

## Ecommerce Guide and best practice

To help articulate requirements and outline wireframes for your next ecommerce project



### Why this Guide?

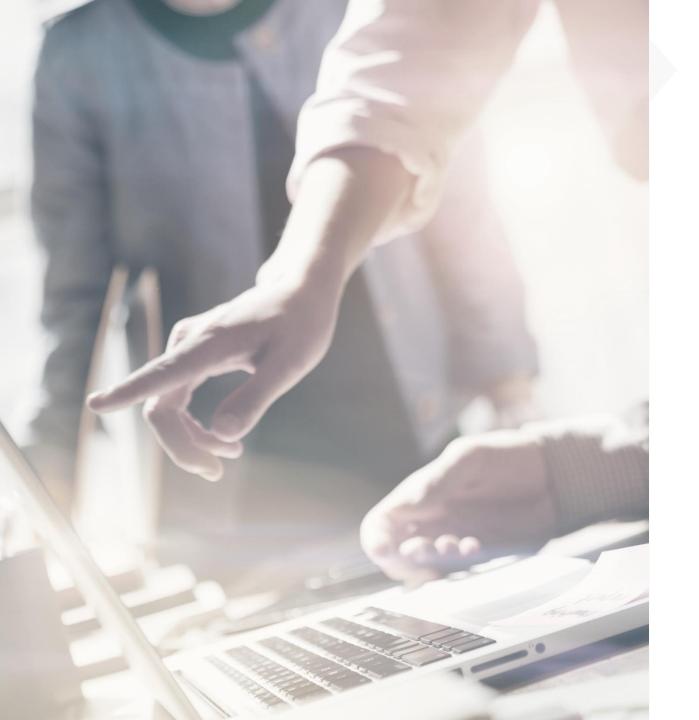
- Ecommerce projects are complex and as a customer is often difficult to articulate solution requirements.
- This guide helps you articulate your requirements and outline wireframes for most normal ecommerce pages and integration points.
- Use the template to get inspiration and reflect on your project by adding your comments to the different pages.

🚸 dynamicweв

Objectives, architecture and integration

- Current situation
- Solution objectives
- System architecture





### Current situation

#### Describe your current business situation:

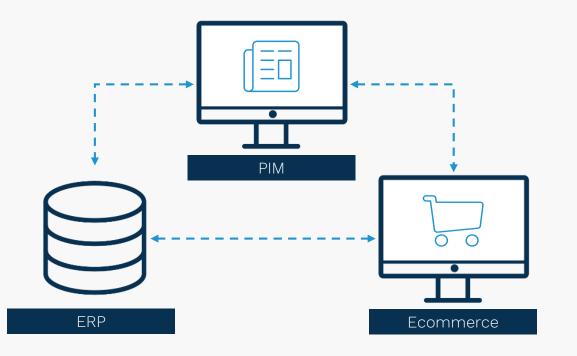




### Solution objectives

#### Describe your objectives for the solution:



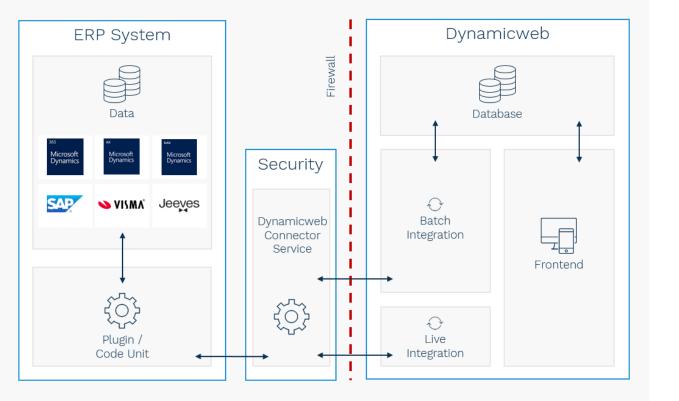


## High level system architecture

Describe the systems your coming ecommerce solution should integrate to:

- Dynamics NAV / AX as ERP
- PIM system
- Field service
- Delivery etc.

### ERP integration points

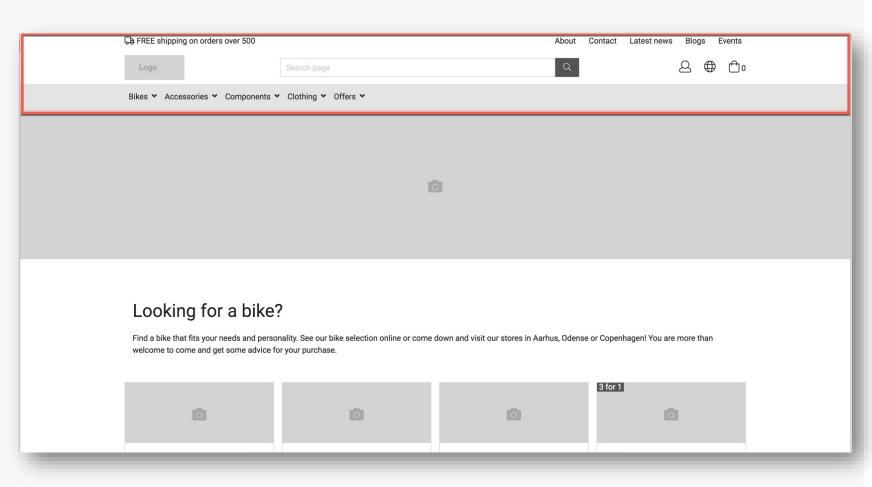


Describe your data that should flow from your ERP-system to ecommerce:

- Currencies
- Languages
- Units
- Manufacturers
- Customers
- Product Groups
- Products
- Related Products
- Prices
- Product Stock
- Orders

## Overall page layout

- Top layout types
- Menu types
- Product search
- Footer

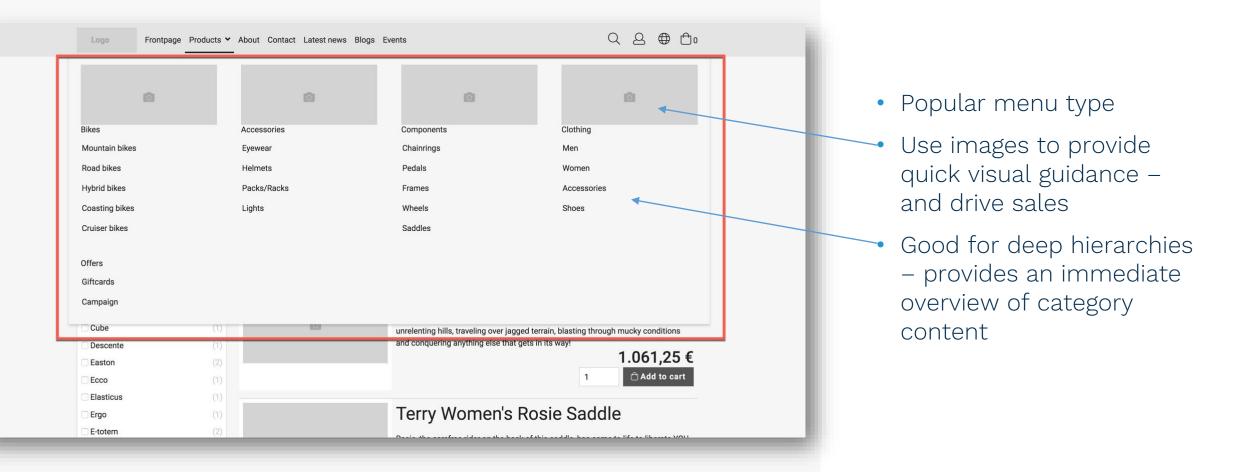


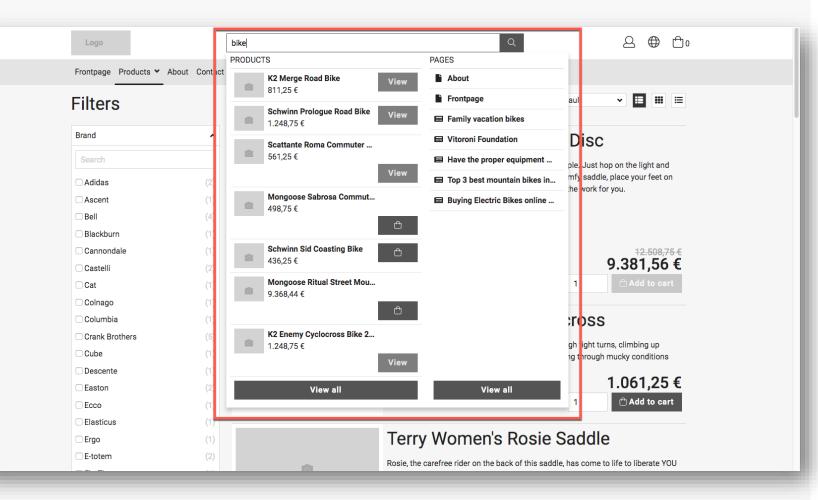
## Top layouts with a tool bar

- Splits content pages & product groups into two separate menus
- Product groups shown in menu, which is more prominently placed
- Content pages are shown in the toolbar, which is less prominently placed



