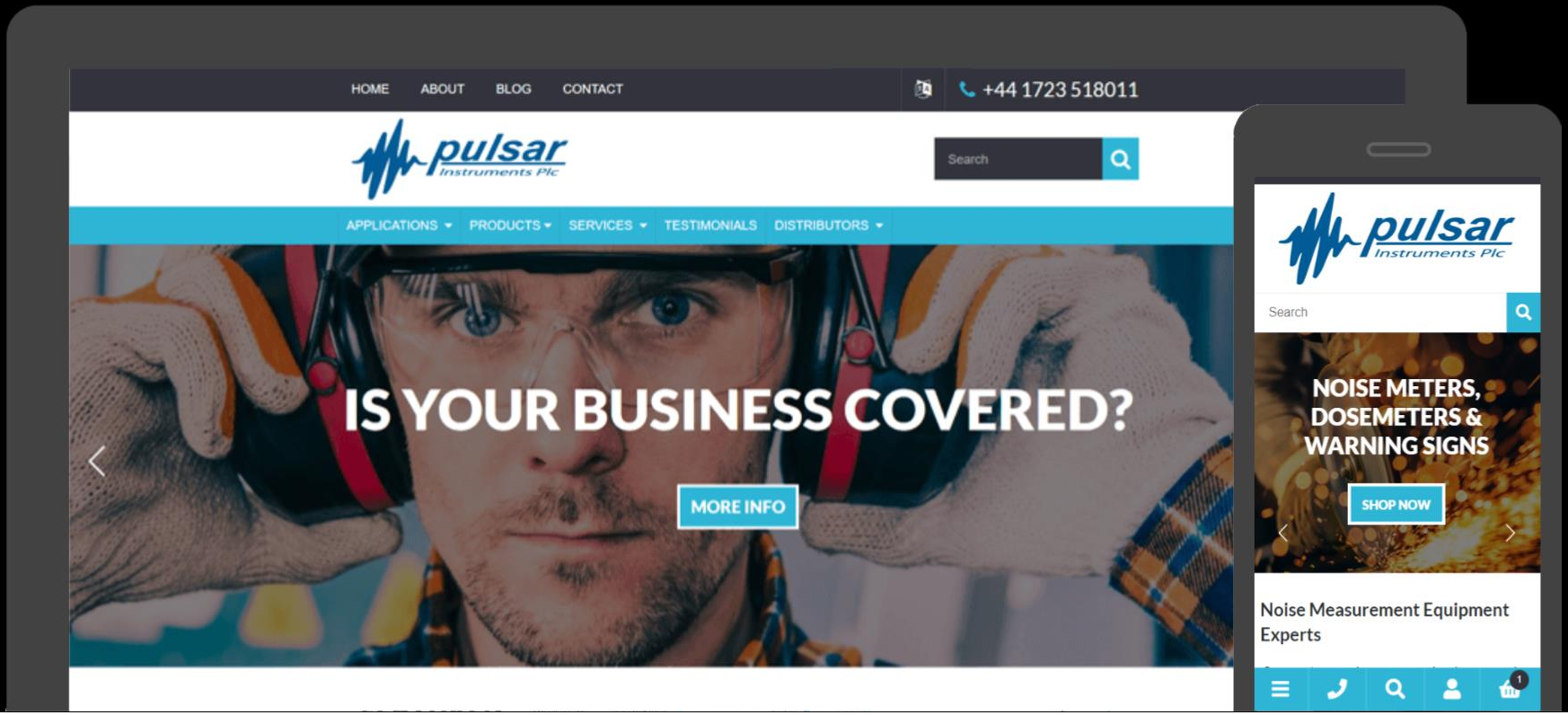
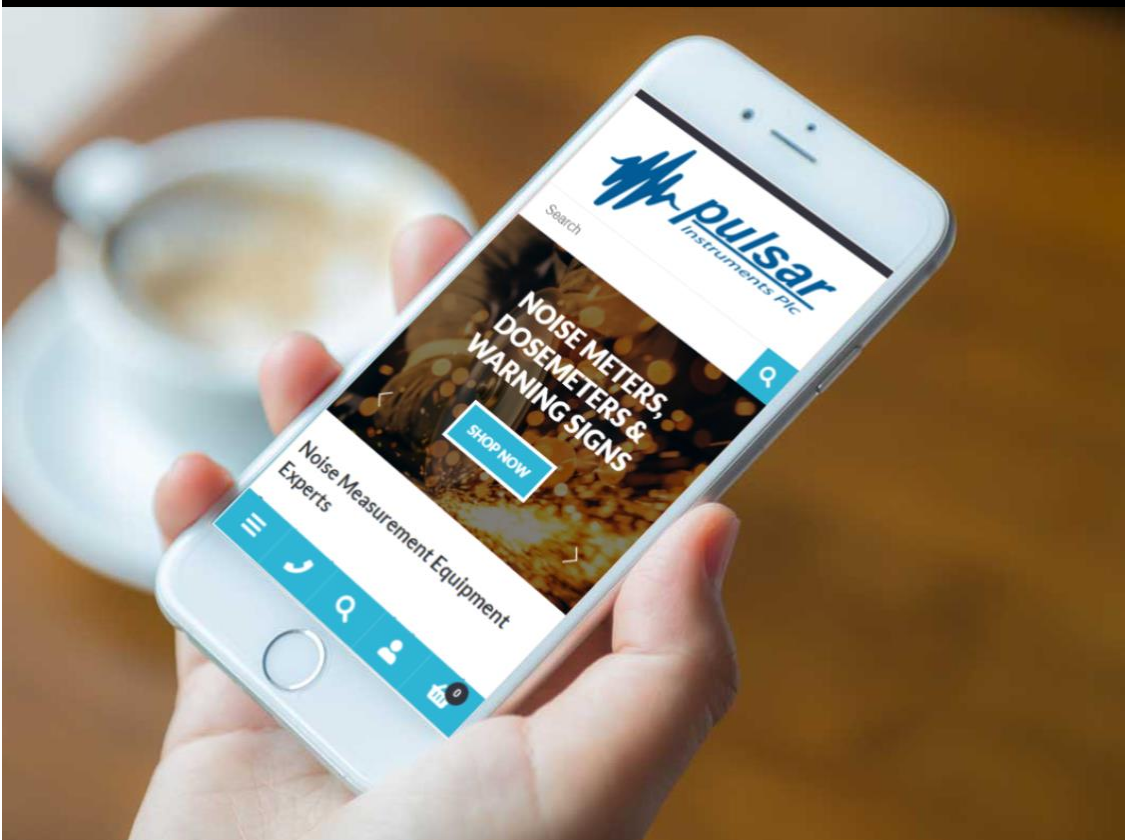
Airwebsites

Fully functional Ecommerce websites are powered by **Ascensor Liquid™** CMS, and are competitively priced so you can budget for digital marketing.



Professional yet affordable

We've standardised the core features of our most sophisticated Ecommerce solution and integrated them into a professional design. We've also been able to significantly reduce the costs associated with Ecommerce, without sacrificing quality, stability or security.



