

Straightsell Standard Design eCommerce Websites:

Many visual and functional changes can be made to a Straightsell Standard Design eCommerce website. The options available are detailed below, divided by 'Website Styling' and 'Website Features'. All options are provided to new customers via an online checklist.

NOTE: Every Standard Design eCommerce website Straightsell offers comes with ongoing support which also includes access to the Straightsell knowledgebase and help centre, including issue lodgement and tracking system.

Website Styling

The Straightsell Standard Design eCommerce website enables you to select a range of styling options to cater for your branding needs. All styling options are divided by:

Selectable Website Styling:

- Choose from four distinct website display styles and imagery:
 - o [Standard Header](#),
 - o [Full Width Header](#),
 - o [Logo Header](#), and
 - o [Login Portal](#).
- Choose a colour theme for your website, this includes:
 - o Background colours or image,
 - o Button colours,
 - o Footer display style and colours, and
 - o Navigation bar and panel colours.

Selectable eCommerce Styling:

- Choose how to display your product categories on the website,
- Choose a default product list display style from three style types,
- Choose how stock quantities are displayed for products on the website, and
- Choose a product options display style from two style types.

Website Features

The Straightsell Standard Design eCommerce website enables you to select a range of features (in addition to the standard features) to extend the capability of the website and cater for your specific needs. All feature inclusions and options are divided by:

Included Website Features:

- website pages:
 - o Home, Contact Us, Privacy Policy, Terms & Conditions, Register and My Account, Custom 404 page and sitemap.
- Dynamic product categorisation to a three-level depth,
- Multiple images and PDF files assigned per product,
- Multiple freight calculation options,
- Retail (B2C) guest checkout,
- Search engine optimised page for each product in your catalogue,
- Automated email notifications for orders, registrations and contact us forms, and
- Account Login Features:
 - o Account and user management, quick order entry, wish lists, delivery addresses, saved shopping carts, order history and reorder, customer specific pricing rules, Invoice display and payment, and
 - o Configurable approval process for new customers.

Selectable Website Features:

- Add a multi-channel blog integrated with [Disqus](#) for comments management,
- Add a news or blog feature for bulletin style news articles,
- Add newsletter sign-up or Checkout sign-up integrated with a MailChimp list,
- Add social media links to the header and / or footer of the website,
- Add brand logos to the home page of the website,
- Add Google Analytics statistics tracking to the website,
- Add up to five additional static content pages to the website, and
- Add revolving header and / or banner images to the website.

Selectable eCommerce Features:

- Add featured or special product showcases to the home page of the website,
- Add a simple product search and / or brand search to the website,
- Add per product add to cart minimum order quantities,
- Add per product add to cart quantity multiples,
- Add [PayPal Express Checkout](#) and other non-Credit Card payment terms to the website,
- Create product groups that have a size or colour variation (product options),
- Create a product upsells matrix (related products), and
- Select from a range of additional cost [eCommerce Add-ons](#).

Updated: October 2017.