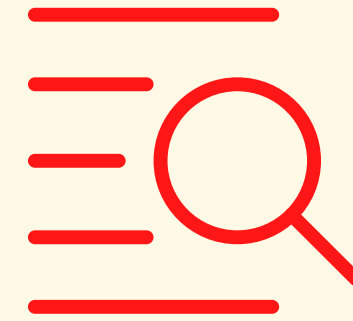# TDH e-commerce Package 🛒

Discover the ultimate e-commerce package to start selling online.

Document Definition

- Introduction
- E-commerce Overview
- Our Portfolio
- Solution Outline
- Site Structure
- Our CMS Options
- Branding
- Additional features

- SEO
- Project Phases & Timeline
- Costs & Ongoing Fees
- License Copyrights
- Terms & Agreements
- Payment Realization
- Website Maintainance
- TDH Reviews & Certifications

Introduction

Thank you for your interest in partnering with The Digital Hacks for your website development project.

At The Digital Hacks, we hold one goal above all: 100% client satisfaction.

Our in-house team of web designers, copywriters, graphic designers, and developers uphold the highest standards for project planning and execution, and we're dedicated to building the perfect web shop for your company, on-time and on budget.

We've built websites for several brands around the world with great success, and are quite excited to get to work on yours.

THE DIGITAL HACKS

E-commerce Overview 👀

Why you should start selling online?

✓ **Lower costs than a physical business.**
An e-commerce It has infinitely lower costs than an offline business.

✓ **Decentralized operation management.**
An e-commerce can be managed from everywhere and your team can work remote.

✓ **Scaling Opportunities.**
An online business can multiply profit exponentially without requiring a business expansion.

✓ **Customers shop increasingly online.**
In 2021 the e-commerce retail sales worldwide were estimated at 4.28Trillion USD.
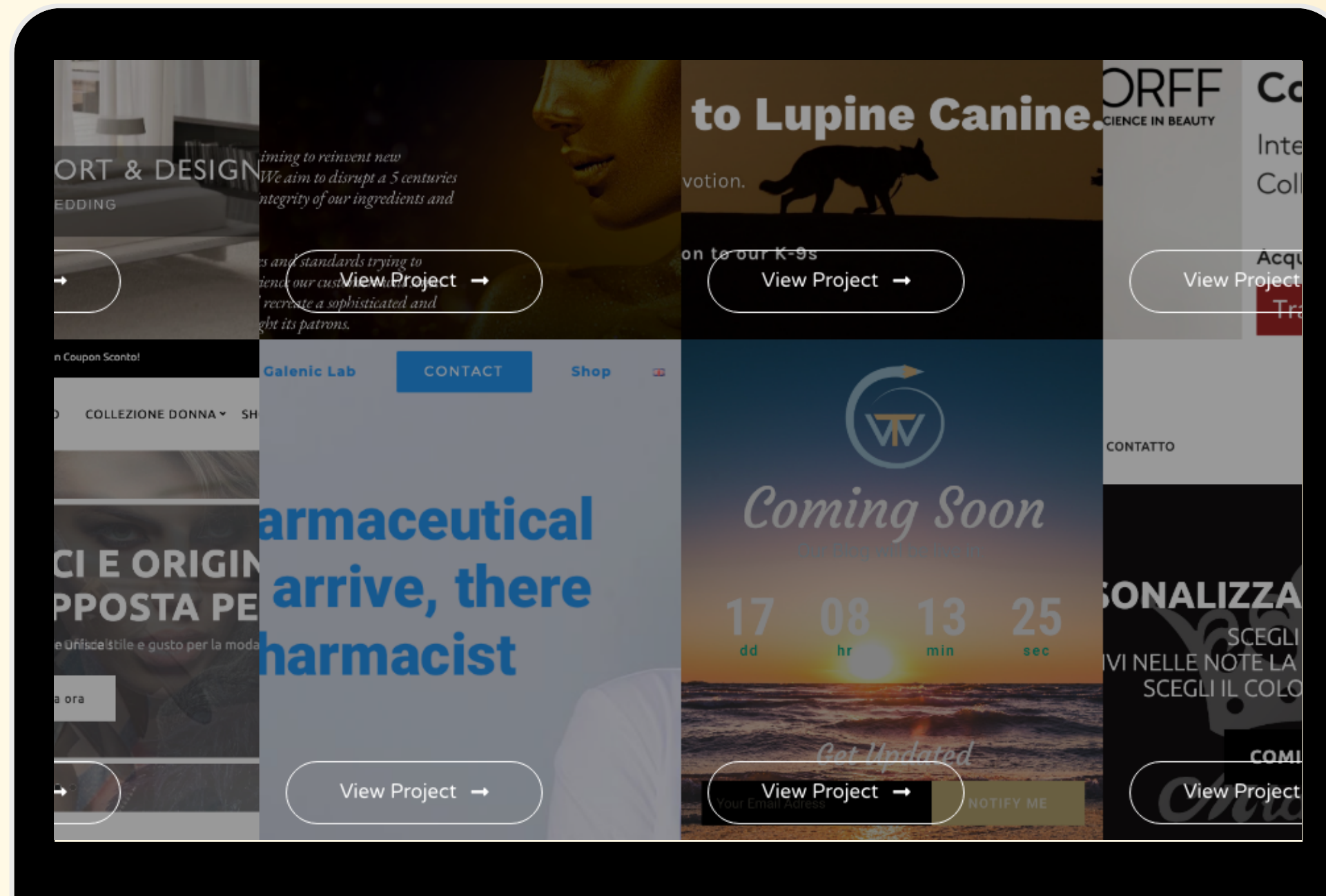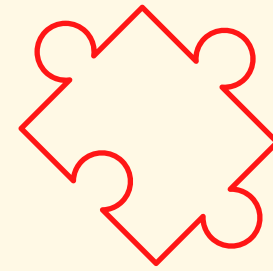
THE DIGITAL HACKS