We use a standard sitemap

- **Home page**
- **Shop**
  - Product Page
- **Shopping Basket**
  - Basket
  - Delivery and billing details
  - Summary
  - 'Thank you' / confirmation
- **User account**
  - Registration
  - Forgotten Password
  - Billing address
  - Delivery addresses
  - Order history
- **About page**
- **Blog / News**
  - Blog posts
- **Delivery policy**
- **T&Cs**
- **Cookies policy**

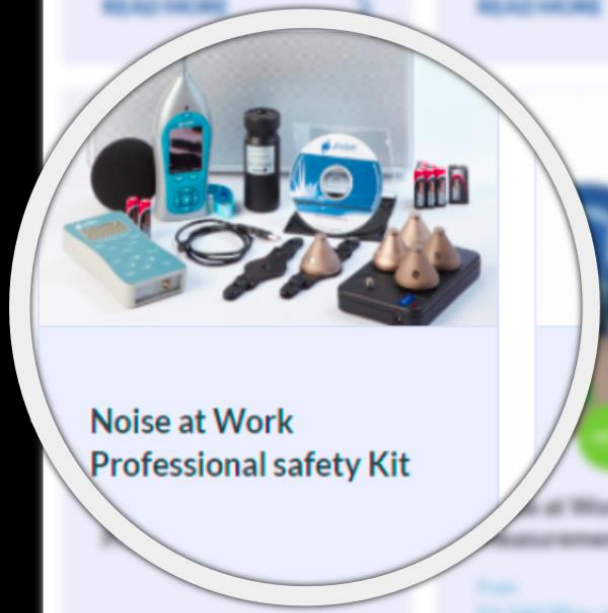
and **Ascensor Liquid™ CMS**

- ✓ Fully device responsive CMS – you can manage your business on the move!
- ✓ Full product management suite including categories and attributes
- ✓ Marketing features including product reviews and discount code management
- ✓ Advanced order and postage management
- ✓ User management/user permissions and access log
- ✓ Search Engine Optimisation (Meta content) management
- ✓ Integration with Mailchimp, the professional email management solution
- ✓ Content sourcing support, data upload and training as standard

Sell products online

Create product catalogues and get selling online with our easy to use Ascensor Liquid CMS panel.

Sell items from shoes, accessories and furniture to digital goods such as software, services, training courses, our system can handle it all.



Accept payments

We offer a full end to end solution by ensuring your store is equipped to handle payments from multiple providers.

Your Ecommerce store is secure with an **SSL certificate** and is **PCI compliant**.

Home page
Slider
Shop
| Categories
| Products
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| Discount codes
| Orders management
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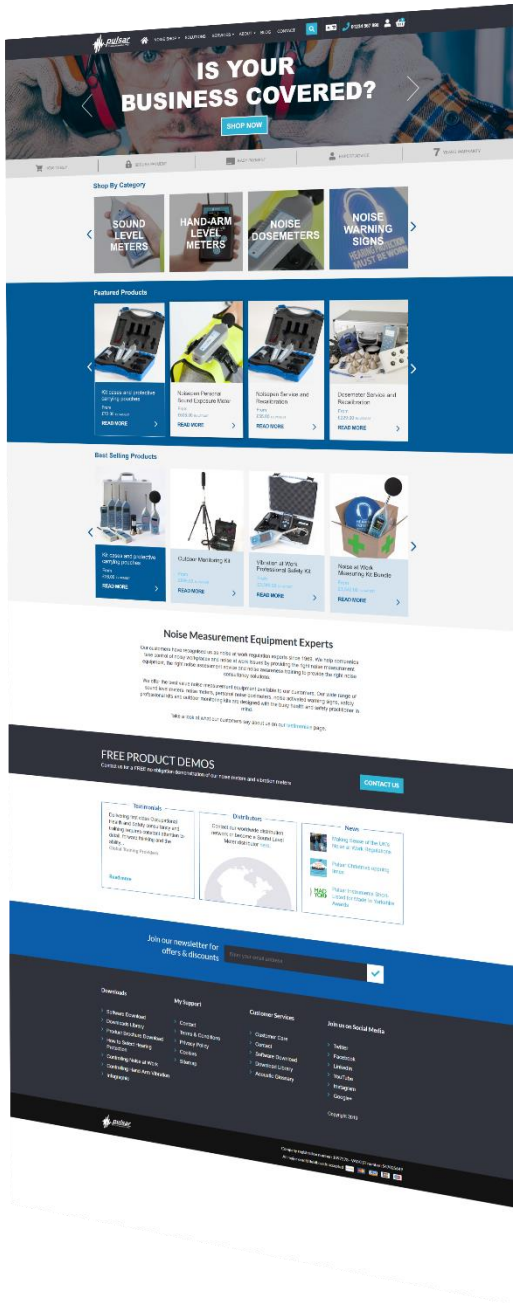
Blog

Home page

- **Header**
  My account, Shopping cart links
- **Menu**
  - Products (Dropdown)
  - Brands (Brands dropdown)
  - Special offers (Sale items)
- **Main slider**
- **Featured categories** (3)
- **Featured products slider**
- **Bestsellers slider**
- **Blog section**
  - Multiple categories
  - 4 latest blog articles
- **Newsletter sign-up** (via Mailchimp)
- **Footer**
  - Site Quick links
  - User account link
  - Social media follow links



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Slider > Front end

- Image rotation
- Slide links to internal or external URLs
- Slide text is readable by search engines

Home page

Slider

Front end

Back end

Shop

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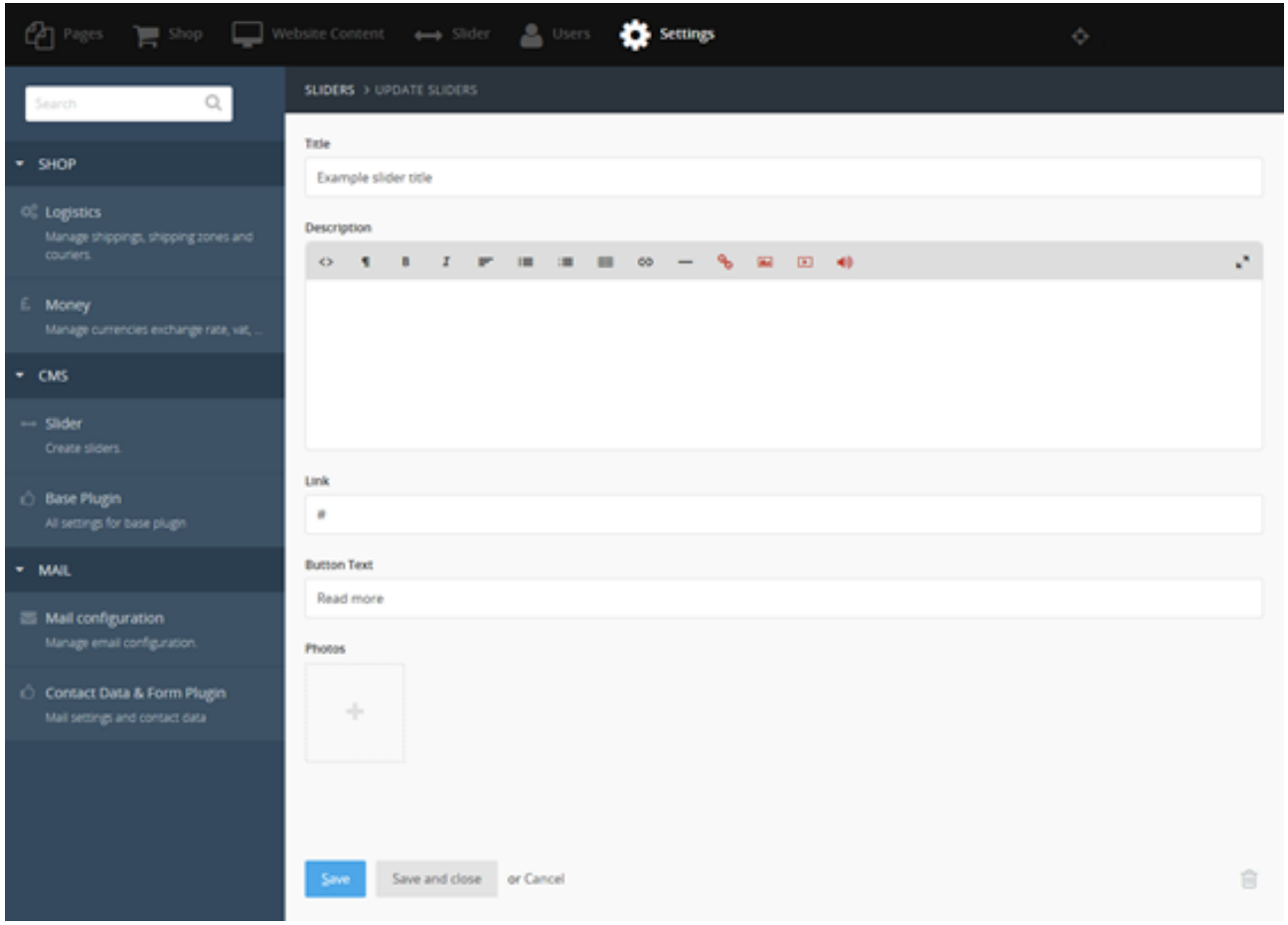
Slider > Back end

