

ITEM	DESCRIPTION	informational	CMS no-Commerce	eCommerceQuick	eCommerceBasic	eCommercePlus
GENERAL PAGES		GREEN any site - see eco-friendly options				
Gorgeous, professional Home Page	Text, images and links designed for best impact.	Y	Y	Y*	Y	Y
About Us	Simple text page with info about you and/or your company. Includes one photo.	Y	Y	Y	Y	Y
Contact Us	Text info as well as a form. Fill in form fields are name, email and a box for comments.	Y	Y	Y	Y	Y
Categories to Products Structure	Text and images. Each product links to a detail page. *contact us for product quantity limit info.	Y	Y	Y	Y	Y
Product Detail Page	A larger image, plus description of item and any options/prices/features associated with it.	Y	Y	Y	Y	Y
Terms & Conditions / Privacy	Pure text, usually linked along the bottom of the site next to copyright and site credit.	Y	Y	Y	Y	Y
Press Page	Press thumbnail images, click to full article.	Y	Y	Y	Y	Y
Search	Key word (enter into field) site search.	Y	Y	Y	Y	Y
Other Text / Image Page (up to 2)	Simple text page, can include photos.	Y	Y	Y	Y	Y
Join Email List	A fill in field for a user's email address. Address is either emailed to you, sent to your newsletter database or sent to your outside email service.	Y	Y	Y	Y	Y
Database Set Up	Back end database for customer/user/product data.	X	Y	Y	Y	Y
Simple Automated Update System	Update the site via secure admin page. No programming required.	X	Y	Y	Y	Y
SEO Optimized	All sites are built with SEO in mind. See details about your package.	Y	Y	Y	Y	Y
Ecommerce Enabled	Site is built to handle ecommerce transactions.	X	X	Y	Y	Y
URL Favicon & Simple Temp Page	Icon in browser bar and simple temp page before site launch.	Y	Y	Y	Y	Y
Flash Animation	Add movement to your site with small, contained flash pieces.	*contact	*contact	*contact	*contact	*contact

ITEM	DESCRIPTION		informational	CMS no-Commerce	eCommerceQuick	eCommerceBasic	eCommercePlus
SHOPPING PAGES							
GREEN any site - see eco-friendly options							
View Cart/Checkout (link)	Displays the shopping cart page.	↑ ^{grade}	X	X	Y	Y	Y
My Account/Login/Logout (link)	Displays a page that gives options to change account details or to log in to the site so acct. details will appear automatically at checkout.		X	X	Y	Y	Y
Shop By: Brand and/or Category	Drop down or image page that displays choices.		X	X	Y	Y	Y
Gift Certificates/Coupons	Ability to set up coupon codes and automated gift certificates		X	X	Y	Y	Y
Email a Friend	Ability to send specific item/page to a friend. On each product page.		X	X	Y	Y	Y
Multiple Images/Other Views	Ability to add additional image views for each product.		X	X	Y	Y	Y
Custom Shipping Rate Schedule	Set up shipping rates by order amount (table rate), flat rate, etc.	↑ ^{grade}	X	X	Y	Y	Y
Cross Sell - "You may also like"	Associate items together on the product pages.		X	X	X	X	Y
Retailer (Buyer) Login	A mirror site for buyers that displays wholesale pricing.		X	X	X	X	Y
Lightbox Image Manager	Displays multiple images of each product using Flash.		X	X	X	X	Y
Shop by Price or Size	Allow more detailed breakdown of shopping options.		X	X	X	X	Y
Real Time Shipping Quotes	Link into your account with popular shippers for real time price quotes.		X	X	X	X	Y
Shopping Cart Contents in Header	Display quantity and cost of cart contents in the site's header.		X	X	X	X	Y
Integrated Word Press Blog	Link your Wordpress blog within your site's pages.		X	X	X	X	Y
QuickBooks Integration Module	Import/Export data to Quickbooks.		X	X	X	X	Y
Spam Blocker for Forms	Users enter randomly generated words when submitting forms.		X	X	X	X	Y
Press/Celeb Page with Buy Now	Ability to display and sell items directly on Press page. (2nd cross sell)		X	X	X	X	Y
Gift Wrap	Allows customers to order gift wrapping for their purchase.		X	X	X	X	Y
View All Products	Ability to "view all" products in each category or section vs. page by page		X	X	X	X	Y
Choose up to 3 Extras FREE	Choose 3 extra features from the Extras page to include with your site.*		X	X	X	X	Y