Our Portfolio

We have developed over 15+ e-commerce sites from various sectors and using different CMS.

Check some of our latest works:

– Milk Concept Boutique

– Farmamare

– WinOfficial

– Not Only Clouds

– Weruschka

– WordinTravel

Solution Outline

✓ The scope of this proposal apart from showing you examples of our past
work is to describe our work methodology along with what we feel is
the optimal solution for the development of your e-commerce.
We will cover project development steps, delivery timeline, costs, and project
terms.
*Once you've reviewed this proposal thoroughly, simply electronically sign it at
the bottom to indicate your approval.*

Thanks again for the chance to work with your business!

✓ Our team of developers has years of experience in creating every type of
e-commerce, through the most known CMS like WooCommerce, PrestaShop,
Shopify, Lightspeed, Magento, BigCommerce and more...

We use the most varied programming languages like:
JavaScript, Java, Python, CSS, PHP, Ruby, C++

Simply expose your project idea and we will make it as you imagine it!

Website Structure

The e-commerce structure will be defined together with the client in order to obtain the most satisfying result possible.
A standard web shop structure will include all the following elements:

– Main Menu: Generally 7 to 10 pages.

– Sub Menu: The Sub Menu structure depends on the number of categories and products.

– Announcement Bar: A bar at the top where promos and seasonal messages are shared.

– Search Bar: Option to filter product in a list by a category, type, brand, size, etc...

– User's Cart: Icon linking to user's cart section.

– User's Account Login: Icon linking to user's personal dashboard.

– Additional Elements: Multiple Currencies & Languages, Review Page, IG Feed.

Website Structure

– **Sliders:** Main sliders in automatic scrolling.

– **Home Page Banners:** Additional banners.

– **Newsletter Bar:** Bar for newsletter signup.

– **Featured products, Best Selling, Recommended Products, Best Offers, Recently viewed.**

– **Footer Pages & Sections:** About Us, Contact Us, Map, General Conditions, Cookies Policy, FAQ, Privacy Policy, Delivery Policy, Return Policy, Payment System.

– **Product Page:** Description, Image, Price, Quantity, Size

– **Add to Cart:** On clicking the cart icon, the system will redirect to the cart page.

– **Discounts & coupon:** Discounts can be shown prominently or via coupon code.

Website Structure

– Wish list Page: Buttons for Add More, Delete, Continue Shopping and Place Order.

– Check-out Page. Check out will consist of: Billing & Shipping, Review & Place Order, Payment, Billing & Shipping Information. – Requirements: First Name, Last Name, Email Address, Phone, Address, City, State, Post code

– User's Checkout: Non-Registered Customers need to provide their details, while recurrent clients can simply log in.

– Payment Page: After order confirmation, the user will be asked to choose the payment option:
We can add any type of payment option together with the most common like:
Visa/Master Card/PayPal Etc.

– Customer Dashboard: My Profile, My Wish list, My Cart, My Orders.

– Admin Functionalities: Manage Users, Page Content, Sliders, Products, Categories, Brands, Tags, Linked Products, Offers, Stocks, Shipping Costs, Coupons, Order Management, Customer Support, Reports & Analytics.
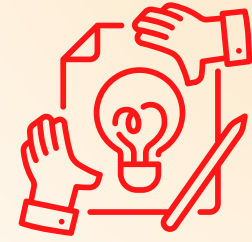
CMS Options

Depending on the budget, client's digital knowledge and amount of products, we can recommend an option or another.

