

## Varona & Co. Bespoke eCommerce Solutions

Our eCommerce Solutions provide you with a truly custom and uncompromising eCommerce package. Your website will be coded 'from scratch'. This will ensure you are never dependent on 3<sup>rd</sup> parties, and that your code infrastructure is as light, effective, efficient and secure as possible.

The template with which most eCommerce websites begin includes the following pages:

- Home
- About
- Contact

In addition to these, the site will also include pages solely dedicated to eCommerce. The fields in these pages are populated using information from the database. This includes, but is not limited to, customer information, product information, and cart information. These custom pages include:

- Categories Page
- Items in Category Page
- Product Page
- Shopping Cart
- Checkout Pages

The site will need to perform certain functions specific to eCommerce. The following fully customizable features will be included in all eCommerce packages:

- Membership – Users will be able to create accounts to store their personal information, past purchases, etc.
- Database Interface – Administrators will be able to easily update the database by submitting intuitive forms. The forms will deal with adding, removing, or editing product, category, and user information. An administrator “backend” will be created with administrator logins, administrator edit pages, and database summary and details pages.

- Transactional Email Service – The site will automatically email users when required (email validation, password reset, order confirmation, etc.). Our eCommerce package will set up the service with the transactional email server and will create fully customized email templates that will be populated with the appropriate information from the database.
- Coupons/Discounts/Referrals – The site will allow administrators to set temporary or permanent price adjustments. This can include volume discounts, discounts for individual items, cart total discounts, limited time coupons, referral codes, etc.
- SEO Positioning – All pages are created with Search Engine Optimization requirements in mind and will be optimized to ensure your customers will be able to easily find you online.
- Secure Payment Processing – Secure checkout with the option to securely store customer card information for future purchases, or to set up recurring payments (subscriptions).