*except database transfer

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ADMINISTRATION PAGES		GREEN any site - see eco-friendly options				
Admin Secured with Password	Secure page accessible from any web browser.	X	X	Y	Y	Y
Add/Edit/Remove Categories, Products	Edit any and all details about each category or product on the site.	X	X	Y	Y	Y
Add/Edit/Remove Customers, Brands	Edit all details about brands on the site as well as customer information.	X	X	Y	Y	Y
Add/Edit/Remove Product Options	Edit product options (sizes, colors).	X	X	Y	Y	Y
Sales and Specials Pricing	Create specials pricing and give products sale price or sale category.	X	X	Y	Y	Y
Search Engine Optimization	Manually add Meta Tag information for each product page.	X	X	Y	Y	Y
Text Page Editing	Edit text on the site via an HTML auto-formatting wizard.	X	X	Y	Y	Y
HTML Based Product Text	Edit product text via HTML auto-formatting wizard.	X	X	Y	Y	Y
Order Status and Management	Label order status for easy tracking and fulfillment.	X	X	Y	Y	Y
Order History	Full customer and order history available.	X	X	Y	Y	Y
Product Sort Order	Control category/product/option sort order.	X	X	Y	Y	Y
Multiple Payment Processing	Multiple payment processing options - Paypal, authorize.net, etc.)	X	X	Y	Y	Y
Tax Zones, Classes and Rates	Set up multiple tax rates via zone, class, location.	X	X	Y	Y	Y
Customizable Packing Slips, Inv.	Add logo and store details to printable documents.	X	X	Y	Y	Y
Sales and Sales Tax Reports	Create and run different tax reports.	X	X	Y	Y	Y
Google Sitemap Generator	Automatically creates an XML sitemap for Google searches.	X	X	X	X	Y
Edit Orders From Admin	Edit site orders using the admin menu.	X	X	X	X	Y

ITEM	DESCRIPTION	COST
EXTRAS AVAILABLE FOR ANY ECOMMERCE PACKAGE:		
SEO URLs	Creates SEO friendly URLs for each page in conjunction with SEO software.	\$80*
Text Page Design Package	Add pop to your text pages with custom design elements - bars, linework, colors, images.	\$75
Look Book	For boutiques – can create additional shopping pages for multiple products - see example.	\$150
Super Orders	Creates a detailed order page, useful when dropshipping. Includes product images.	\$150
Where to Buy – Clickable Map	A clickable map of retailers or enter zip code to search. Upgrade to Where to Buy page.	\$75
Save For Later/Wishlist	Allows customers to create wishlists. Can be sent to friends.	\$45
Social Bookmarking	Install to site on each product page.	\$55
Product Quantity by Attribute	Ability to control inventory for each product by attribute such as size, color, etc.	\$70
Snapshots Technology	Link your SnapShots account to the site to use their technology.	\$45
RSS Feeds	Set up RSS Feed links and icons to send your content to RSS readers.	\$45
Birthday Reminder	Send emails to customers on their bday.	\$55
Create Tabbed Info within Each Product Detail Page	Each product page displays tabbed information - press, celebs, etc. - See example	\$75
Track Orders From Account Page	Add tracking link to preferred shipper to each customer's account page.	\$45
Multiple Admins w/Permissions	Creates additional admin logins for specific areas of the site. Controls access.	\$150
Multiple Ship Rates	Set up multiple shipping schedules.	\$45
International Checkout	Link into your account with International Checkout's service for selling/shipping overseas.	\$55
Streamlined Checkout	Skip account set up.	\$65
Recently Viewed Items Side Box	Displays last viewed items.	\$65
Database Transfer	Collects and imports existing database of products/customers into new site.	\$220

ITEM	DESCRIPTION	COST
UPGRADES (ALL INCLUDED WITH PLUS PACKAGE)		
QuickBooks Import	Allows communication between site and QB program	\$150
Light Box Image Manager	Displays multiple images of each product using flash.	\$65
Retailer (Buyer) Login	A mirror site for buyers that displays wholesale pricing.	\$75
Shop by Price or Size	Allows more detailed breakdown of shopping options.	\$65
Real Time Shipping Quotes	Link into your account with popular shippers for real time price quotes.	\$45
Shopping Cart Contents in Header	Display quantity and cost of cart contents in site's header.	\$65
Integrated WordPress Blog	Link your WordPress blog within your site's pages.	\$55
Spam Blocker for Forms	Users enter randomly generated words when submitting forms.	\$45
Designer Bios w/Logo	Create individual pages for your designers/brands. Text and image.	\$55
Google Analytics Code	Add your Google Analytics account code for stat tracking.	\$35
Matching Blog Header Design	Header design for your external blog to match your web site.	\$55
Gift Wrap	Allows customers to order gift wrapping for their purchase.	\$45
View All Option	Ability to "view all" products in each category or section vs. page by page browsing.	\$75
HTML Email Template Design	Design and programming of an HTML email template for your company.	\$175

**The BUILD'EM GREEN Design Packages
 Offset Your Company's Carbon Footprint
 Ask Us For Details**

*Custom programming and some modules may reduce the ability to control features through the admin menu.