### Mega menu

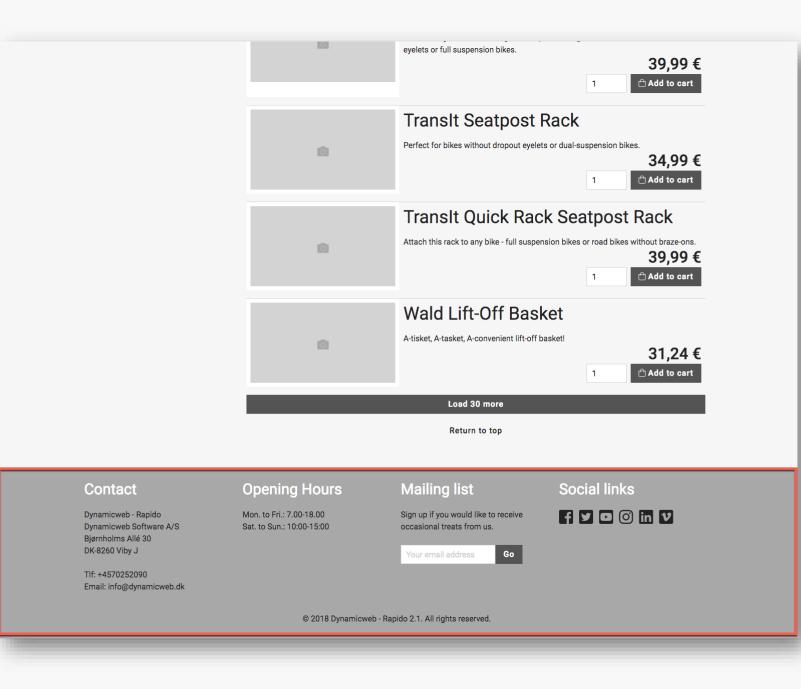




### Product & Content search

- Immediate access to product & content search
- Detailed suggestions help customers find content based on Product name, number, title, descriptions, etc.
- Up to 8 suggestion shown

   and a link to the full
   search result page



### Footer section

- Show 1-3 text columns
- Newsletter sign-up
- Social media links
- Card and verified payment



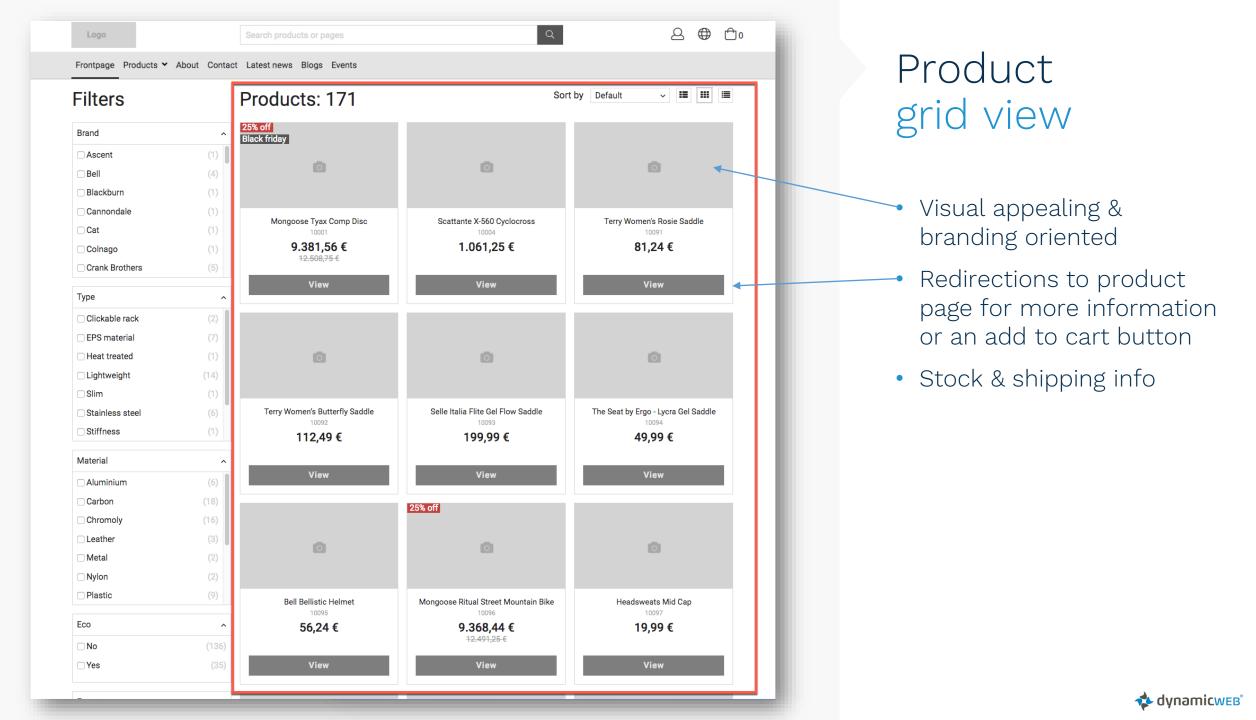
# Product lists & filters

- 3 product list views List, Grid & Details
- Use filters to narrow down the selection of products shown



Logo		Search products or pages		
Frontpage Products ¥	About Conta	ct Latest news Blogs Events		Product
Filters		Products: 171	Sort by Default ~	list view
Brand	^	25% off Black friday	Mongoose Tyax Comp Disc	
Ascent	(1)		10001	
Bell	(4)	۵	So fast. So agile. So stable. So comfortable. So simple. Just hop on the light and durable chromoly frame, settle your tush into the comfy saddle, place your feet on the	
Blackburn	(1)		pedals and let the single speed drivetrain do all the work for you.	<ul> <li>Visual and information</li> </ul>
Cannondale	(1)		Colors	
Cat	(1)		Blue Red Grey Green	oriented
Colnago	(1)		Please select variant!	
Crank Brothers	(5)		+ <del>12.508,75 €</del> 9.381,56 €	No stock & shipping info in
Туре	^		1 🗮 Add to cart 🗲	this view
Clickable rack	(2)			
EPS material	(7)		Scattante X-560 Cyclocross	Units and variants are
Heat treated	(1)		10004	
Lightweight	(14)	Ó	This winning CX racer will having you weaving through tight turns, climbing up unrelenting hills, traveling over jagged terrain, blasting through mucky conditions and	presence
Slim	(1)		conquering anything else that gets in its way!	
Stainless steel	(6)		1.061,25 €	Can add to cart
Stiffness	(1)		1 ⊫ Add to cart	
Material	^		Terre Menserle Desie Ordelle	
Aluminium	(6)		Terry Women's Rosie Saddle	
Carbon	(18)	Ø	10091 Rosie, the carefree rider on the back of this saddle, has come to life to liberate YOU	
	(16)		and YOUR TUSH with comfort beyond your wildest dreams!	
Leather	(3)		<b>×</b> 81,24 €	
Metal	(2)		Piece ✓ 1 🗮 Add to cart	
□ Nylon	(2)			
Plastic	(9)		Terry Women's Butterfly Saddle	
Eco	^	٥	<sup>10092</sup> You don't have to sacrifice light weight and a low profile to get in-the-saddle-comfort. <b>112,49 €</b>	
No	(136)		Piece v 1 H Add to cart	
Yes				