- Add, edit and remove slides
- Slide list selector with position (order) control
- Manage images and text



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Categories > Front end

- Display category name, image and description
- Category contents list (products)
- Product filter

Categories > Back end

- Add, edit and remove categories / sub-categories
- Associate categories (parent / child)
- Manage category description
- Category image
- Show / hide category
- Meta content (title and description) and link based on category name (can be modified)

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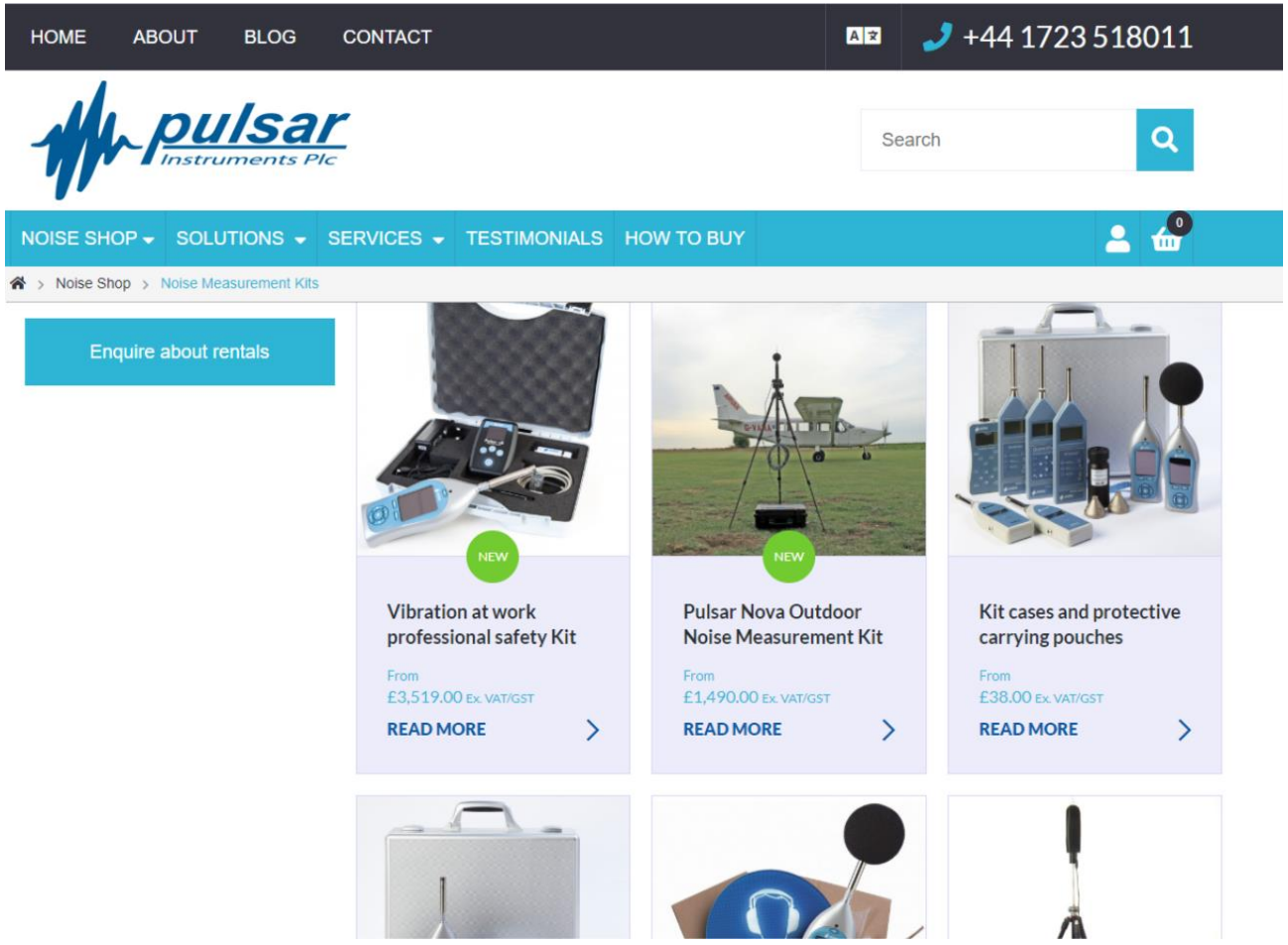
Products > Front end

Paginated Product list

- Includes image, name, rating (review based) and price (inc. vat)
- Unlimited numbers of products can be displayed



Home page

Slider

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| Categories

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Front end

Back end

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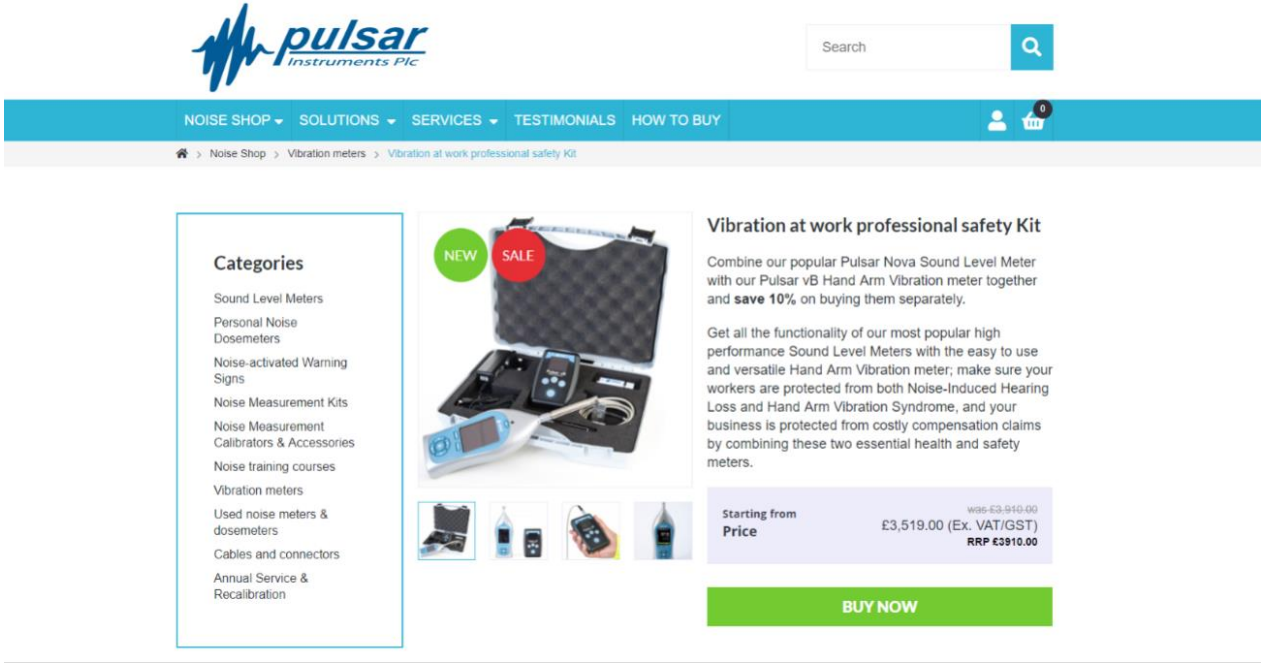
Products > Front end

