to Pitstop 101\*2
- ◆ Register online for our Web Hosting Affiliate program to start earning MORE Rewards