– Shopify: One of our favorite choices. Wide choice of graphic templates. Easy to use.
The monthly price starts at $29 / month. Self-hosting platform.

– WooCommerce: Open-source. No monthly fees. Fully integrable. Web knowledge needed.

– PrestaShop: Open-source. No monthly fees. Easy to use and with many design templates availasble. Easy to use.

– Magento: Open-Source CMS. This choice is advisable only for web experts or large companies that can afford the outsourcing of website management.

– BigCommerce: Ideal for small – medium shops. Price starting from $29.95 per month.

– Lightspeed: Good for small and medium-sized businesses. Base price from €79 per month.

– Fully Coded: Ideal for specific requirements and high budget projects.
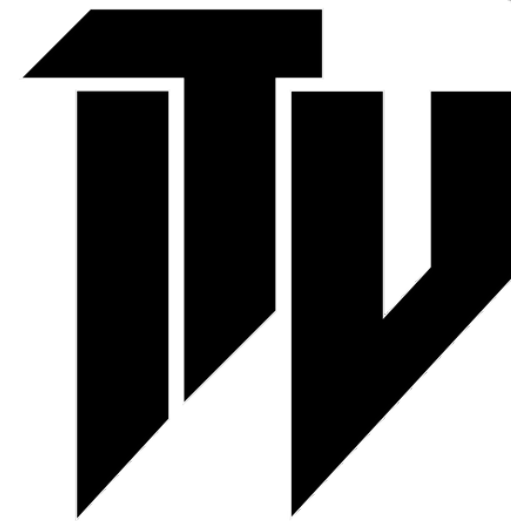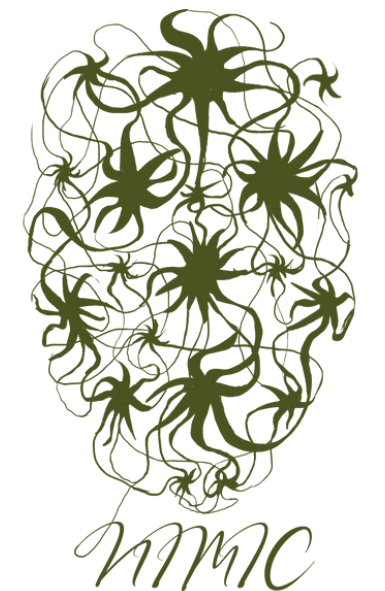Webshop built-in HTML and CSS programming language.

Branding

If needed, our design team can create the perfect logo for your business for you.

Three logo proposals will be devised and submitted to the customer for feedback. We offer multiple revisions until the result is satisfactory for the customer. Once the perfect logo is chosen, vector files and favicons will be created for the website.
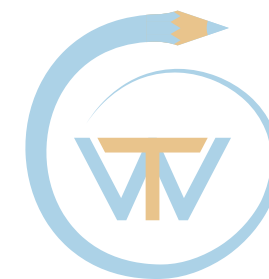
Check some of our works:
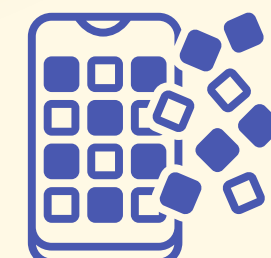
Additional Features

Marketing

- Email Marketing
- Social & Search Ads

Bots & Automations

Automate many of your online marketing and communication procedures to increase the efficiency of your marketing strategy.

Apps & Plugins

Add specific features to your e-commerce. Let us know what you would like your site to do!

Website Maintainance

Keep your site fast and secure over time. Software updates and small monthly adjustments.

SEO

There has never been a more crucial time for a business to maximize its online presence in the savviest, most effective way possible. There are so many companies with great products and services, but if your company is buried
in search results to the point that consumers can't find you online, you essentially don't exist.
The Digital Hacks is here to solve that problem through Search Engine Optimization (SEO). All our sites are created following the most effective optimization techniques for all the most common search engines.

Project Phases & Timeline

First of all, we'll pick a few templates and send them to you to get your feedback on the one you love most.
Afterwards, we will design/build the website using that template. You will have the opportunity to review the pages and give us up to 2-3 rounds of revisions per page.
Once the first phase is done and the website is to your liking, we will set up the additional configurations.

Choose a Template

1st Week (1/3 Payment Upfront)

We'll pick a few templates and send them to you to get your feedback on the one you love most.

Define Site-Map & Structure

1st Week

We will create a site map using Miro;

Defining the structure of the e-commerce with menu and sub-pages.