Product page

- Image gallery with image zoom (*note: not attribute controlled*)
- Create your own product page tabs such as description technical
- Read and add reviews
- Attributes (product variations eg colour, size) *(note: single attribute per product)*
- Add related products
- Price and promotional price (if specified)
- Social media sharing (using Add This)



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Products > Back end

- Add, edit and remove products
- Assign product to sub / category(s)
- Add, edit, delete short description, long description and tabs content
- Meta content (title and description) and link based on product name (can be modified)
- Add and remove related products
- Assign product attribute *(note: single attribute per product)*
- Control attribute stock level, price, product code/sku, special price, weight
- Other (yes / no) options
  - Active (on / off)
  - Bestseller (display flag on the product image and show product on the home page - (bestseller section)
  - On sale
  - Available or out of stock
  - New
- Vat rate - default is set but can be modified per product if required
- Assign your courier / delivery type

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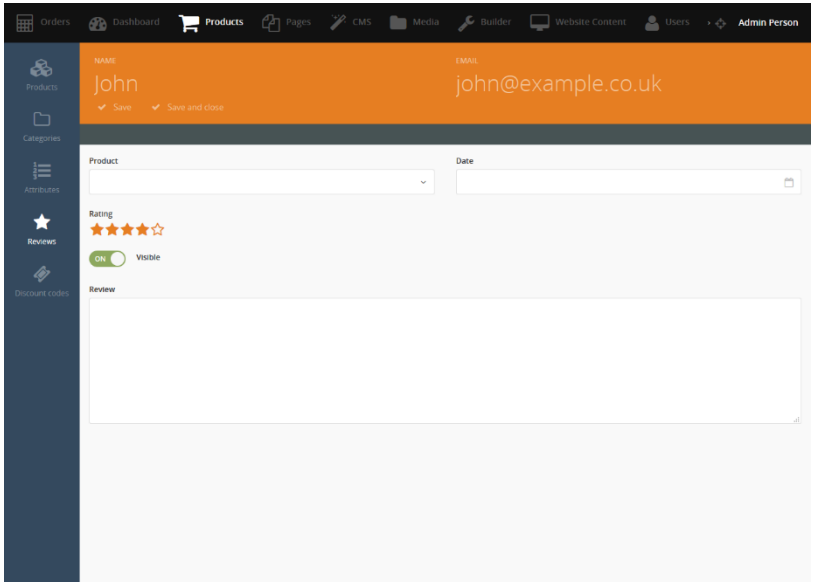
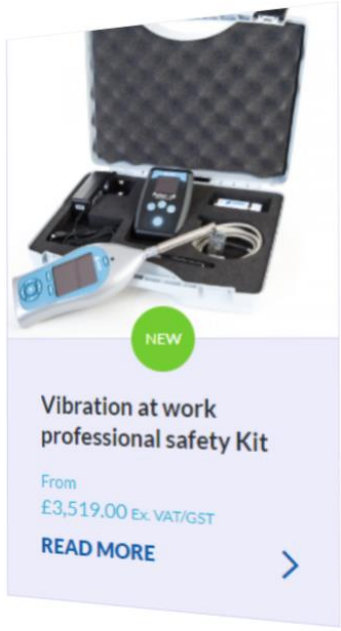
Reviews > Front end

- Average star rating displays on the product thumbnail and product page
- Comments section

Reviews > Back end

- Publish review (yes / no) (*Reviews not visible unless approved)*





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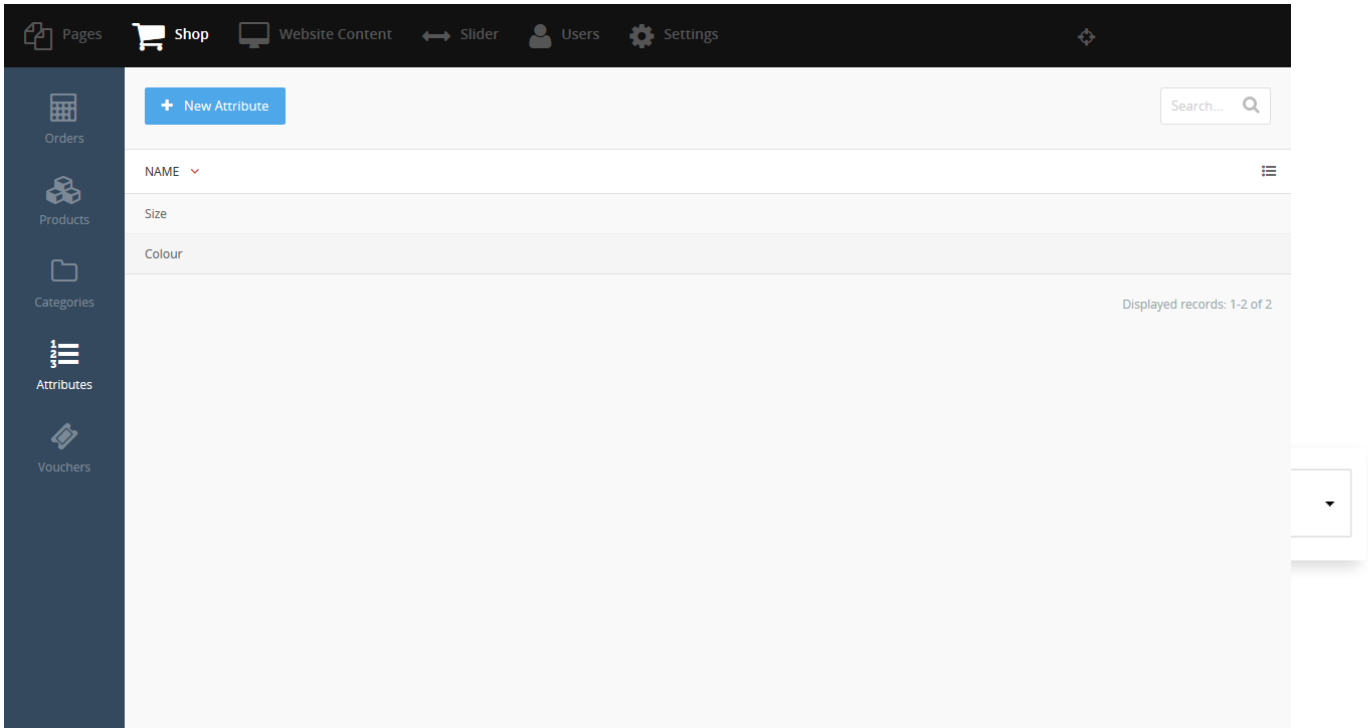
Attributes > Front end

- Product page attributes / variations

Attributes > Back end

- Add, edit and delete attributes / variations
- Assign variations / values to each attribute including SKU and price



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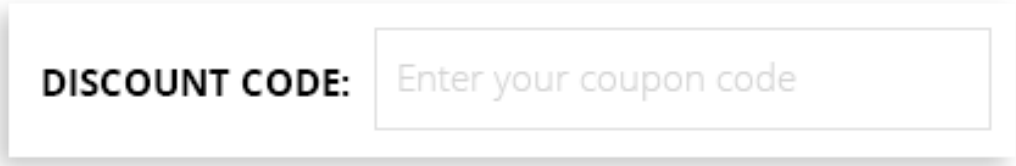
Discount codes > Front end

- Discount code field in shopping basket
- Total price calculated following code submission
- Code detail displayed on basket once processed
  - Only one code may be used per order



