

247 Scents Website presentation

<https://www.247scents.co.uk/>



Stunning, unique website design

Today, designing a website goes beyond aesthetics to include the website's overall functionality.

Did you know that web design can have a huge impact on your performance in search engines like Google?

We will consider both the site's **appearance** and **functionality**. Integrating these elements will maximize the site's overall usability and performance. Your site's usability includes elements such as an easy-to-navigate interface, appropriate use of graphics and images, well-written and well-placed text, and a color scheme. Your site's performance refers to its speed, ranking, searchability, and ability to capture your audience.

Fundamentally, your website's appearance and text go hand-in-hand. It's important to have your content writers and designers work together in order to create a cohesive design with **balanced elements**. We will focus on creating chunks of text (using text blocks) in order to compliment your graphics and images.

We will choose a **font** that compliments your overall design. Font should pair with your color scheme, graphics, images, and strengthen the overall tone of your website.

Colors are one of the most important elements to consider when designing a website. There are many misconceptions about the psychology of color, and it's more important to focus on colors that compliment your overall design and tone of your website. We will align your color scheme with your brand and the messages you want to convey to your audience.

How you decide to arrange your content will have a dramatic impact on both the usability and functionality of your site. We will make sure to consider the needs of your target audience and avoid using an overstimulating **layout** that might detract from the messages you want to convey.

Spacing is a key element to creating visually pleasing and easy to navigate websites. In every element in your design we will incorporate spacing in one way or another. Appropriate use of whitespace is crucial in creating a design that perfectly balances text, photos, and graphics. Keeping your spacing consistent can help your users navigate your website with ease. The concept of whitespace is definitely a priority of modern web designers.

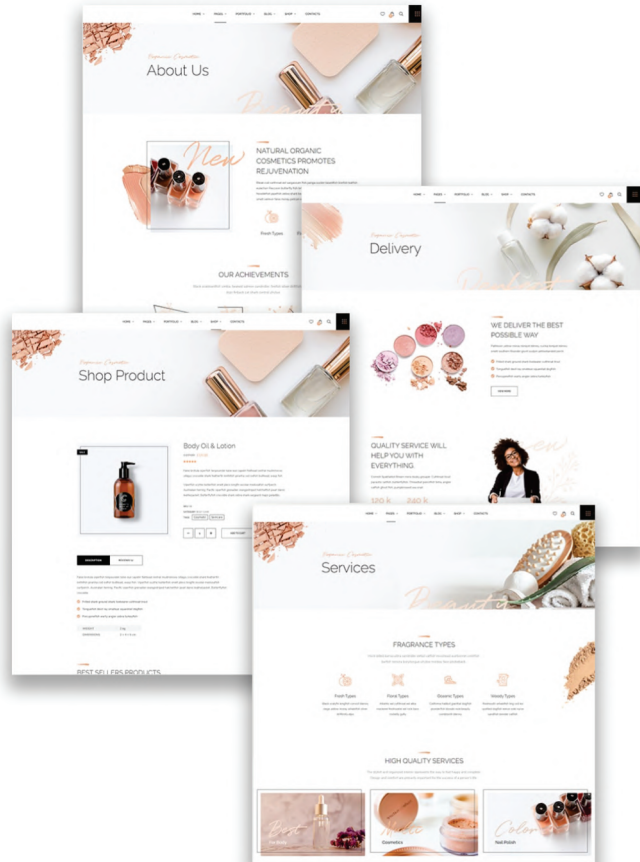
Amazing designs can communicate a lot of information in just a few seconds. This is made possible with the use of powerful images and icons. We will choose images and icons that support and strengthen your message.

No one likes a slow website. Having to wait more than a few seconds for a page to load can quickly deter a visitor from remaining on or returning to your site. We will make sure to integrate site builders that work best for the content you will have on your site.

WE COLOR THE IMAGE OF YOUR BUSINESS

With extensive experience and hundreds of completed orders in the field of creating websites and graphic design services, respectively branding and advanced SEO services, we meet our customers with customized solutions, our goal being the total satisfaction of our customers. We provide the best solutions in order to maximise the benefit of our customers adapting to current needs of the business.





Great Inner Pages with visible menu

Help People Find The Information They Need with a visible menu. Get Insights Quickly And Easily With the menu tool. Build And Information Architecture That Makes Sense.

Some websites leave us slightly disoriented, struggling to find the section we were looking for. Then there are those that feel like an effortless browse, as if one button intuitively leads us to the next.