💠 dynamicweB°



Logo		Search products or pages	۹	2 0	0
Frontpage Products 💙	About Conta	ct Latest news Blogs Events			
Filters		Products: 171	Sort by Default	~ III III	
Brand	^	Mongoose Tyax Comp Disc	<del>12.508,</del> 9.381,	View	
Ascent	(1)	10001     In stock, Delivery 1 week       25% off     Black friday	9.301,	50 E	- 1
Bell	(4)	Contractor V 550 Ourlearnes	1.061.0	25€ 1	
Blackburn	(1)	Scattante X-560 Cyclocross 10004 • Out of stock	1.061,2	51	۲.
Cannondale	(1)	Terry Women's Rosie Saddle	Piece v 81,2	24€ 1	F
🗆 Cat	(1)	10091 • Out of stock			
Colnago	(1)	Terry Women's Butterfly Saddle	Piece v 112,4	49€ 1	F
Crank Brothers	(5)	10092 • Out of stock			
Туре	^	Selle Italia Flite Gel Flow Saddle 10093 • Out of stock	Piece ~ 199,5	99€ 1	F
Clickable rack	(2)	The Seat by Ergo - Lycra Gel Saddle	49 0	99€ 1	R
EPS material	(7)	10094 • Few in stock, Delivery 1 week	47)		
Heat treated	(1)	Bell Bellistic Helmet	56,2	24€ 1	۲.
Lightweight	(14)	10095 • Out of stock			
Slim	(1)	Mongoose Ritual Street Mountain Bike	<del>12.491,</del> 2		F
Stainless steel	(6)	10096 ● In stock, Delivery 1 week	9.368,4	4 ŧ	- 1
Stiffness	(1)				
		Headsweats Mid Cap 10097 • Few in stock, Delivery 1 week	Piece v 19,9	99€ 1	F
Material	^		Diago 187	4.6 1	
Aluminium	(6)	Performance Liberty City Cycling Cap 10098 • Few in stock, Delivery 1 week	Piece ~ 18,7	74 € 1	۲.
Carbon	(18)	Mongoose Crossway 450 Disc	408	75€ 1	F
Chromoly	(16)	10005 • In stock, Delivery 1 week	450,7		
Leather	(3)	Castelli Logo Bandana	Piece v 21,2	24€ 1	۲.
🗆 Metal	(2)	10099 • Few in stock, Delivery 1 week			
Nylon	(2)	K2 T:Nine Alliance Ladies Road Bike	1.248,	75€ View	
Plastic	(9)	10100 • Out of stock			
Eco	^	K2 T:Nine Twister Ladies Road Bike	1.061,	25€ View	
No	(136)	K2 Enemy Cyclocross Bike 2008	1.248,	75€ View	
☐ Yes	(35)	10102 • In stock, Delivery 1 week	1.240,	VIEW	
		K2 Merce Doad Bike	011	25.£ View	

### Product details view

- Compact overview of products with less visual information
- Extra attention to delivery & stock information (red/green)
- Units selector & add to cart directly from list
- Redirect to product page for products with variants

- 💠 dynamicweb

Brand Weight Products: 40 Reset all filters つ Bra		<ul> <li>Material</li> <li>Series X Brand: Giro X Brand: GT X</li> </ul>	<ul> <li>Eco</li> <li>Sort by Default</li> </ul>	<ul><li>✓</li><li>✓</li><li>✓</li><li>✓</li></ul>	
Products: 40	) ind: Bell X Brand: Crank Broth		Sort by Default	<ul><li>✓ III III III</li></ul>	
	nd: Bell 🗙 Brand: Crank Broth	ers 🗙 Brand: Giro 🗙 Brand: GT 🗙	Sort by Default	· II II II	
Reset all filters 🕽 Bra		ers 🗙 Brand: Giro 🗙 Brand: GT 🗙			
	B				
		5 ether you're bar spinnin' at the local skate par protect your noggin' like no other.	rk or taking your big hit bike down the mo	untain, this tough helmet 56,24 € F Add to cart	
	10 10 Ri 12	Lopo All * Frontpage Products * About Contact Latest new Brand v Type		× Eco •	ł
	w Fr 5	Weight Color Products: 40 Reset all filters D Brand: Beil x Brand: Crank	Plastic         (2)           Steel         (3)           Titanium         (3)	6) 3) rt by Default - III III -	-
	PI	۵	Bell Bellistic Helmet	hit bike down the mountain, this tough helmet 56,24 € 1	l
		۵	GT GTR Series Three Road Bikk	ast bike! Shimano Tiagra compact cranks and	ľ

## Horizontal filters

- Recommended for solutions with less than 8 filters
- Filters are closed initially, and can be opened individually by the customer
- Tags provide an overview of the active filters
- Filter options relevant to the product portfolio, e.g.:
  - Color
  - Material



### Left filters

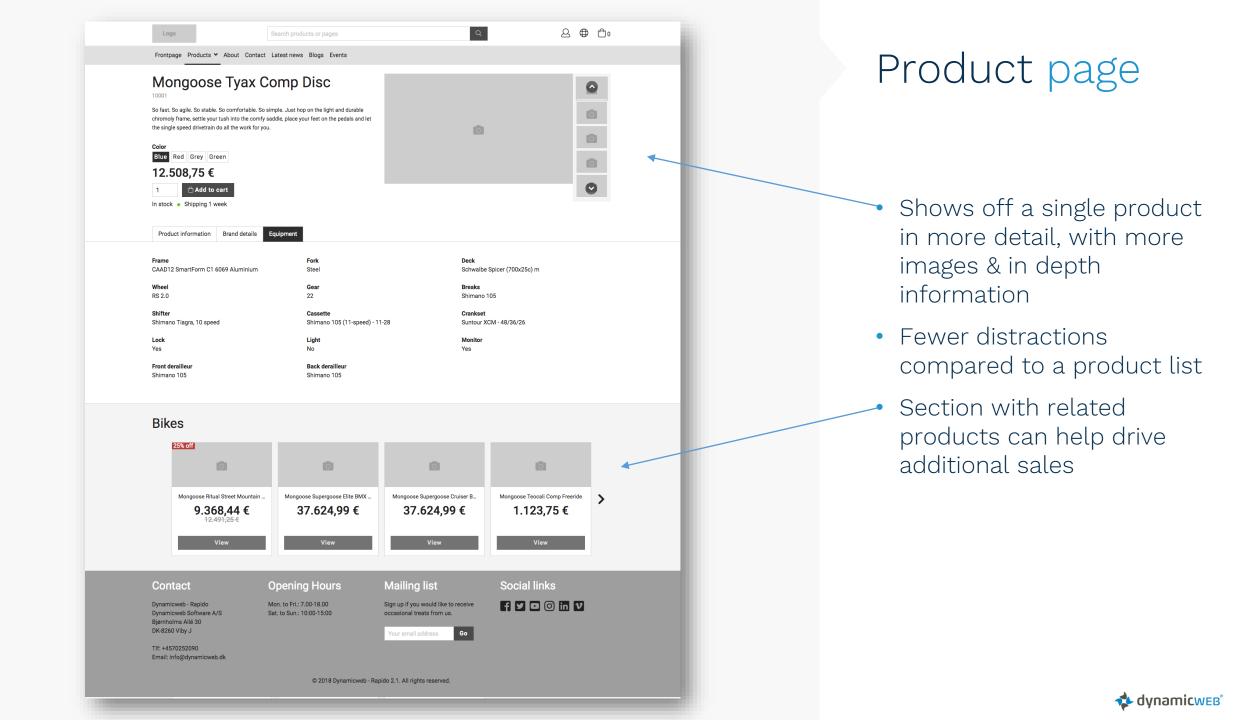
1 mars		
Logo	Search products or pages	
Frontpage Products Y About Contac	t Latest news Blogs Events	
Filters	Products: 4	Sort by Default ~ III III
Brand ^	Reset all filters 🕽 Brand: Blackburr	🗴 Brand: E-totem 🗙 Brand: Mavic 🗙 Material: Aluminium 🗙
Blackburn (1)		Blockburn EV 1 Expedition Book
E-totem (1)		Blackburn EX-1 Expedition Rack
Mavic (2)	Ō	10119 Blackburn's strongest rack is built for extended tours, off-road rides and long distance
Transit (2)		commutes. And it even holds a child seat for safe transport of your little one! 56,25 €
Material ^		1 ⊫ Add to cart
Aluminium (4)		
<b>Steel</b> (1)		Mavic Crossland Disc Front Wheel
Eco ^	۵	Mavic has taken their finest technology and designed a wheel for lovers of rough terrain who can't afford to be rough on their wallets!
□ <b>No</b> (4)		100,00 €
		1 ⊫ Add to cart
Weight ^		
<b>0 kg</b> (4)		Mavic Crossmax SLR Disc Rear
Color	Ø	Wheel
		Take the incredible spec list from the Crossmax SL, add a titanium quick release, plus some fast racing graphics and you get the Crossmax SLR – the World's highest performing cross country recembed

