# My Designing work

Technologies used: HTML5, HTML5, CSS3, Jquery, AngularJS, , Tympanus codrops, Wordpress Plugins, themes, JScripts, XML, bootstrap (Javascript & UI). Microsoft tools : visual Studio 2012, Dreamweaver CC, Photoshop, Illustrator.

# Tips for a Successful ECommerce competitor

First impressions are crucial to a brand. In e commerce, your first impression is often the homepage. The design choices you make could determine if visitors continue shopping or leave your site entirely.

Knowing the important role of the homepage is key to creating a thriving online store.

1) Get visitors off your homepage

This may seem to contradict the sentence above, but it's true. You want visitors to make purchases, and unless you're only selling one product, those purchases won't be made on the homepage

Your homepage needs to offer clear navigation and a great flow to keep the user intrigued enough to discover more.

2) Don't overwhelm the user

We've all heard arguments of whether or not you should keep all of your site's important content above the fold. Regardless of where you stand, the fact remains that the greatest visibility of a page is the topmost portion of it.

### 3) Know your audience

Before making design decisions, dive into your analytics and learn more about your customers.

What browsers or devices are they using? What search terms did they use to find you? What products or categories are most popular? Knowing this information will help you display the most relevant content on your homepage.

### 4) Be memorable

What makes your store a better place to buy than Amazon, Walmart, or a competitor? If a customer makes a purchase, what's going to encourage them to make another one?

The homepage is a great place to display your competitive advantage, personality, or something really cool and unique about your business. Leave a lasting impression and give your homepage some soul!

It's tempting to fit everything on the homepage, but keep in mind that too much can be overwhelming. It competes with the most important content and reduces its effectiveness.

Starting with a mobile design can help prioritize what's really important. If you have a lot of required content, "chunking" things into groups of 5–7 can make the page easier to scan. Here are some mobile A/B testing tips to help design mobile-optimized experiences.

### 1. Removing the background:

Notice something particular about the product page, but can't figure out what it might be? Harry's uses photography techniques to remove the background on their product shots.

This looks absolutely beautiful when displaying products in a set - like in the Winston Set. It makes the product page completely seamless and clean for a potential customer to navigate.

### 2. Informative shipping details:

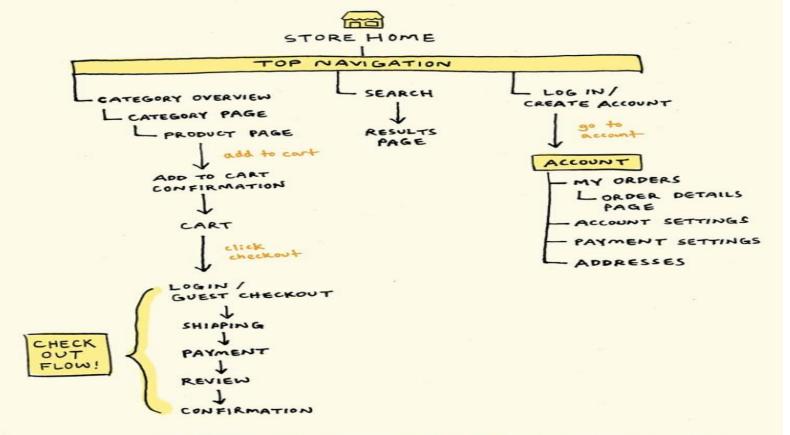
Shipping is one of the things that can make or break a sale. Studies have shown that shipping and handling fees are the number one factor in cart abandonment.

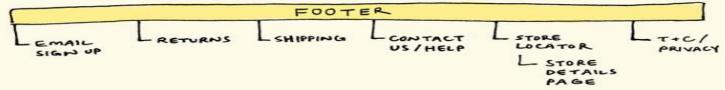
Having shipping information listed directly within your product description can be particularly beneficial, and Harry's does this perfectly.

It's straight and to the point by saying their rates, as well as where they ship to.

### 3. Holiday themed:

Tiny tweaks and adjustments to your page like modifying your cart to a sleigh for the holiday season is something that can add a bit of fun to your products. Although it doesn't add any additional functionality perse, it's a fun tweak any storeowner can make.