Define Website Design

1st Week

Each page created will be user-friendly, easily editable by you or anyone else on your team, and optimized for SEO.

Web-Design Finalization

2nd week (2/3 Payment)

We will complete the design of the site, after having submitted it to the client's review. Then the second payment will be asked.

Web Development & SEO

2nd-3rd Week

At the end of the 2nd week/beginning of the 3rd, we will work on the backend of the site, making sure everything is high responsive and SEO optimized.

Adding Apps & 3rd Parties Functionalities

(3/3 Payment) **3rd-4th Week**

After the design and development of the site is complete, we will add special functionalities that the client require by integrating Apps & Plugins
Then the final payment will be requested.
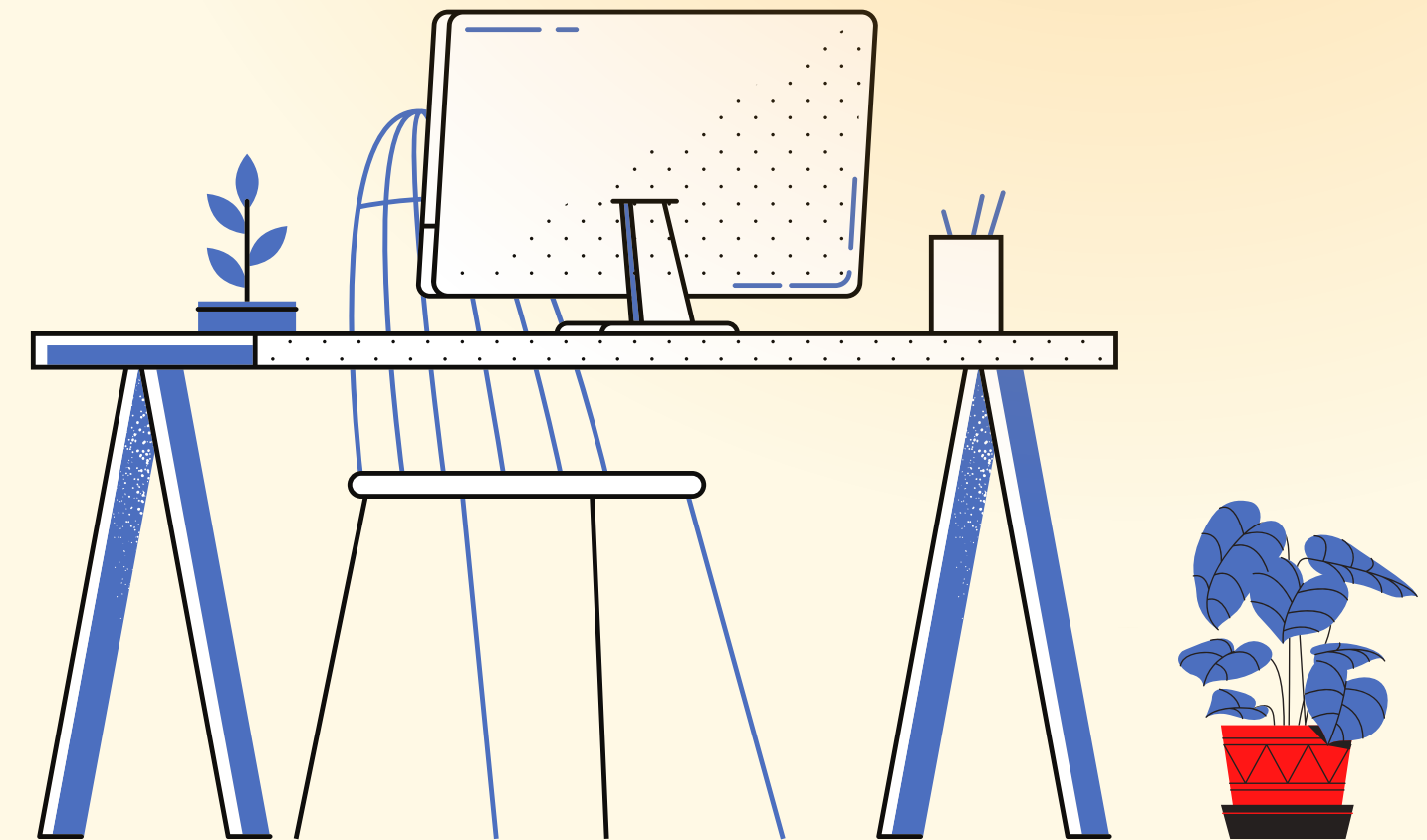
Tutorial & 1st Support

4th Week

In this final phase, we will teach you how to manage the CMS. We will explain the different functionalities and the order management process.