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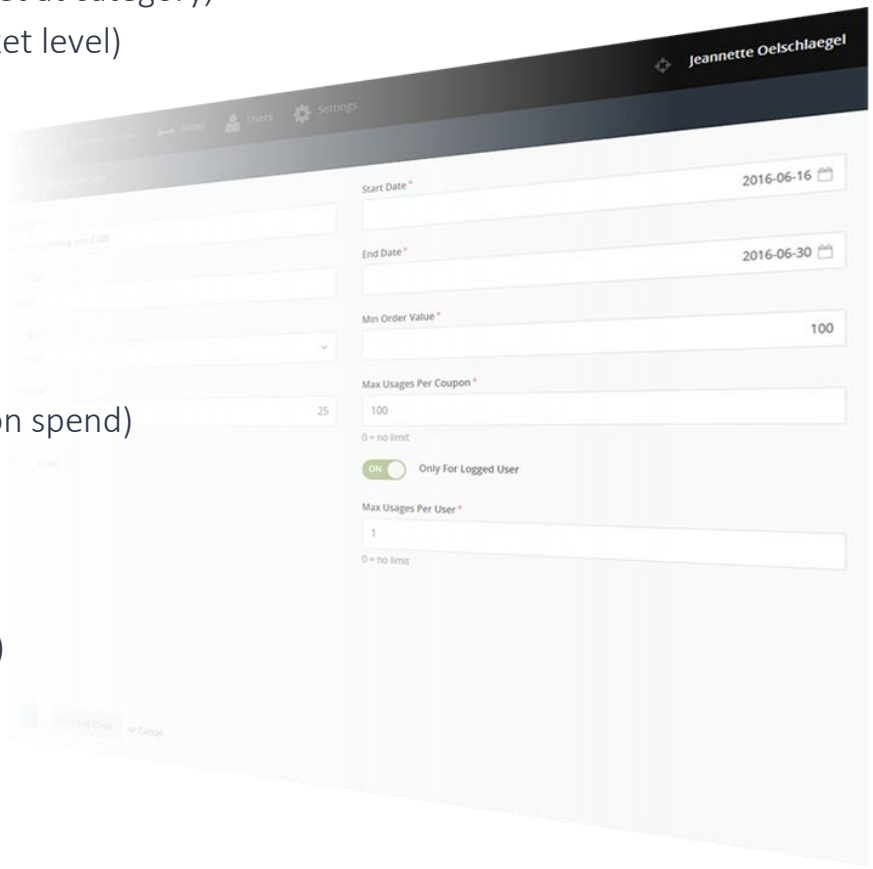
Discount codes > Back end

- Add, edit and remove discount codes
- Discount code list
- Discount code management (set at category, subcategory, product and basket level)
- Name
- Start and end date
- Type (percentage or value)
- Discount value
- Minimum order value (based on spend)
- Max uses per discount code
- Active (yes / no)
- Only for Logged User (yes / no)



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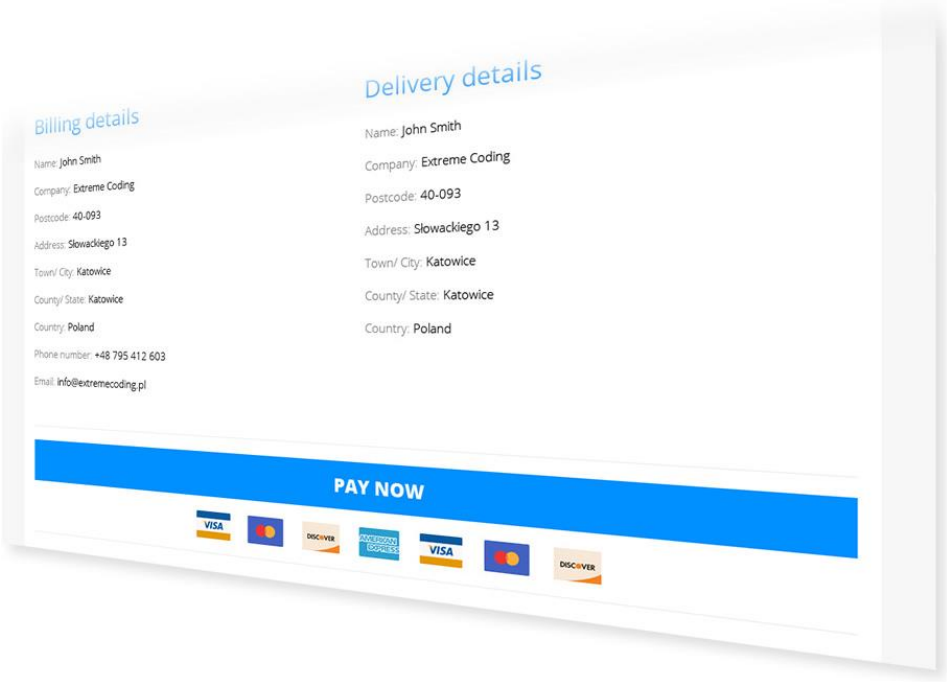
Order management > Front end

- Order confirmation (pre-payment) including product list / cost, delivery service / cost, billing and delivery details / discount value amount
- Payment processing via Sagepay (*other merchants available*)
- PayPal if integrated to Merchant (or can be added)
- ‘Order thank you page’ which includes order number and success confirmation
- Confirmation email (billing and delivery address, product list, cost and ‘thank you’ content) is sent to the customer after payment success



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Order management > Back end

- Order management panel
- Order details:
- Order status: processing, dispatched, cancelled
- Payment status: processing, paid
- Order reference number
- Date and time of order
- Last update date and time
- Customer name
- Discount value (if customer used a code)
- List of the items bought by customer
- Total value inc vat
- Vat value
- Billing & delivery details
- Print order
- Print invoice
- Delivery info (courier)
- Payment method (name of the payment gateway)

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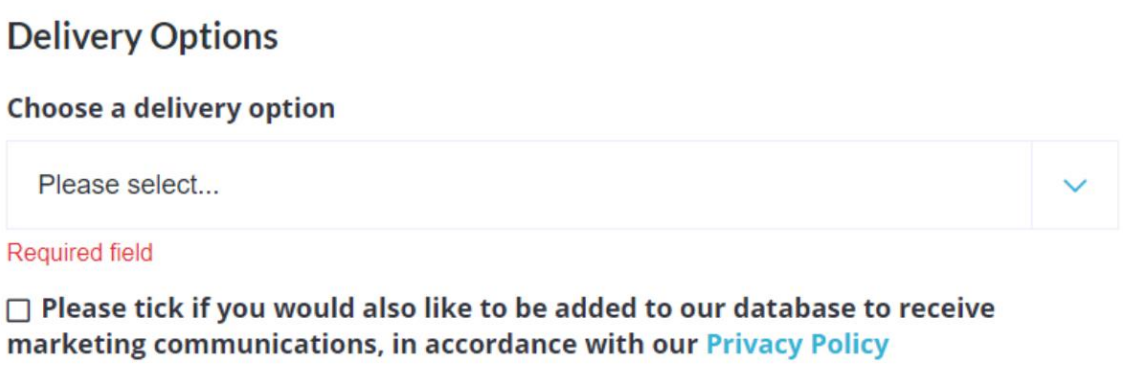
Couriers > Front end

- Country selector
- Available shipping options selector
- Free delivery option based on spend notification



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Couriers > Back end

- Free delivery value (£)
- Delivery options
  - Express delivery at specified rate
  - Standard delivery at specified rate
- Manage couriers (name, website URL, tracking URL)
- Shipping services management
  - Name
  - Courier
  - Shipping zones
- Shipping zones
  - Set group of countries & assign to the particular shipping zone