Va

Fiesta Vineyard & Winery is nestled in the heart of the Texas Hill Country at Bend along the Colorado River. We have been blessed with our ranch that has been in our family for six generations.

### http://www.fiestawinery.c om/



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Bend, Texas Mon-Thur: 10am-5:00pm Fri & Sat: 10:00am-6:00pm Sunday: 12:00pm-5:00pm Have any questions?

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#### ABOUT US BUY OUR WINE ELLIPTICAL SOCIETY EVENTS & RECIPES VISIT US

### Welcome to Le Cuvier!

Promoting a non-interventionist approach to winemaking, we at a crew of quirky individuals making and selling very serious wine. With Paso legend John Munch at the helm, we produce exquisite small-production wines that cannot be found

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in restaurants or retailers.



### Welcome to Le Cuvier!

Promoting a non-interventionist approach to winemaking, we at Le Cuvier are a crew of quirky individuals making and selling very serious wine. With Paso legend John Munch at the helm, we produce exquisite small-production wines that cannot be found in restaurants or retailers.

Whether you have yet to taste our character-driven creations or consider yourself a hardened fan, we invite you to join us Thursday through Monday anytime from 11AM to 5PM. Our tasting room was the first to offer food pairings as part of the standard tasting, and continues that tradition today. For further details on planning your visit or the history of our winery, please explore the menu above.

# http://www.lcwine.com/

Le Cuvier Winery 3333 Vine Hill Lane \* Paso Robles, CA 93446 805-238-5706

# http://ww w.8bellswi nery.com/



Eight Bells Winery is a small (2000 cases per year) urban winery in the Roosevelt/Ravenna neighborhood of North Seattle producing handcrafted red and white wines. Our first crush was in the fall of 2009 with grapes sourced from Eastern Washington and Western Oregon. We invite you to learn more about us on these web pages and to join our mailing list for regular updates on our activities.



#### Upcoming Events

Our winter 2016 wine release events are scheduled for the first two Saturdays of December from 11AM to 5PM each day. We hope you can join us.

We will be releasing our 2012 Red Willow Vineyard Shellback blend (\$28), our 2014 Methven Family Vineyard Pinot Noir (\$35) and our 2014 Red Willow Vineyard Syrah Eight Clones (\$35).

As with release events in the past, we will feature the work of a local artist. We are pleased to have landscape painter and our mural artist Niki Sherey Keenan return to Eight Bells winery with her rowing and water imagery of the Pacific Northwest (www.nikisherey.com).

We look forward to seeing you next Saturday.

--Andy, Frank, and Tim

#### Ordering Wine Online

Our wines can be ordered online for pick-up at the winery or shipping to CA, CO, MN, and WA at http://www.8bellswinery.com/wines.

We have partnered with Vino Shipper for shipping to other states. Our wines can be ordered at https://vinoshipper.com/wines/eight\_bells\_winery.

If your state is not listed and you would like to order wine, please email us at store@8bellswinery.com.

# http://ww w.8bellswi nery.com/



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### Vineyard





We source our grapes from several first-class vineyards in Washington and Oregon.

Red Willow Vineyard, located in the far western end of the Yakima Valley, is one of the oldest vineyards in the state. The vineyard is owned and operated by the Sauer family. Red Willow Vineyard and the adjoining Les Vignes de Marcoux were our source for Syrah, Merlot, Grenache, and Tempranillo in 2009. Beginning in 2010 we began adding additional varieties including Sangiovese, Cabernet Sauvignon, Cabernet Franc, Malbec, Carmenere, Petite Verdot and Viognier. In the video on our Photos page, Frank visits with Mike Sauer of Red Willow Vineyard to discuss the field blend technique we use in making our David's Block Bordeaux blend.

The Methven Family Vineyard in the Eola-Amity Hills near Dayton, Oregon is the source of our Pinot Gris and Pinot Noir. The vineyard is owned by Allen and Jill Methven and is under the watchful eyes of Greg McClellan and Rob Clarke.

Boushey Vineyards in Grandview, Washington is the source of our Chardonnay. We are very excited about this new vineyard with three clones of Chardonnay.