Costs & On-going fees

The costs of development of an
an e-commerce website can vary depending on the
number of pages, size of the store and specific
requirements & functionalities to add.

Our starting price for a basic store with less than
100 products and between 7 and 10 pages is £2500.
For a large-scale project, a specific quote will be
sent.

Upon completion of the project, the client can get
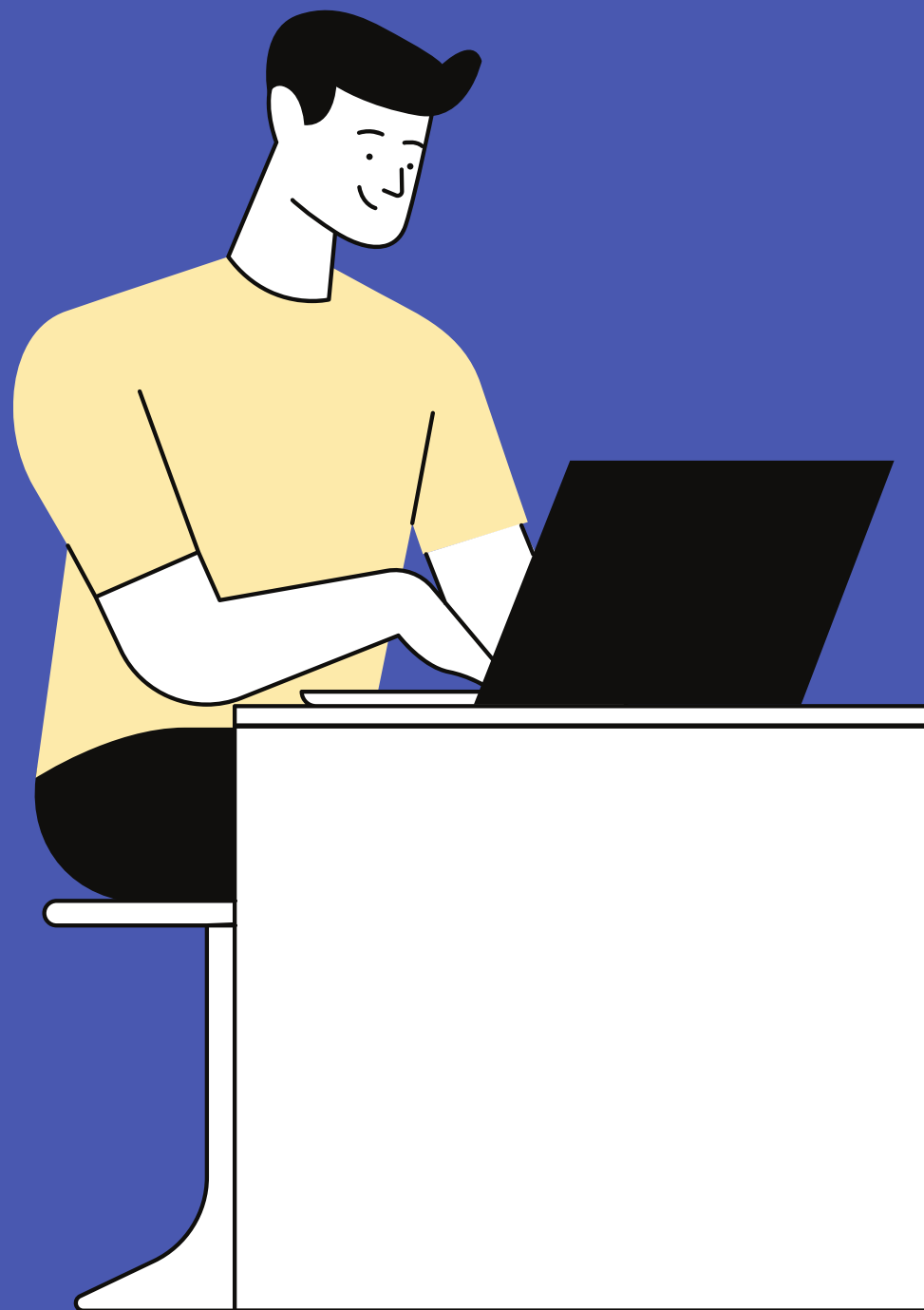monthly maintenance service at £100 / month.

License Copyrights ©

The Digital Hacks guarantees that all aspects of design and construction of the project will be
disclosed with the client upon completion, and full code, copyrights and ownership will be the sole property of the client. The Digital Hacks retains the right to display graphics and other design elements as examples of its work in its portfolio.