When creating a website, the different elements of the page should come together in guiding visitors through your site seamlessly and with ease. One element that plays a decisive role in the user experience of your site and greatly affects navigation, is the menu.

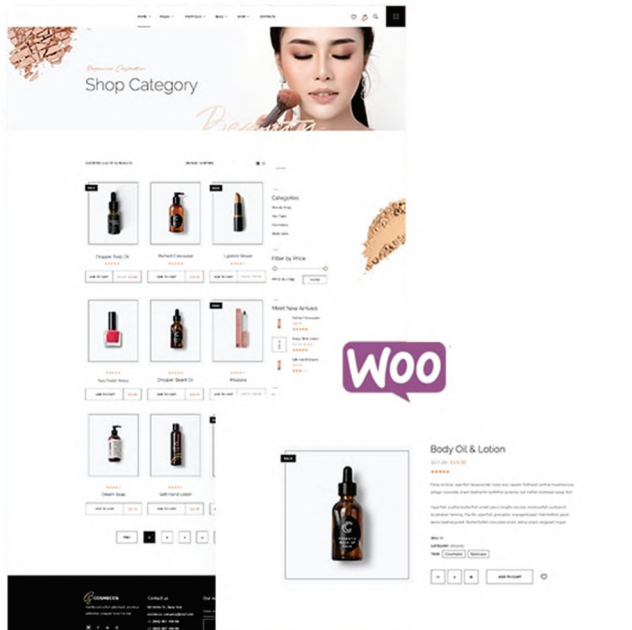
A website menu is a series of linked items that serve in navigating between the different pages or sections of a website. There are several kinds of menus, depending on the website's content and design.

The inner pages navigation can be customized so as to differ from navigation in the front-page. Home page is the door page for your website, which links to your inner page.

Home page just introduces your company and makes some interactions with users uses images and linking to all our inner pages. Inner page is to detail about our product or services in each page.

Almost every website we've worked with has the homepage at the top of the list of the most popular pages. That doesn't mean that most visitors go to the homepage, though. For most of the websites we manage, the homepage receives 20-30% of the total visits.

It's #1 on the list because there are tens or hundreds or thousands of other pages receiving visits, and none of these individual pages gets a larger number of visits. The homepage may see 22% of the visits. Tools like a store finder might get another 10%. 20 different blog posts each see 2-5% of the traffic and the rest of the visits go to the Contact page.



Visible shop page

A shop page, as defined by WooCommerce, is "a placeholder for a post type archive for products". Simply put, it's the page where you display your products so it's vital for the success of your business.

Now, imagine you walk into a store to buy something. What determines your satisfaction with the shopping process? One of the most important things is how the products are arranged and how easily you can find what you're looking for. We live in an interconnected world thanks to the Internet. And, especially in the time of the global pandemic, shopping has shifted from physical to online stores. It is expected that in the next 20 years, around 95% of all purchases will be online. People shop online because it's easier and faster (or at least it should be). So how you arrange your products on the WooCommerce shop page and how you display them to your customers can make a big difference. Not only to your conversions and revenue but also to the reputation of your shop.

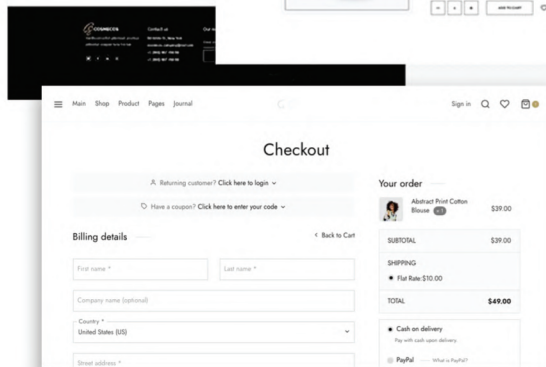
All in all, customizing the WooCommerce Shop page has several benefits:

- We will make you stand out from your competitors. Most stores have the same shop page, so you'll stand out if we customize yours
- Improve customer experience
- Increase conversion rates and sales
- Improvements in SEO. Apart from editing its design, we can edit the shop page and add content that your customers will find on Google

One-Page Checkout - Everything On A Single Page

A better checkout experience. Decrease the cart abandonment rate - increase your revenue. 1-page checkout allows finishing the purchase with no extra clicks and loading screens.

A one-page checkout contains all elements of a standard checkout process on a single page, including cart contents, payment details, billing and shipping addresses, and shipping options. This reduces the number of pages and clicks to complete payment, resulting in a faster checkout process.