- Recommended for solutions with more than 8 filters
- Filter groups be minimized and maximized
- Tags provide an overview of the active filters
- Filter options relevant to the product portfolio, e.g.:
  - Color
  - Material

## Product page

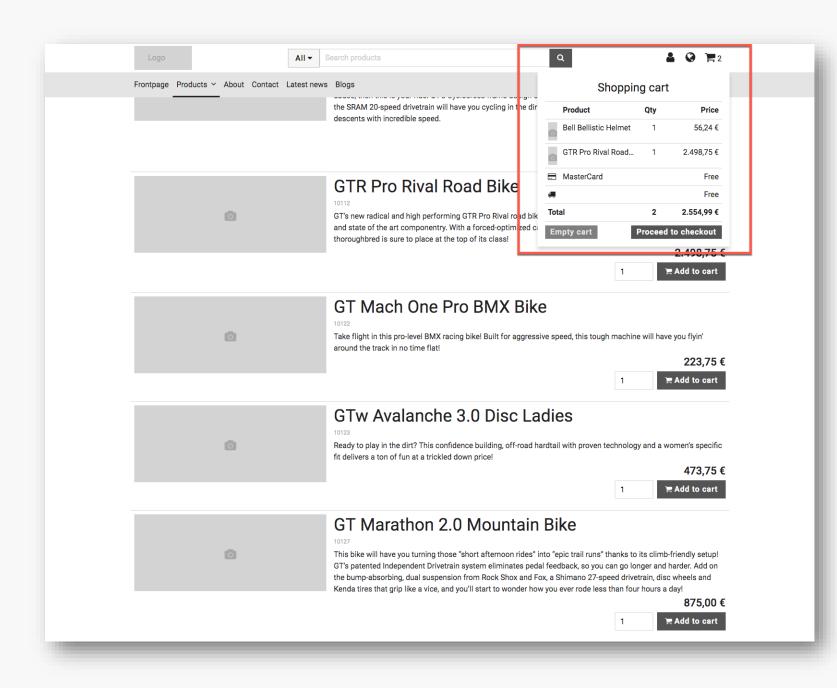
- Detailed view of a single product
- Additional images & information
- Related products





# Check Mini-cart One-step Multi-step

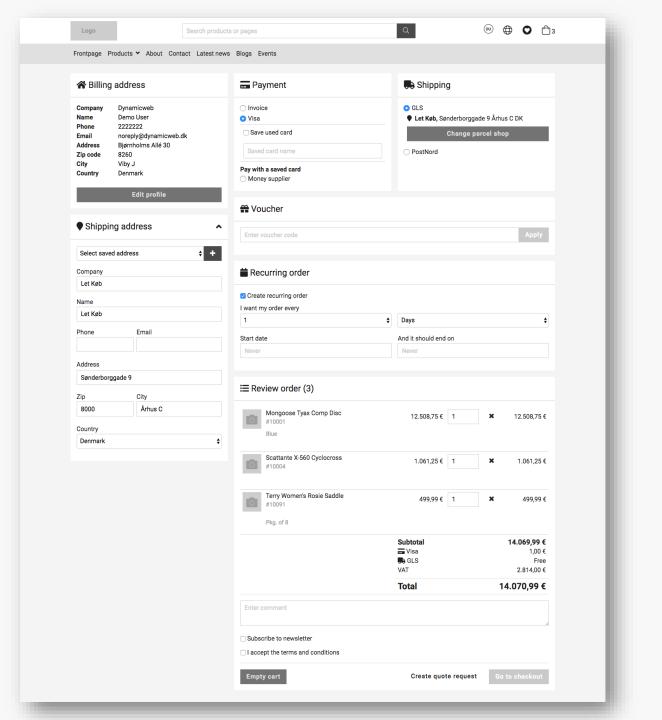




### Mini-cart

- Quick and readily available view of shopping cart content
- Mini cart counter provides immediate feedback when a product is added to cart
- Immediate access to order total, current estimated shipping fee, and more
- Each product listed with image, product name, quantity, and price
- Shorter route to checkout

🚸 dynamicweв



### One-step Check out

- Improved conversion rate with one-step checkout
- No steps means no distractions which can keep the customer from completing checkout
- Sections; Addresses, payment & shipping, voucher, recurring order and review order



1. CART	2. DELIVERY	3. SHIPPING/PAYMENT
≡ Your cart (3)		
Mongoose Tyax Comp Disc #10001 Blue		12.508,75 € 1 ¥ 12.508,75
Scattante X-560 Cyclocross #10004		1.061,25 € 1 ¥ 1.061,25
Terry Women's Rosie Saddle #10091 Pkg. of 8		499,99 € 1 ¥ 499,99
	Subtotal Visa GLS VAT	<b>14.069,99</b> 1,00 Fre 2.814,00
	Total	14.070,99
Enter comment		

### Multi-step Check out

- Multi-step checkout makes it easier to assess what to do for each step
- Collect information gradually
- 3 steps; Cart, Delivery, and Shipping, Payment, Voucher & Recurring order

	1. CART	2. [	DELIVERY		3. SHIPPING/PAYM	IENT
Billing add	ress			⊞ Su	mmary (3)	
ompany ame hone	Dynamicweb Demo User 2222222			1 x	Mongoose Tyax Comp Disc	12.508,75€
none mail ddress	noreply@dyna Bjørnholms Al			1 x	Scattante X-560 Cyclocross	1.061,25€
ip code ity ountry	8260 Viby J Denmark			1 x	Terry Women's Rosie Saddle Pkg. of 8	499,99€
		Edit profile		Subto	tal	14.069,99 €
				Vis	a	1,00 €
Shipping ac	Idress		^	VAT		2.814,00 €
Shipping ac	ldress		^	VAT Tota	I	2.814,00 € <b>14.070,99 €</b>
Shipping ac			^ +		I	
					I	
Select saved addr					I	
Select saved addr					I	
Select saved addr ompany ame	ess				I	
Select saved addr ompany	ess	mail			I	
Select saved addr ompany ame hone	ess	imail			I	
Select saved addr ompany ame	ess	imail			I	
Select saved addr ompany ame hone ddress	ess E				I	
Select saved addr ompany ame hone	ess E	imail Dity			I	
Select saved addr ompany ame hone ddress	ess E				I	
Select saved addr ompany ame hone ddress	ess E				I	

### Multi-step Check out

- Multi-step checkout makes it easier to assess what to do for each step
- Collect information gradually
- 3 steps; Cart, Delivery, and Shipping, Payment, Voucher & Recurring order
- A summary field helps the customer maintain an overview of the order during checkout

- 💠 dynamicweb"