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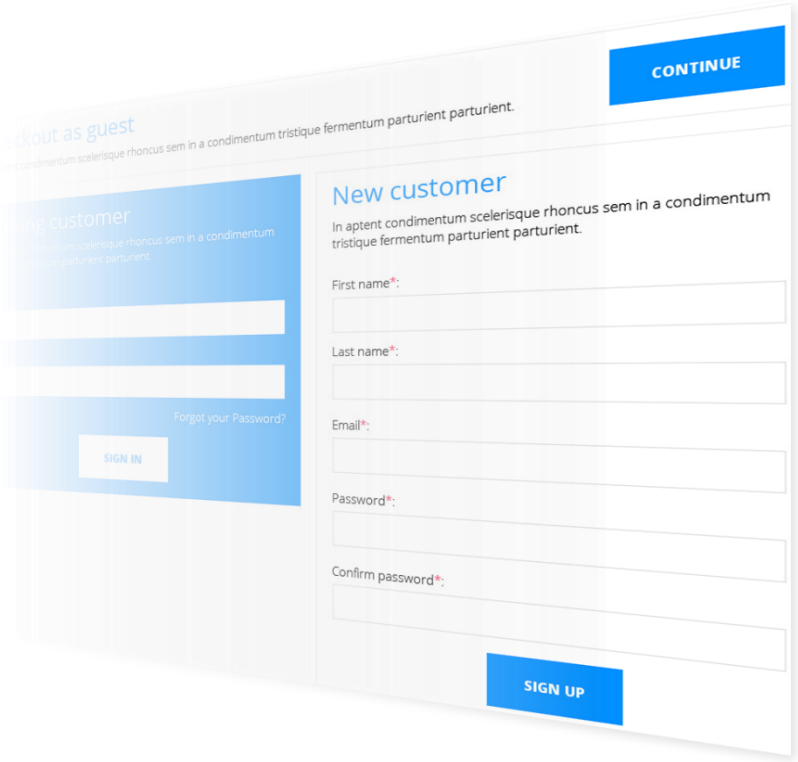
User accounts > Front end

The loyalty builder – encourage your buyers to remain loyal through promotions.

- Registrations and logging in option
- Forgotten password link
- Order history with reorder feature
- Billing details
- Delivery addresses
- Auto-populate basket if logged in
- Fast and easy registration option during shopping process



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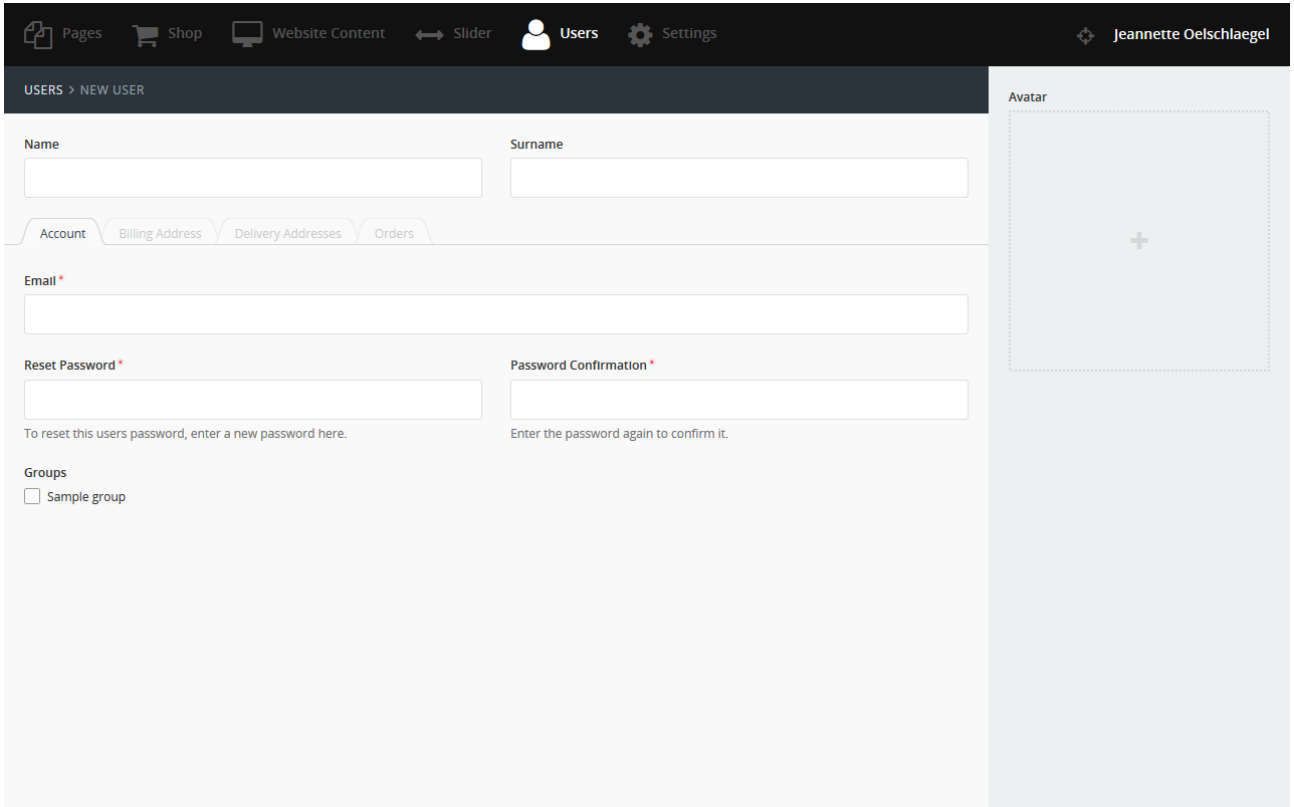
User accounts > Back end

- List of registered users
- Possibility to edit details (name, addresses and reset password) *(Passwords are never accessible by administration, only reset is available)*
- Order history list
- Suspend account



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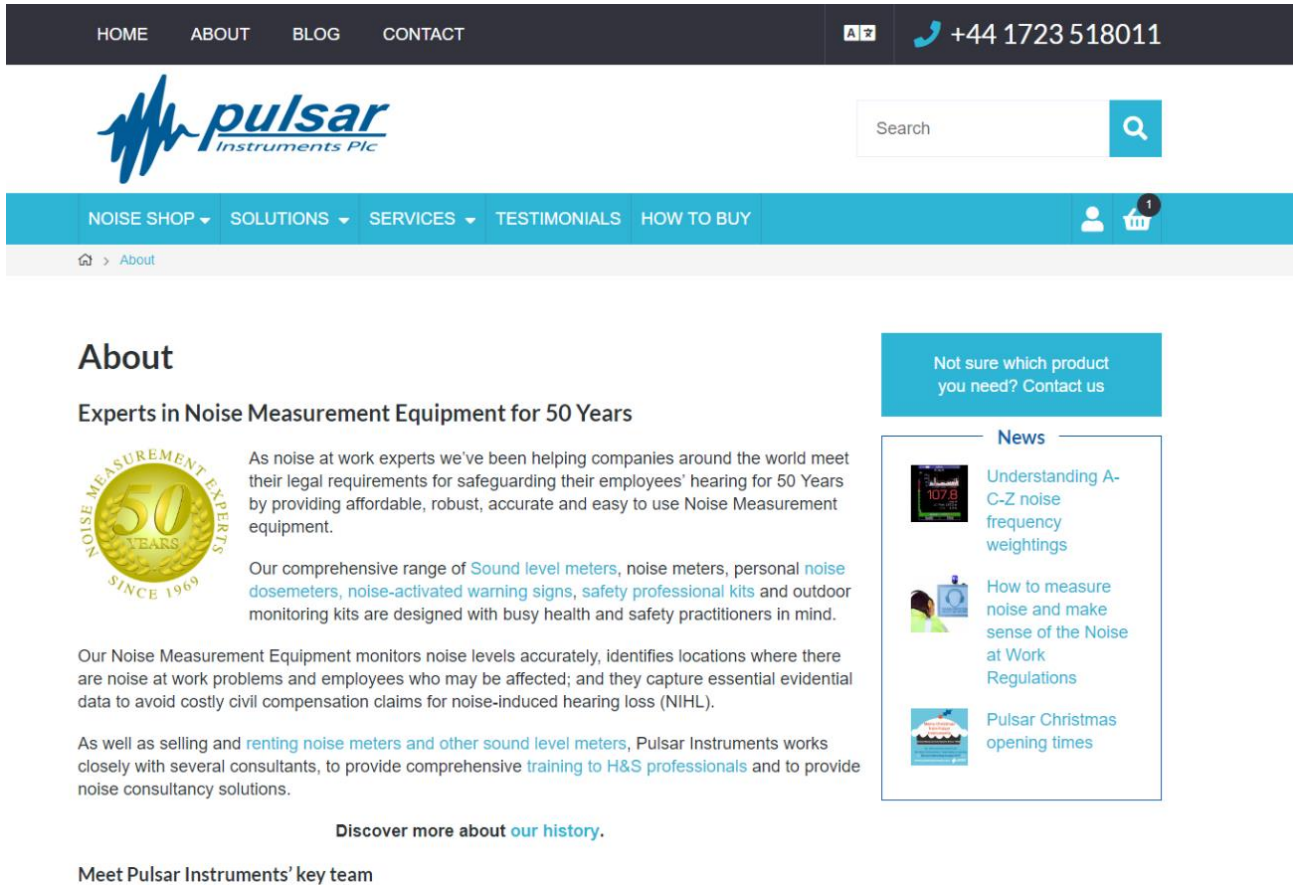
About > Front end