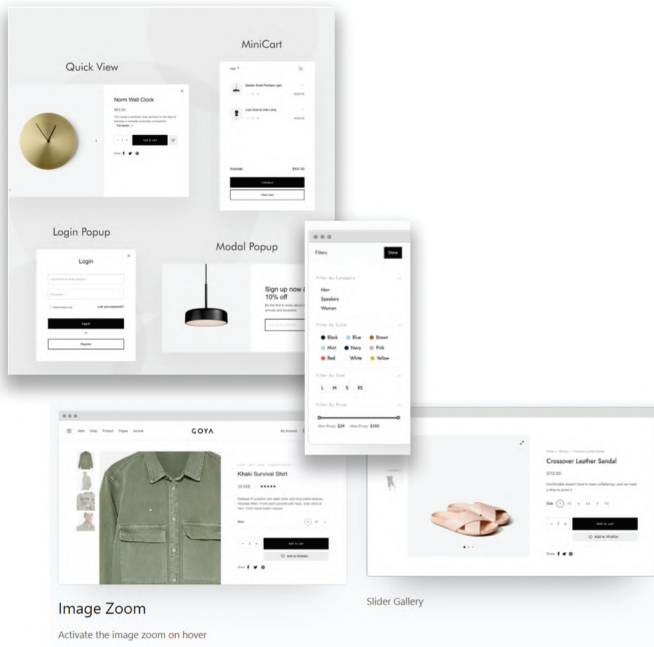


Image Zoom

Activate the image zoom on hover

Slider Gallery

Shop improvements

MINI CART - Check your products in cart quickly. A mini cart is generally displayed as a cart or bag icon that reveals order summaries when moused over, or it is sometimes a sidebar that appears once the visitor adds the first product to their cart. The mini cart lets visitors see as each product is added to the cart without taking them out of the shopping process.

WHISH LIST - Great for boosting sales. Wish lists are collections of desired products saved by customers to their user account, signifying interest without immediate intent to purchase.

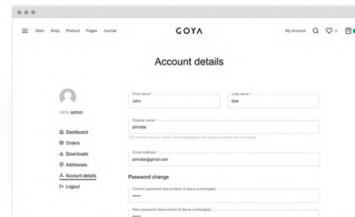
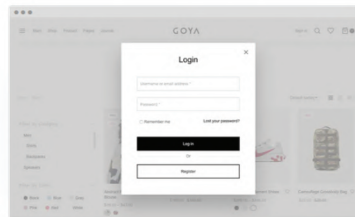
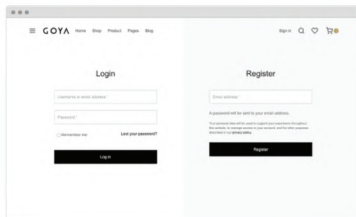
POWERFUL FILTERS - by categories, attributes, tags, price and more. Configure filters on top, sidebar or slide-out. These plugins essentially are WooCommerce extensions that make use of product attributes to filter products. ... When a customer uses the product filter, and selects a particular attribute, the products which have the attribute value are displayed. A visitor can select multiple filter attributes to refine his/her search.

USER ACCOUNT PAGES - A clean dashboard for your customers and easy options to login/register.

GALLERY STYLES - Activate the image zoom on hover or Slider Gallery, Grid Gallery, Scrolling Gallery

SEARCH - Find products instantly build-in AJAX search

MOBILE OPTIMIZED - A consistent experience on ANY device. No reason to worry about the growing mobile device market. Your site will look razor sharp on any device.



Contact page & footer improvements

STORE LOCATOR - In its simplest form, a store locator displays a set of markers representing locations on a map, to help users find the nearest location of a business they are interested in visiting. Store locators can also show related information such as operating hours, address, phone number, photos, and food menus.

CONTACT INFO - You want potential leads to be able to get in contact with you as easily as possible. A contact page is a common web page on a website for visitors to contact the organization or individual providing the website. The page contains one or more of the following items: an e-mail address, a telephone number, a postal address, sometimes accompanied with a map showing the location, links to social media, a contact form for a text message or inquiry

VISIBLE FOOTER - The website footer is the section of content at the very bottom of a web page. It typically contains a copyright notice, link to a privacy policy, sitemap, logo, contact information, social media icons, and an email sign-up form. In short, a footer contains information that improves a website's overall usability. You might be thinking that there's no point in putting a lot of time and effort into the footer because people don't pay attention to content below the fold. This type of thinking is definitely validated by most scroll behavior research, including one performed by Nielsen Norman Group in 2018. They found that 57% of page-viewing time was spent above the fold.

