Lecture 2

Online store components

- Homepage

- Sub-pages

- Rectangle of exploration and search (search bar)

- Tools of completion the buying and selling processes

Online store components

1- Homepage:

● The **homepage** is one of the most important pages of the website, as it is the interface of the site and gives the first impression about this site, its products, its contents, and its marketing strategy. Through this page, you will access the rest of the pages of the site.

● **The homepage should have the following characteristics:**

- The interface should be well organized and its components arranged so that the consumer does not feel confused.

- The interface colors should be consistent and harmonious with each other and not disturbing the eye of the website visitor, with the ability to

use more than one color on the home page, according to the tastes and desires of customers.

- The electronic interface of the website must contain pictures, animations or videos that explain the products of the website.

- The homepage or electronic interface of the site must be loaded quickly, so that the site visitor does not feel bored, and thus leave the website.

- The multiple links on the website should be classified and aggregated in a way that facilitates their use and access. Also, it is not necessary to increase the number of links so that the user does not feel difficult and complicated in reaching what he wants.

- Must use well-defined and colorful icons on the homepage.

2- Sub-pages:

● The organization must pay attention to the design and arrangement of all the pages of the website, because in many cases the user can reach one of the **subpages** without going through the **homepage** when searching for a specific product or topic through the search engines.

● **When designing and arranging the internal or sub-pages of the website, the following points should be taken into consideration:**

-Defining fonts, their sizes and types within the **internal and sub-pages** of the website.

-Identify drawings, their shapes and sizes.

-Determining the approved colors, their consistency and harmony, and their relevance to the nature of the website and its products.

- Determine the images that will be used in the **sub-pages** and the programs for their design.

- Use sound effects appropriate for the website and its specialty.

- Taking into account the nature, size and color of the buttons that link the pages together.

3- Rectangle of exploration and search (search bar):

● **The exploration and search rectangle** is one of the most important components of the website, because it helps the user to distinguish the components of the online store, and this rectangle must be present on the home page of the site.

● **The exploration and search rectangle** is considered as a mini search engine, that facilitates the user to access what he wants within the online store and its various pages. **In fact, several important points must be taken into account related to this tool to achieve its goal, as follows:**

- Determine the location of the search bar within the home page and arrange its contents.

-Determine the keywords that should be used within the search bar.

-Determine which types of information should be included in the search bar.

- Determine the approved search system within the website.

4- Tools of completion the buying and selling processes:

●In fact, there are a set of tools and systems that are used when designing the website of the online store, which are related to the **completion of the buying and selling processes** .

●The site management seeks through **these tools** to make the sale, purchase and payment processes easy. We mention of these **tools** the following:

-Shopping cart

-Ordering systems

-Financial support systems

-Download and distribution systems

.... **End** ....