- Generic content page
- Header and content (including images)
- Meta content (SEO)



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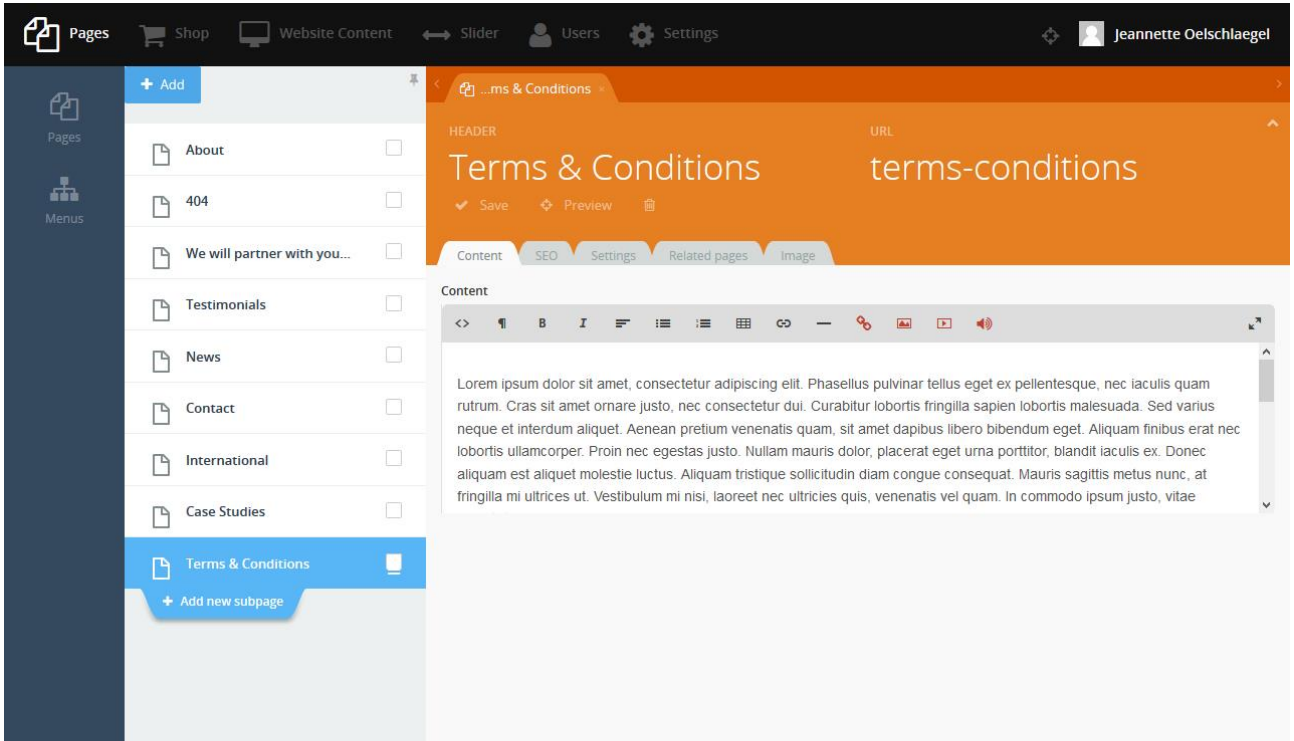
About > Back end

- Add, edit and remove pages
- Meta content management
- Add pages and subpages
- Draft / published (yes / no)

Applies to other generic content pages



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Blog > Front end

The evolving content – use the news to demonstrate thought leadership in your area & search engine trust.

- Category display
- List of articles ordered by date
- Each post can include:
  - Date
  - Author
  - Category
  - Image
  - Content
- Category / post Meta content
- Social Media sharing (using Add This)

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Blog > Back end

- Categories – add, edit and remove
  - Name
  - Meta content (title & description) and link based on category name (can be modified)
  - Category position (order) with drag and drop control
- Posts – add, edit and remove
  - Name
  - Date
  - Image
  - Author
  - Content (Rich text editor with hyperlink and image upload)
  - Meta content (title and description) and link based on post name (can be modified)
  - Assign to category(s)
  - Draft / published (yes / no)

Can I run my business with Ascensor Air: Ecommerce?

The standard features of an Ascensor Air: Ecommerce website give you everything you need to effectively run and grow your online business.

Can I manage the content of an Ascensor Air: Ecommerce site?

Ascensor Air: Ecommerce is powered by the Ascensor Liquid™ CMS giving you full control of all content and features.

Is Ascensor Air: Ecommerce secure?

The website is powered by Ascensor Liquid™ CMS and the code is not accessible (unlike open source solutions) - this means you will not experience security issues that require ongoing updates.

What are the main advantages of Ascensor Liquid™ over other content management systems?

Ascensor Liquid™ CMS is completely locked down and secure - this means it does not need updates which keeps it stable, and the price competitive.

Can I feed my products and content into other third party applications?

It is easy to integrate a content feed into software that accepts .csv / .xml data feeds.

Are there any ongoing maintenance costs with Ascensor Air: Ecommerce?

The code is completely secure so there are no maintenance requirements. The only additional costs are for extra features, such as digital marketing, which you may require as your business grows.

Is Ascensor Air: Ecommerce search engine friendly?

All Ascensor websites are built to be search engine friendly and within the Ascensor Liquid™ CMS you have the ability to manage the SEO features (Meta content) of every page.

Can I add features to Ascensor Air: Ecommerce?

We quote on a feature by feature basis but we are regularly adding modifications to the core system too. We offer upgrade solutions so you can benefit from the latest core technology.

Are Ascensor Air: Ecommerce websites mobile friendly?

The templates are compatible across every current device, operating system and device combination.

Why should I choose Ascensor Air: Ecommerce over an alternative?

Air: Ecommerce only contains the features you require, offering superior performance against off the shelf Ecommerce. It is easier to manage and it does not need constant updates.

How long does it take to build an Ascensor Air: Ecommerce website?

We can deliver a new Ecommerce website using Ascensor Air within 4 weeks if we are sent the content quickly.

Can I have a different Ascensor Air: Ecommerce website design?

We have developed Air Ecommerce to pass on the savings and a fixed design, however we can quote for bespoke if required.

Service level agreement

Quality guidelines

Project management

Why choose Ascensor?

Fancy a demo?

Call Ascensor on
01924 284390

Or email
sales@ascensor.co.uk

for more information!

The small print

All Ascensor Air: Ecommerce websites are delivered & managed by the Ascensor team, here's some more information:

Service level agreement

Quality guidelines

Project management

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Service Level Agreement

New Ascensor websites are:

User Friendly – with clear navigation and logical calls to action used to encourage visitor contact. Use of video, image movement and features will create stickiness.