Frontpage Products Y About Contact Latest news Blogs Events		Multi-step
1. CART 2. DELIVERY	3. SHIPPING/PAYMENT	Check out
= Payment	⊞ Summary (3)	CHECK UUL
<ul><li>Invoice</li><li>Visa</li></ul>	1 x Mongoose Tyax Comp 12.508,75 € Disc	
Save used card	1 x Scattante X-560 1.061,25 € Cyclocross	<ul> <li>Multi-step checkout</li> </ul>
Saved card name Pay with a saved card	1 x Terry Women's Rosie 499,99 € Saddle	makes it easier to ass
O Money supplier	Pkg. of 8 Subtotal 14.069,99 €	what to do for each st
Shipping	wisa 1,00 €	
	VAT 2.814,00 €	Collect information
<ul> <li>GLS</li> <li>Let Køb, Sønderborggade 9 Århus C DK</li> </ul>	Total 14.070,99 €	gradually
Change parcel shop	Subscribe to newsletter	2 2 starser Cart Delivery
○ PostNord	□ I accept the terms and conditions	<ul> <li>3 steps; Cart, Delivery, Shipping, Payment,</li> </ul>
Here Voucher		Voucher & Recurring o
Enter voucher code Apply		• A summary field below
		A summary field helps
Recurring order		customer maintain an
Create recurring order		overview of the order
I want my order every		during checkout
1 \$ Days \$		
Start date And it should end on		
Never Never		

## Customer center

- Profile
- Orders
- Favorites
- Saved cards

Logo	Search products or pages		Q (10)	⊕ ◘ ⊡₃
Frontpage Products 💙 About Contac	ct Latest news Blogs Events			
My account   Dashboard   My profile   My addresses   My orders   My favorites   My saved cards   My quotes   My recurring orders	My profile     Name     Demo User  Phone 2222222 Email noreply@dynamicweb.dk	N	ld password ew password onfirm password < Bac	sk Save
Contact Dynamicweb - Rapido Dynamicweb Software A/S Bjørnholms Allé 30 DK-8260 Viby J Tif: +4570252090 Email: info@dynamicweb.dk	Opening Hours Mon. to Fri.: 7.00-18.00 Sat. to Sun.: 10:00-15:00		Social links acceive	n V
	© 2018 Dynamicweb - R	apido 2.1. All rights reserved.		

### Profile page

- Lets customers add and update personal information
- Stored user details help save time during checkout



#### O □ 3 Q Logo Frontpage Products Y About Contact Latest news Blogs Events My account My addresses Dashboard My profile Add new address My addresses Work Default Edit Delete My orders Bjørnholms Allé 30 🛛 noreply@dynamicweb.dk My favorites 8260 Viby J . 2222222 My saved cards Denmark Home Edit Delete Set default My quotes Bjørnholms Allé 10 My recurring orders 8260 Viby J Danmark, Denmark Contact Mailing list Social links **Opening Hours** Dynamicweb - Rapido Mon. to Fri.: 7.00-18.00 Sign up if you would like to receive f y 🖸 🛈 in V occasional treats from us. Dynamicweb Software A/S Sat. to Sun.: 10:00-15:00 Bjørnholms Allé 30 DK-8260 Viby J Go Tlf: +4570252090 Email: info@dynamicweb.dk © 2018 Dynamicweb - Rapido 2.1. All rights reserved.

### Address page

- Let customers add and maintain several addresses to use during checkout
- Saved addresses save time during checkout
- Set a default address



Logo	All - Search products	٩	∞
Frontpage Products ~ About Contact	Latest news		
Dashboard	I My orders		<b>≛</b> Q
My profile			
My addresses	27/02 2018 Payment:	New	View order Print Reorder
My orders	Shipping:	GLS	
My favorites	Price:	661,78 kr.	
My saved cards	22/02 No. ORDER371	New	View order Print Reorder
My quotes	2018 Payment:	Invoice	
ing quotos	Shipping: Price:	GLS 7.959,38 kr.	
	-	New	
	22/02 2018 No. ORDER372 Payment:	Invoice	View order Print Reorder
	Shipping:	GLS	
	Price:	1.068,25 €	
	21/02 No. ORDER370	New	View order Print Reorder
	2018 Payment:	Invoice	
	Shipping:	Postnord DK	
	Price:	796,69 kr.	
	21/02 No. ORDER369	New	View order Print Reorder
	2018 Payment:	Invoice	
	Shipping: Price:	Postnord DK 609,28 kr.	
		· · · · · · · · · · · · · · · · · · ·	
	21/02 2018 Payment:	New	View order Print Reorder
	2018 Payment: Shipping:	Invoice Postnord DK	
	Price:	749,99 €	
	21/02 No. ORDER367	New	View order Print Reorder
	2018 Payment:	Visa	
	Shipping:	Postnord DK	
	Price:	1.128,66 €	
	21/02 No. ORDER366	New	View order Print Reorder
	2018 Payment:	Invoice	1 1
	Shipping:	Postnord DK	
	Price:	218,71€	
	15/01 No. ORDER361	New	View order Print Reorder

### Orders B2C

- Show the customer a list of their recent orders
- Each order can be viewed and printed
- Quick-link allows the customer to reorder

🚸 dynamicweв

Logo	earch products or pages	Q	(m) 🌐 🔿 🛱 3
Frontpage Products 🗙 About Contact	t Latest news Blogs Events		
My account  Dashboard My profile My addresses My orders	My favorites     Add new list     My wishes Default     Prod     Published until: Never		Edit Delete
My favorites My saved cards	3 Birthday Prod. Published until: Never		Edit   Delete   Set as default
My quotes My recurring orders	5 Christmas wishes Prod. Published until: Never		Edit   Delete   Set as default
Contact	Opening Hours	Mailing list	Social links
Dynamicweb - Rapido Dynamicweb Software A/S Bjørnholms Allé 30 DK-8260 Viby J Tlf: +4570252090 Email: info@dynamicweb.dk	Mon. to Fri.: 7.00-18.00 Sat. to Sun.: 10:00-15:00	Sign up if you would like to receive occasional treats from us. Your email address	f y D () in V
	© 2018 Dynamicweb - Rap	ido 2.1. All rights reserved.	

### Favorite list

- Reduce shopping cart abandonment with favorite lists
- Customer can save products they are interested in, or which they plan to order often
- Support for multiple favorit lists per customer



Logo	Sea	rch products or pages	Q (10) (10) (10) (10) (10) (10) (10) (10)
Frontpage Products 🗙	About Contact	Latest news Blogs Events	
Filters		Search favorite products	٩
Brand	^	• My wishes: 36	Sort by Default 🗸 📰 📰 Buy all 🗅
Bell	(3)		
Cat	(1)	25% off	Mongoose Tyax Comp Disc 🛛 🔍
Crank Brothers	(5)		So fast. So agile. So stable. So comfortable. So simple. Just hop on the light and
Easton	(2)	<b>O</b>	durable chromoly frame, settle your tush into the comfy saddle, place your feet on
E-totem	(1)		the pedals and let the single speed drivetrain do all the work for you.
Forté	(1)		Color Blue Red Grey Green
GT	(3)		
□ K2	(1)		Please select variant! 12.508.75 €
Louis Garneau	(1)		9.381,56€
Mongoose	(4)		1 🗇 Add to cart
Scattante	(1)		
Schwinn			Scattante X-560 Cyclocross
Terry	(3)		
Time	(1)	۵	This winning CX racer will having you weaving through tight turns, climbing up unrelenting hills, traveling over jagged terrain, blasting through mucky conditions and conquering anything else that gets in its way!
Туре	^		1.061,25 €
EPS material	(3)		1 🗇 Add to cart
Lightweight	(2)		
Stainless steel	(4)		Terry Women's Butterfly Saddle
Material	^		You don't have to sacrifice light weight and a low profile to get in-the-saddle- comfort.
Carbon			112,49 €
Chromoly	(4)		Piece 🗸 1 🗂 Add to cart
Leather	(1)		
Plastic		25% off	Mongoose Ritual Street Mountain
Steel	(6)		
Titanium	(3)	۵	Bike
Eco	~		If you want baptism by air, here's your ride. Not only does this bike clear big jumps
Format	~		with ease, its tough, chromoly frame feels nearly weightless when you're off the ground! Add on 100mm of front suspension to cushion the drops and 3-piece cranks for that sweet barspin.