The Digital Hacks warrant that the functionality contained in this project will meet the client requirements and that the operation will be reasonably error-free.
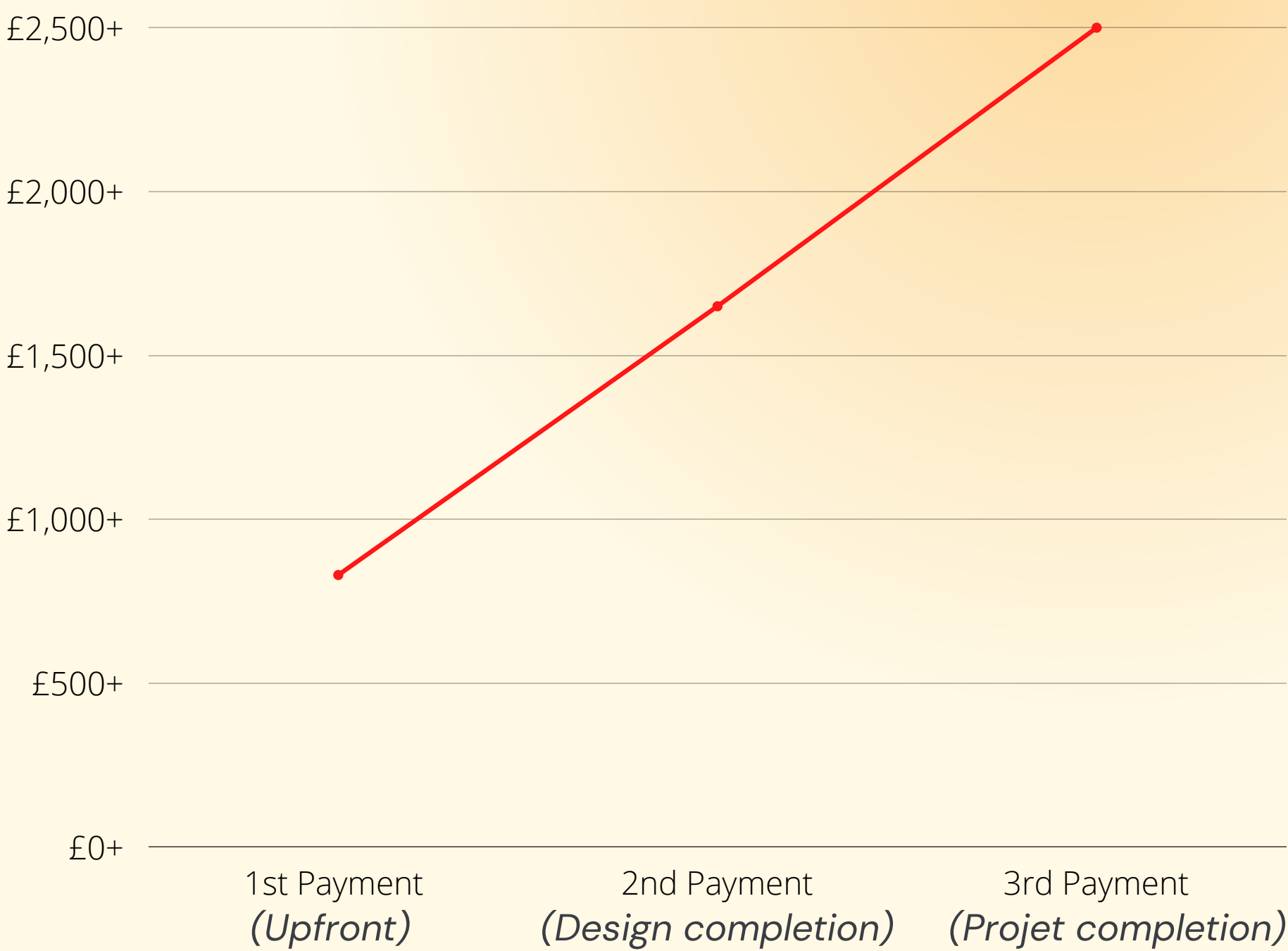
Terms & Agreements 🤝

The agreement must to be considered between The Digital Hacks and the client, regarding his e-commerce project. Any additional work not specified in this package must be authorized by a written change order. All prices specified in this package can vary depending to additional requirements added to the webshop.
The value of the quote for the project will be specified in the contract which must be signed by both parties.