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About Gold Gold is a chemical element with symbol Au (from Latin: aurum) and atomic number 79. In its purest form, it is a bright, slightly readish yellow, dense, soft, malleable and ductile metal. Chemically, gold is a transition metal and a group 11 element. It is one of the least reactive chemical elements, and is solid under standard conditions.

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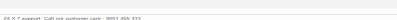
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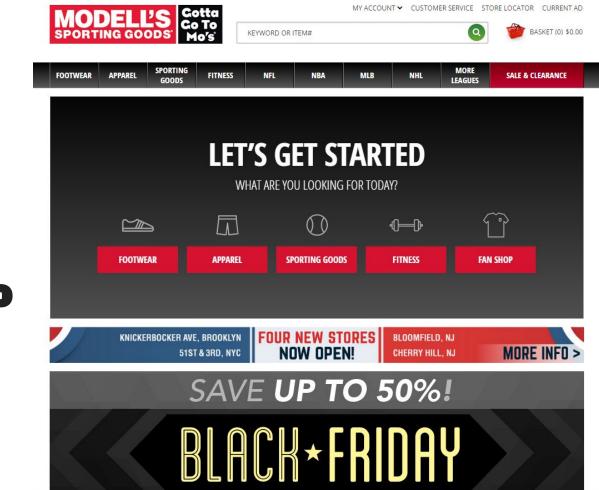


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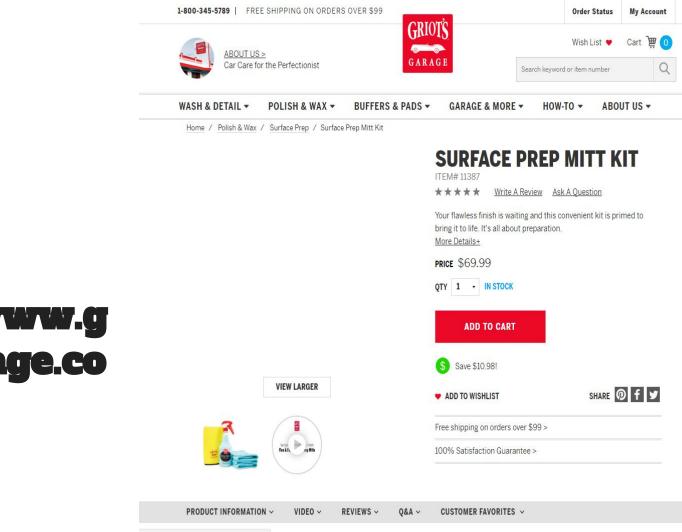
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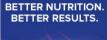


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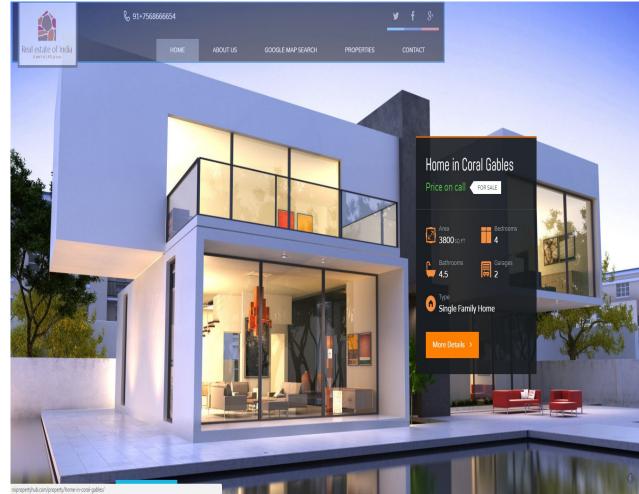
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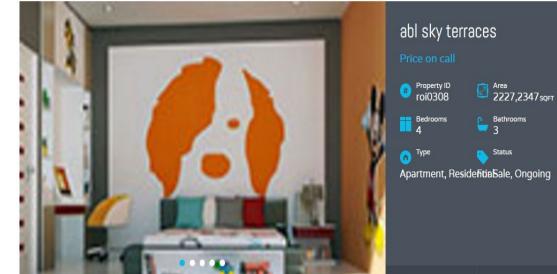
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