### Favorite list details

- Customers can view the contents of a favrite list in more details
- The list can be sorted, filtered, and searched just like a product list
- Access to the same views

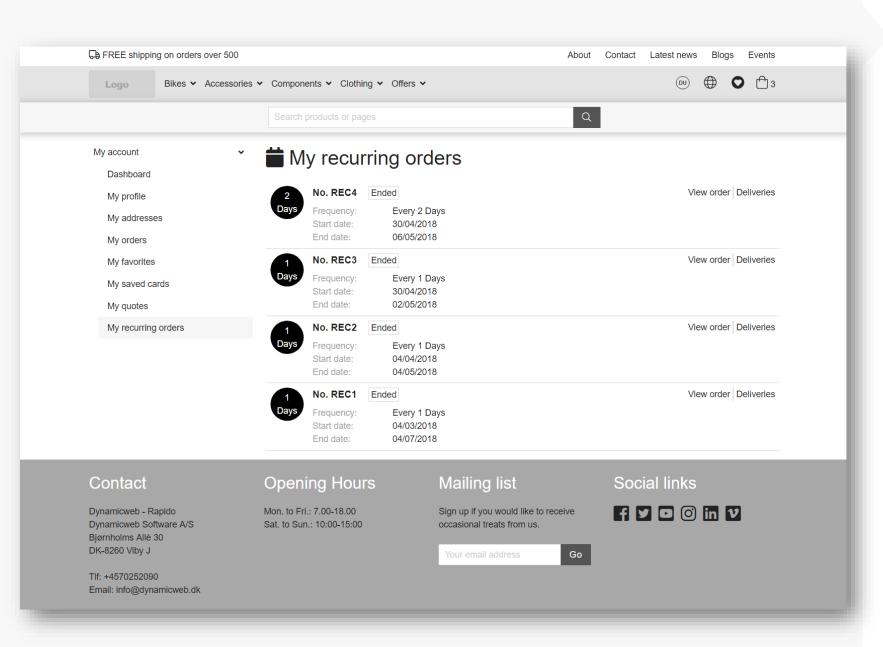
   list, grid & details as on the product list
- Add all currently shown products to cart with a single click

🚸 dynamicwев°

<page-header></page-header>				
<text><text><text><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></text></text></text>	Logo	Search products or pages	Q	····
Deshoard   We profile   We advesses   Wo redres   We saved cards   We saved cards   We saved cards   We saved cards   We recurring orders     Define        Define	Frontpage Products 🛩 About Contact	t Latest news Blogs Events		
Dynamicweb - Rapido Dynamicweb Software A/S Bjørnholms Allé 30 DK-8260 Viby JMon. to Fri.: 7.00-18.00 Sat. to Sun.: 10:00-15:00Sign up if you would like to receive occasional treats from us.Image: Comparison of the section of th	Dashboard My profile My addresses My orders My favorites My saved cards My quotes	Visa Money supplier Payment method: Visa		Delete
Dynamicweb Software A/S Sat. to Sun.: 10:00-15:00 occasional treats from us. Bjørnholms Allé 30 DK-8260 Viby J Your email address Go Tlf: +4570252090 Email: info@dynamicweb.dk	Contact	Opening Hours	Mailing list	Social links
© 2018 Dynamicweb - Rapido 2.1. All rights reserved.	Dynamicweb Software A/S Bjørnholms Allé 30 DK-8260 Viby J Tlf: +4570252090		occasional treats from us.	f y • © in V
		© 2018 Dynamicweb - I	Rapido 2.1. All rights reserved.	

## Saved credit cards

• Let customers view & delete cards saved during checkout



## Recurring orders

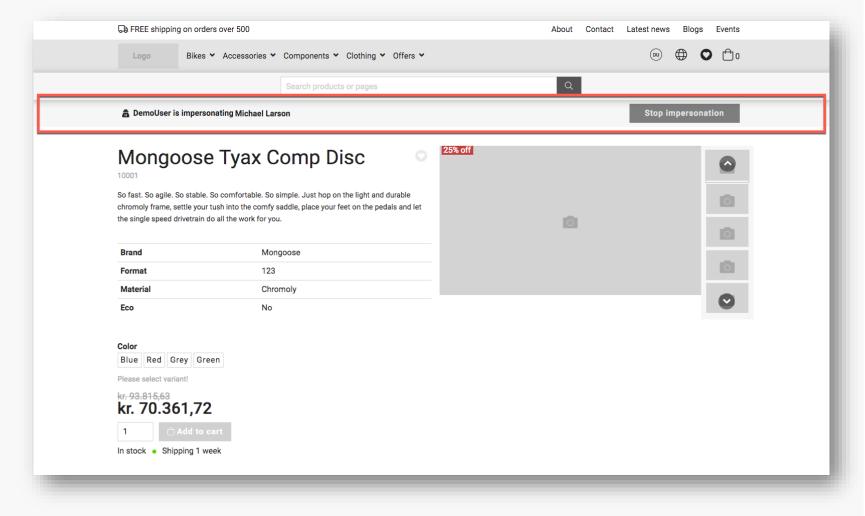
- Shows a list of all recurring orders created by the customers
- Shows previous and next delivery date
- Recurring orders can be cancelled

# Sales & marketing

- Impersonation
- System generated emails
- Newsletters and campaigns



### Impersonation



- Use impersonation to place orders on behalf of other users
- View and select a user to impersonate from frontend
- Quickly start/stop impersonating using a bar below the header

#### Logo

#### Confirm your account

You are one click away from activating your user account.

#### Hi DemoUser,

Welcome. Please click the button below to confirm your email DemoUser@dynamicweb.dk for your user account at http://rapidodemo.dynamicweb-cms.com

Confirm email

You'll receive an email when your user account is ready to use.

Logo

+45 70252090 nfo@dynamicweb.dk

### Logo

#### Welcome

Your user account is activated.

Hi DemoUser,

You've activated your user account at http://rapidodemo.dynamicweb-cms.com Click the button below to login at http://rapidodemo.dynamicweb-cms.com

Login

Should you have any questions about your account or other matters, please contact us.

Logo

+45 70252090 ⊃@dynamicweb.dk

### Email – User registration

- Notify the customer that they have created an account on your website
- Need the customers approval is needed

### Logo

### Password recovery

Hi DemoUser@dynamicweb.dk,

We have received a request to reset your password for your account. Click on the link below to set a new password.

Reset password

If you didn't ask to change your password, ignore this email and your password will not be changed.

### Logo

+45 70252090 info@dynamicweb.dk

### Email – Reset password

• The customer can easy reset their password



#### Logo

### Confirm subscription to newsletter

You are one click away from activating your subscription.

Hi DemoUser,

Thank you for subscribing to our newsletter with this email: DemoUser@dynamicweb.dk. Please click the link to confirm your subscription.

Yes, subscribe me to the newsletter

If you recieved this email by mistake, please ignore this message and you won't be subscribed if you don't click the confirmation link above.

Should you have any questions to your account or any other matter, please feel free to contact us.

### Logo

+45 70252090 info@dynamicweb.dk

#### Logo

#### Subscription completed

You have successfully subscribed our newsletter.

#### Hi DemoUser,

Thank you for subscribing our Newsletter with this email DemoUser@dynamicweb.dk. You will receive occasional emails with news, information and promotions.

#### Go to website

Should you have any questions about your, please contact us.