Continued services after that time will require a new agreement.
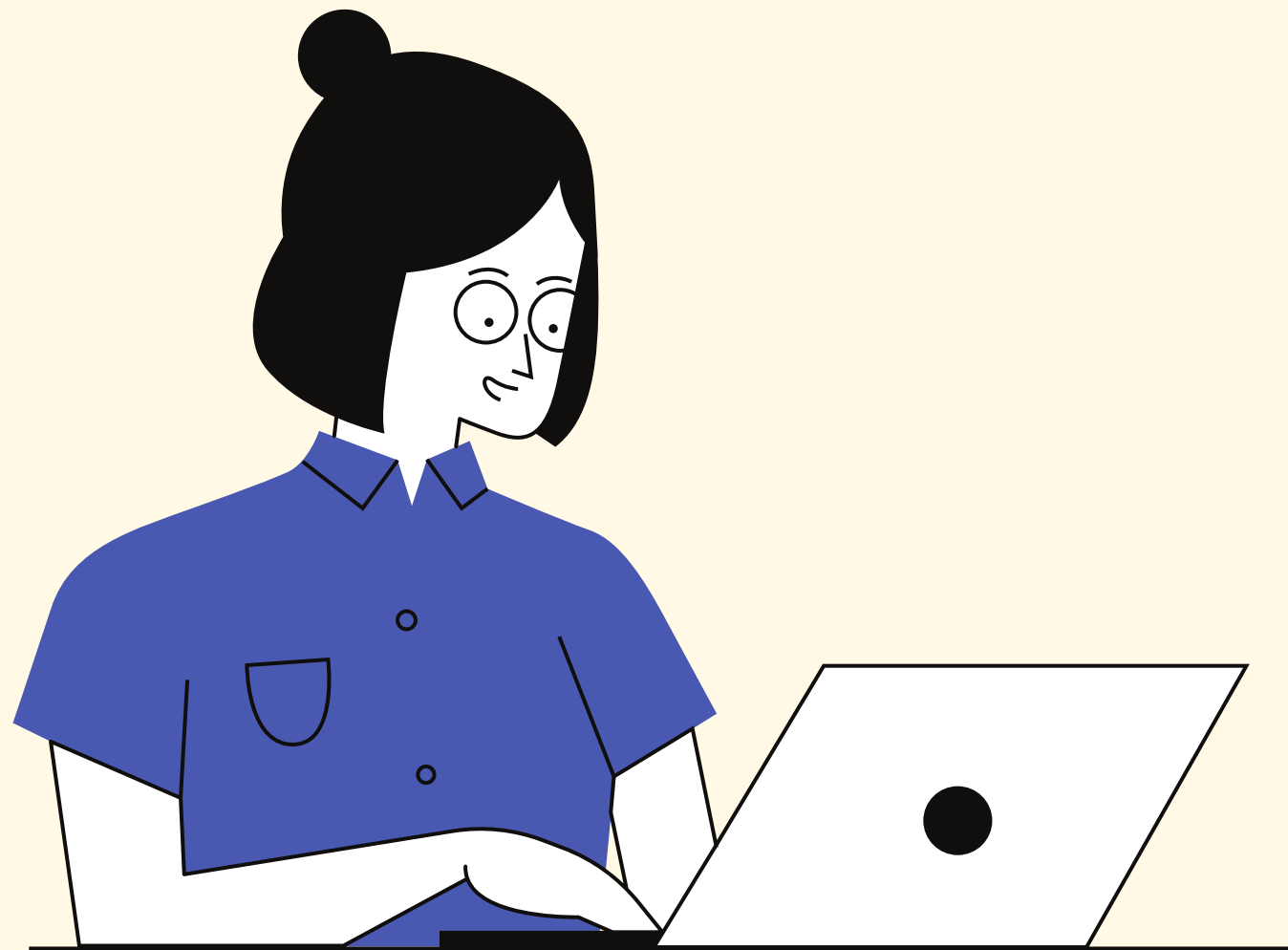
Payment Realization

Fees to The Digital Hacks are due in accordance with the quote that you will receive specifically for your project. The prices in this package are standard base prices. The payment is divided into three instalments, the first upfront, the second upon completion of the design and the third upon completion of the project. Fees for monthly services (if needed) will be invoices on the 1st business day of each calendar month and are due on a net–30 basis. All costs are to be considered in £.

£2,500+

£2,000+

£1,500+

£1,000+

£500+

£0+

1st Payment *(Upfront)* 2nd Payment *(Design completion)* 3rd Payment *(Projet completion)*

Website Maintainance

Monthly SEO updates, support, banner substitution and little design adjustments.

☑ **Submit a Ticket**

Online support available 24/7
Email, Phone, WhatsApp

☑ **Follow your Project**

Get notified about any updates and follow your project development.

