



Explore Consulting WebStore Practice Overview

- Web & Graphic Art Design
- Motion Graphics / Flash Design
- Brand and Logo Design / Corporate Identity
- Social Media Implementation & Strategy
- Project Management
- eCommerce Strategy
- Search Engine Optimization
- Customized Web Site Management Support Services
- Systems Integration
- WebStore Training

WebStore Implementation Examples:

Basic

Approximate Price: \$5,000 - \$7,000

Audience: Small businesses looking to implement a unique WebStore with assistance, guidance, and design expertise aimed at augmenting their WebStore project efforts

Includes:

- Custom design
 - Example: customized version of home, category, static, and item page
- Training and assistance with WebStore setup and features
- No custom integration or enhancements

Premium -

Approximate Price: \$10,000 - \$20,000

Audience: Mid-sized businesses looking to implement a highly customized WebStore with a partner that will drive the project and meet customization needs beyond native WebStore functionality.

Includes:

- Custom design
 - Example: multiple highly customized versions of home, category, static and item pages

- More thorough training and assistance with WebStore setup and features
- Moderate custom integration and enhancements to meet business needs
- Search Engine Optimization

Enterprise

Approximate Price: Project based

Audience: Enterprise clients looking for a white-glove implementation by a seasoned eCommerce service provider that will enable a highly customized WebStore with features specific to their business needs.

Includes:

- Highly customized design and branding
- eCommerce strategy consulting
- End to end consulting and training for WebStore implementation
- Custom integration and enhancements to meet business needs
 - Integration to back end office systems
 - Front end client applications such as loyalty & affiliate programs, store locators, product registration, and newsletter sign up, etc
 - Search Engine Optimization encompassing entire online and offline presence