Logo

+45 70252090 nfo@dynamicweb.dk

### Email – Newsletter sign up

 Notify the customer that they have signed up for receiving newsletter





Shipping confirmation Order no. ORDER493 - 04/07/2018 12:44:48

Hey DemoUser

Thank you for shopping with us. We'd like to let you know that BikeShop has received your order, and is preparing it for shipment. Your order details are indicated below. If you would like to view the status of your order or make any changes to it, please visit My Orders on http://rapidodemo.dynamicweb-cms.com

۵	Mongoose Tyax Comp Disc # 10001 Grey Qty: 2	168,74 €	
٥	Headsweat s Mid Cap # 10097 Qty: 1	19,99 €	
VAT 24.92% Payment method (Invo Shipping method (GLS)		47,03 € 0,00 € 2,00 €	
Total with VAT	-	190,73€	
Billing address Demo User Bjørnholms Allé 30 8230 Viby J Denmark DemoUser@dynamicweb 70252090	Demo Use Bjørnholm 8230 Viby Denmark .dk DemoUse	Shipping address Demo User Bjørnholms Allé 30 8230 Viby J Denmark DemoUser@dynamicweb.dk 70252090	
Payment Payment method: Invoice Card no: Transaction no: Transaction status: Shop name: Dynamicweb Software A/S Address: Bjørnholms Alle 8260 Viby J, Denmark		3 nethod: GLS	
		_	

Logo

info@dynamicweb.dk

### Email – Order confirmation

• Notify the customer what they have ordered



Logo					
	0				
Rapido BikeShop					
Are you looking for a new bike? Come and visit our shop in Aarhus, Odense or Copenhagen and we will help you finding a bike that fits your personality and your needs.					
	Summer discount				
Ō	During the summer we have some great events comming up. Save up to -20% of in week 30.				
Events During the summer we have some great competitions comming up. In week 32 we are looking for a winner for the new City bikeZE296	۵				
Ty Di #	ongoose vax Comp isc 168,74 € 10001 rey				
12	eadsweat Mid Cap <b>19,99 €</b> 10097				
	Logo +45 70252090 info@dynamicweb.dk				

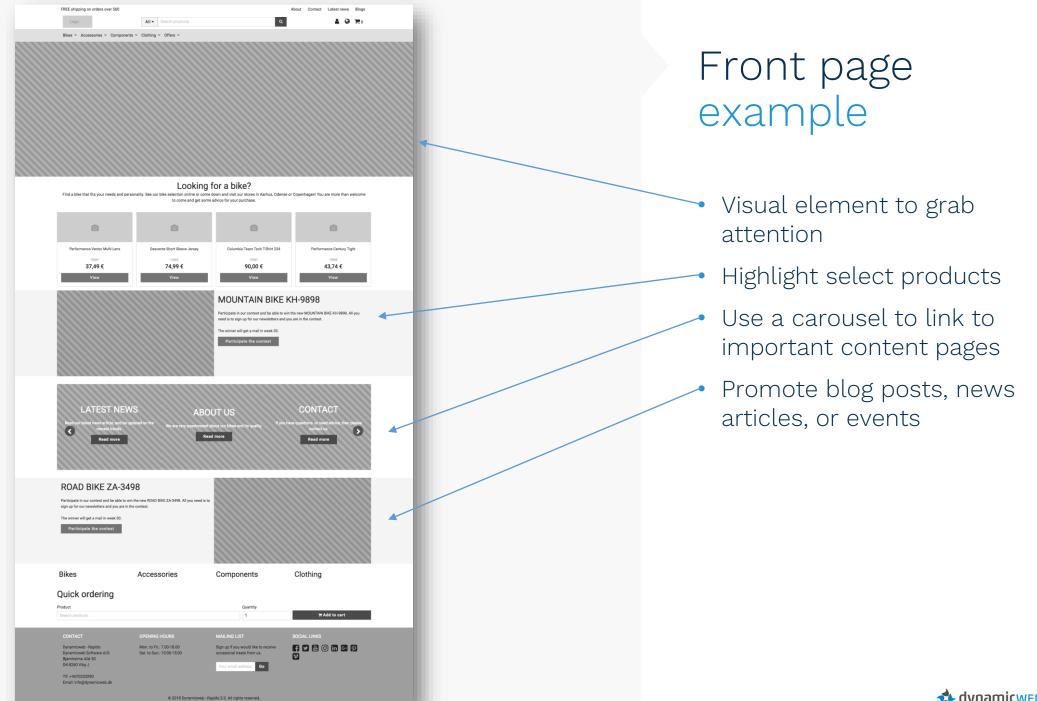
### Custom email

- Send newsletter email to your customer
- Hight light events, news, sales, products they are interested in