☑ **Keep your Bills**

Check your Invoices, pay your bills and keep track of all transactions.
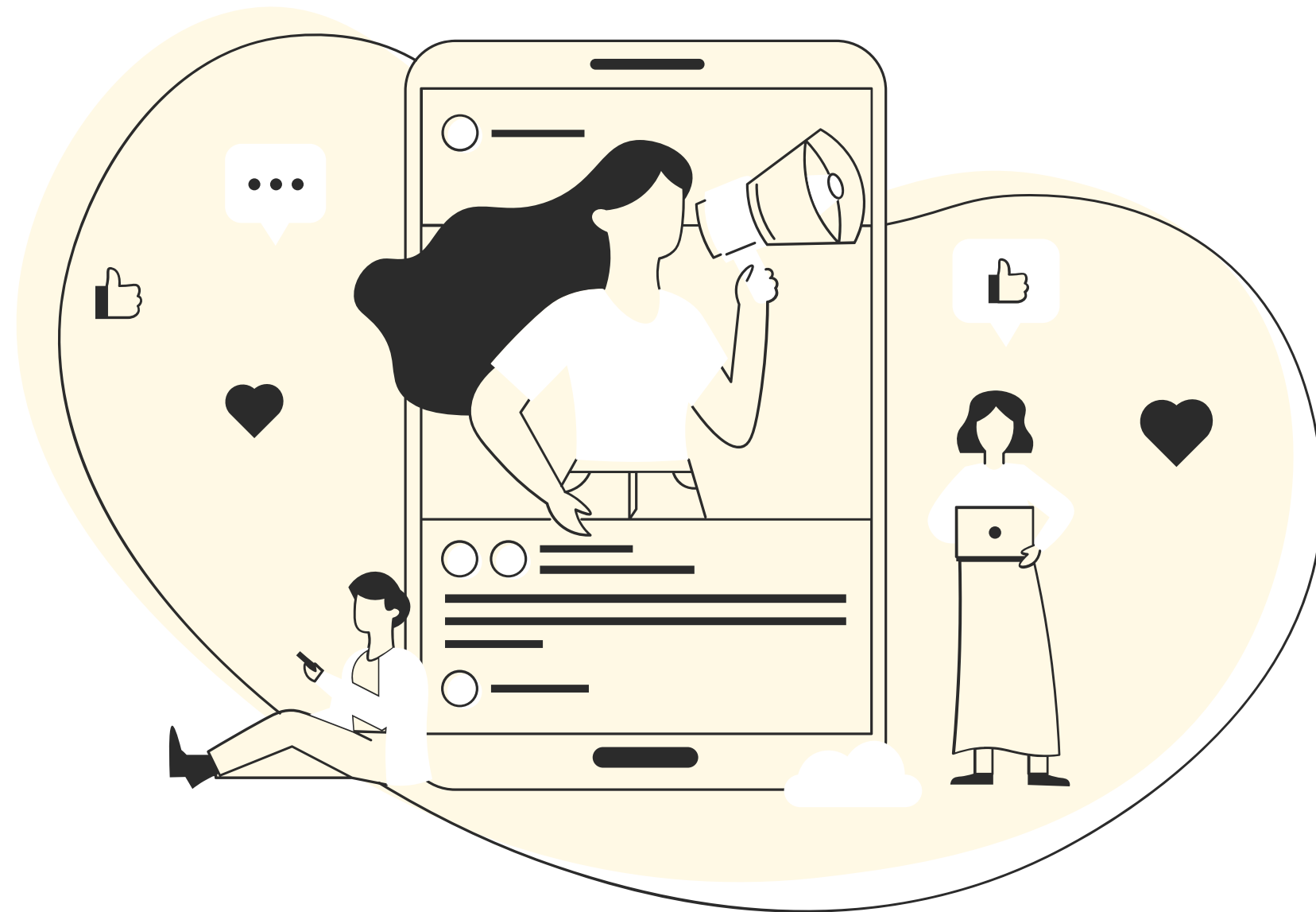
Meet Our Team

THE DIGITAL HACKS

Jerry Musprow
WEB DEVELOPER

Andrea Magossi
MARKETING STRATEGIST

Pawan Kumar
WEB DESIGN & SEO

THE DIGITAL HACKS

TDH Reviews & Certifications

We are successfully listed on the major online design directories.

DAN MEMBER

DESIGNRUSH ACCREDITED AGENCY 2020
DESIGNRUSH.com

TOP AGENCY

★★★★☆
RECOMMENDED SERVICES

thedigitalhacks.com

thedigitalhacks.com

The Digital Hacks
115 Mare St, London, United Kingdom

5.0 ★★★★★ 6 reviews ⓘ

bark
★ **CERTIFICATE OF EXCELLENCE** ★
2021 WINNER

THE DIGITAL HACKS

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