Trustworthy – a professional site with strong branding, images and use of video as well as written content will communicate trust and encourage visitor contact.

Manageable - our CMS allows complete website management of the areas that you need to control. Access will be via a secure administration panel and access logs will be generated to monitor the hierarchy of access.

Compliant - Ascensor websites are built to be search engine friendly (whether you choose an SEO service or not) and fully compliant which means they pass current Web Standards. An XML sitemap will be generated.

Measureable – Ascensor websites feature Statcounter and Google Analytics as standard, giving you the ability to monitor website activity on a micro as well as macro scale.

What we would need from you: To ensure we meet deadlines (agreed after proposal sign off) and keep your project running smoothly we would appreciate your prompt response throughout the project management process.

Service level agreement

Quality guidelines

Project management

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for more information!

Quality Guidelines

User interaction takes priority over search engine optimisation

Site design will be natural to read & view.

Your website will only contain white hat & ethical optimisation techniques. Only relevant search content is available

Your website will not feature any automatically generated content

All content will be supplied by you

Your website will not include any ‘cloaking’ or ‘hidden redirects’ or other negative SEO techniques

Your website will not include any hidden text

Your website will not include any gateway pages, included for SEO purposes. Only genuine content supplied by you will be present

Service level agreement

Quality guidelines

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Project Management

The project would be managed through 7 clear steps.

1. Planning Meeting Once we have a clear understanding of your product selection we can provide your content sourcing document in line with our standard sitemap & your product selection.

2. Design drafting Once initial content is received (logo, brand guidelines if available), we will present the design layout in your colour scheme, branded for your business & include any imagery that you have supplied, for approval.

3. System Integration We will set-up the Ascensor Liquid™ CMS system in a development environment & import your product spreadsheet (we will provide an import template), handing over access to the CMS for you to manage your product attributes.

4. Quality Control & Testing Your new website will be fully cross-browser tested for compliance.

5. Sign-off & Training As part of our quality control procedures full training will be provided on the use of the CMS prior to the website being set live as well as the provision of a pdf instruction manual.

6. Marketing (ongoing) We strongly recommend marketing your new Ecommerce website and we can provide various ROI based services to help you grow your business online.

Service level agreement

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Project management

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for more information!

Why Choose Ascensor?

Ascensor are web development & digital marketing specialists. We build & market websites that look amazing & deliver strong results for our clients. We have a wealth of online experience after working on hundreds of websites across all sectors; we are digital experts so our clients don't have to be. Since 2007, we have worked on many retail websites. Our core expertise lies in the development of bespoke Ecommerce solutions that gives our clients the ability to generate online profit. We have experience in integrating multi-lingual and multi-currency elements. We have a proven track record of delivering advanced search engine positions & ROI through digital marketing, both within the UK SERP's and Internationally.

The team at Ascensor is our key asset, a talented bunch of creative individuals with the right amount of experience & dedication to make your website project a success, we are here to deliver your new Ecommerce website on time & on budget. All work is done in-house; our production team are split into five departments:

Service level agreement

Quality guidelines

Project management

Why choose Ascensor?

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for more information!

Why Choose Ascensor?

Design – Our dynamic design team have been hand-picked for their commitment to designing stunning but logical designs; this means that their work don't just look the part but is created with the end user in mind. Led by our Senior Website Designer with a BA in Multimedia the design process is always an exciting stage of any project.

Front End Development - Our talented front end developers are led by our Senior Developer with a degree in Interactive Multimedia. The front end team are all well experienced after working on hundreds of websites across all sectors. The front end team bring designs to life, adding animation & other interactive features.

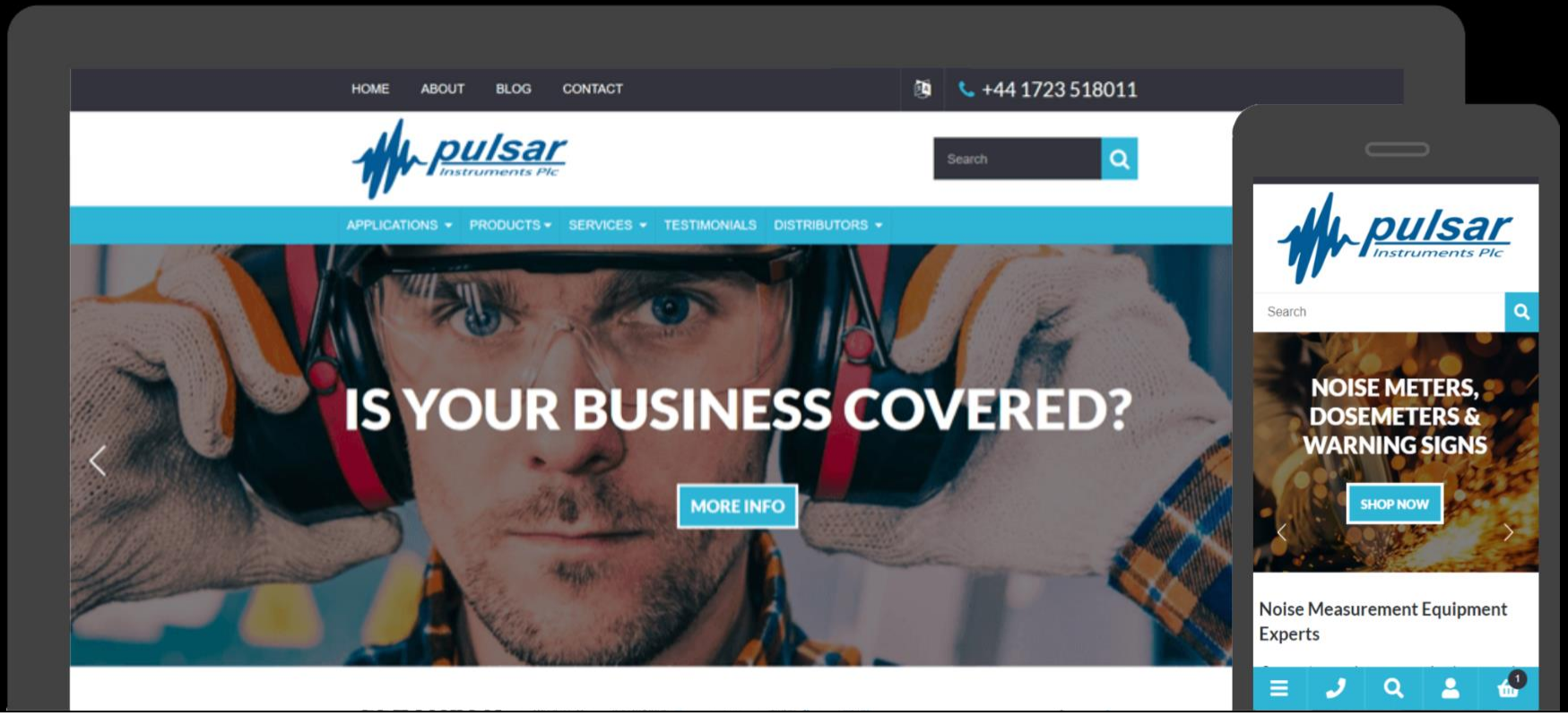
Back End Development – Our innovative back end developers are motivated by the more technical aspects of website building & have combined commercial experience of 10 years. Led by our Senior Developer who specialises in creating bespoke web-based solutions, our back end team are dedicated to building quality websites using the latest technologies & coding techniques.

Project Management – Our Prince2 Certified Project Management ensures that we deliver your new website within budget, on time & to your exact specifications.

Testing – Even though Ascensor Air: Ecommerce benefits from minimal testing we still have dedicated team members responsible for making sure the website is perfect when it goes live.

All of our team are committed to continuous development; actively learning new & improved methods as technology changes to deliver the best solution for clients.

Fancy a demo?

Call Ascensor on **01924 284390** or email

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