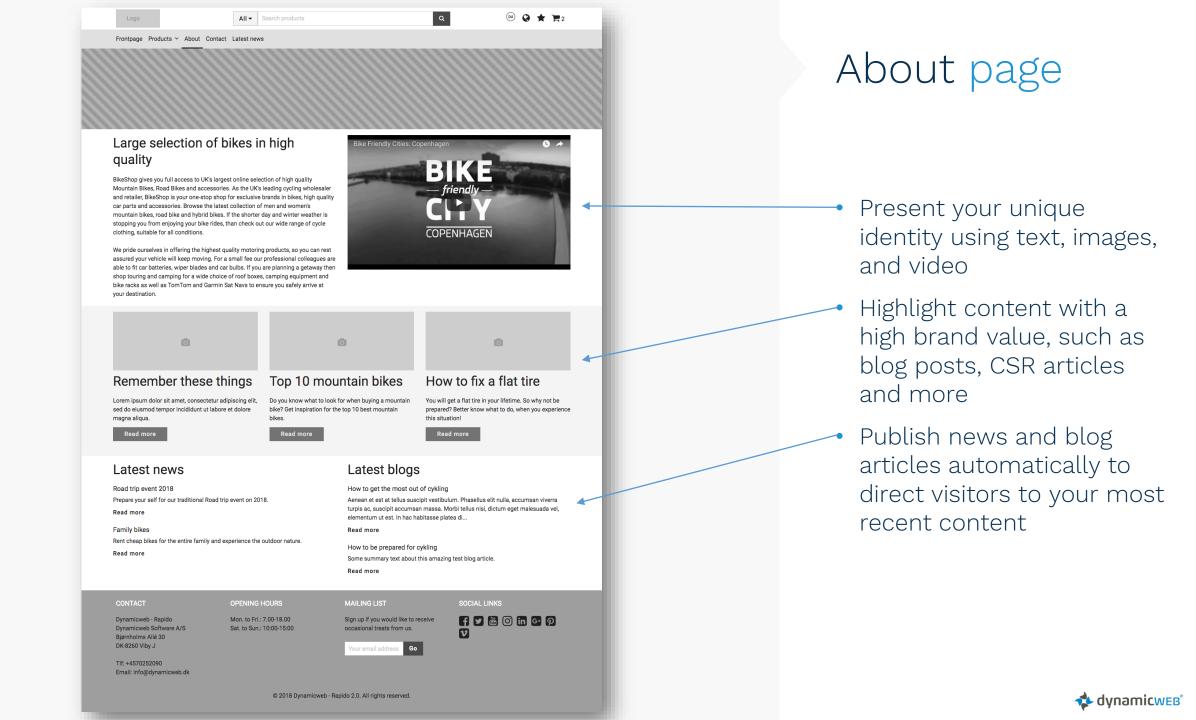


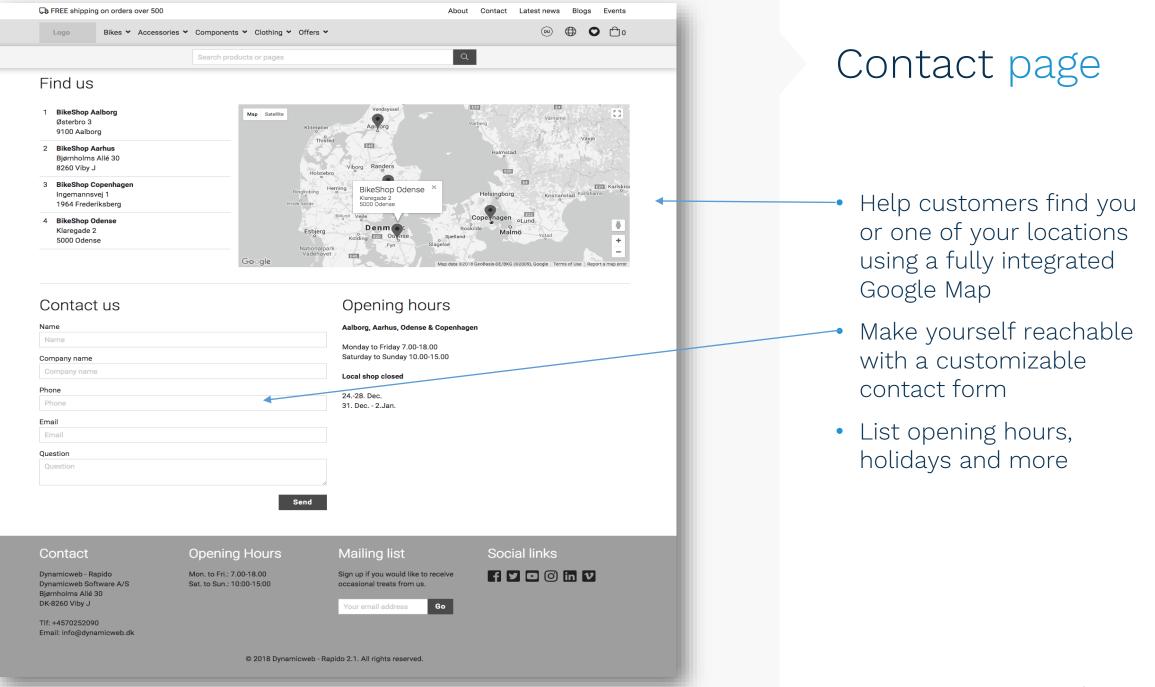
## Content pages

- Show off key products and content on the front page
- Be reachable through a Contact page
- Use an About page to show off your unique identity and brand



🚸 dynamicweb"

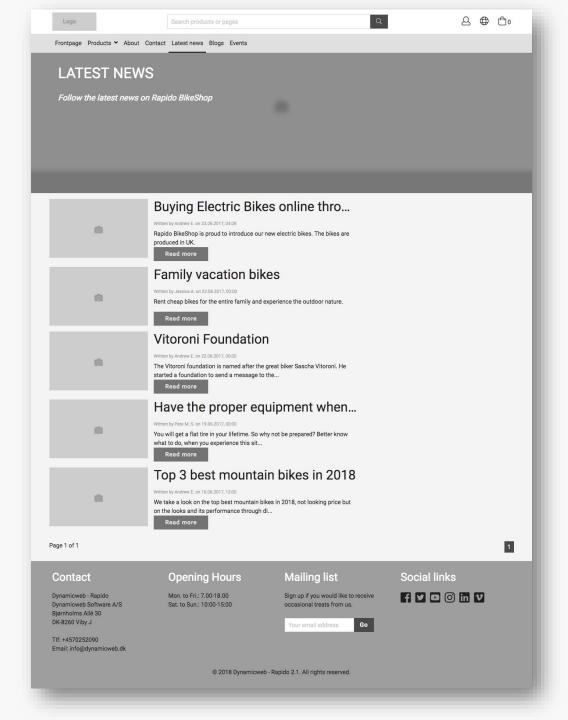




- 💠 dynamicweb"

### News

- Can drive your content marketing strategy
- Generates leads & sales
- Let your customers be updated on company news



### News list

- Drive your content marketing strategy with news articles
- Generate leads and sales by creating and publishing quality content



### Buying Electric Bikes online through our BikeShop

Rapido BikeShop is proud to introduce our new electric bikes. The bikes are produced in UK.

Written by Andrew E. on 23.06.2017, 04:08

Ø

### E-bikes in the city

With our new electric bikes, you can travel around freely and reduce your travel cost.

The e-bikes has a small motor to assist riders pedal-power and use a rechargeble batteries the lighter can travel up to 45/h (28mph)

### Save up to 30%

At the moment riders can save up to 30 % of their purchase on Rapido BikeShop. The campaign will run for 3 months, where you can save a lot of money.

#### Visit our online shop

#### Contact

Dynamicweb - Rapido Dynamicweb Software A/S Bjørnholms Allé 30 DK-8260 Viby J

Tlf: +4570252090 Email: info@dynamicweb.dk



Mon. to Fri.: 7.00-18.00

Sat. to Sun.: 10:00-15:00

Sign

Sign up if you would like to receive occasional treats from us.



Social links

f y D 0 in V

**Mailing list** 

© 2018 Dynamicweb - Rapido 2.1. All rights reserved.

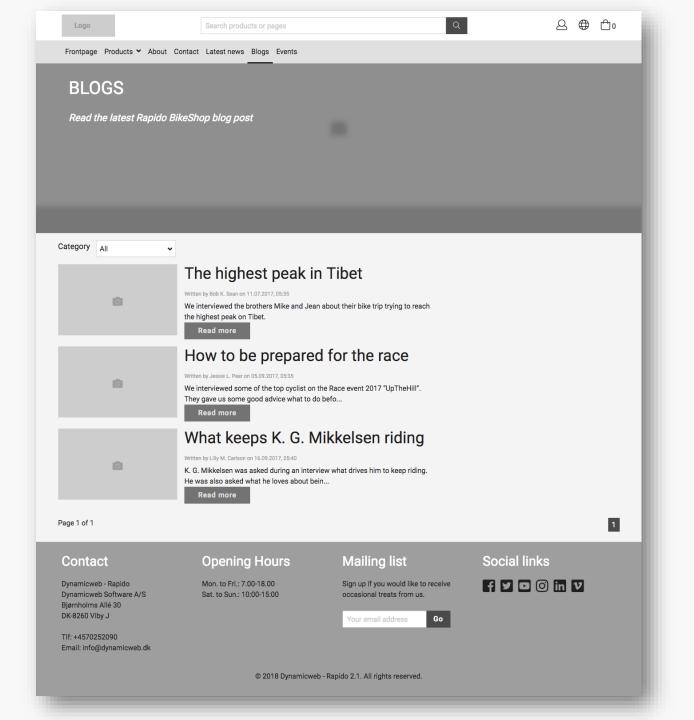
### News article

- Quality content helps drive sales and generate leads
- A named author adds a human voice, which helps build trust
- Update your customers on important business decisions and company news



# Blogs

- Connect with your customers
- Can drive your content marketing strategy
- Generates leads & sales
- SEO friendly



### Blog list

- Use a blog to drive your social media strategy
- Generate leads and sales by creating and publishing quality content
- Categorize blog articles according to topics, to help your customers find the content appealing to them



2

≙ ⊕ ≞∘

Frontpage Products Y About Contact Latest news Blogs Events

### The highest peak in Tibet

We interviewed the brothers Mike and Jean about their bike trip trying to reach the highest peak on Tibet.

Written by Bob K. Sean on 11.07.2017, 05:35

Ø

### Peaceful journy

Mike and Jean Johnson have been traveling in Tibet for a month. Following the trekking regions to the mountain which is considered to be holy by Budhists. This mountain has a peak of 6740m high. It is a beautiful track with lots and impresive nature. On the path you will discover forrest, waterfalls.

The trip is hard, but you will find yourself being calm during the trip. Away from the city noice and smell. Just experiencing the full nature and the bird sound.

For this trip it important to have a good bike that fits the environment. Also you need some extra biking gear with you in case of emergency, since you will not find a shop near by.

Contact	Opening Hours	Mailing list	Social links			
Dynamicweb - Rapido Dynamicweb Software A/S Bjørnholms Allé 30 DK-8260 Viby J Tlf: +4570252090	Mon. to Fri.: 7.00-18.00 Sat. to Sun.: 10:00-15:00	Sign up if you would like to receive occasional treats from us. Your email address Go	f y d 0 in V			
Email: info@dynamicweb.dk © 2018 Dynamicweb - Rapido 2.1. All rights reserved.						

### Blog article

- Connect with customers in an informal and SEO friendly manner
- A named author adds a human voice, which helps build trust
- Generated leads and sales by showing the less formal sides of the company



# Got questions or need guidance?



Brede Bjerke VP Sales Dynamicweb bbj@dynamicweb.dk www.dynamicweb.dk

