

# Welcome to Web Design UK

Whether you require a simple website, a major company portal or anything in between (see our products and services), you've come to the right place! Web Design UK have been designing and hosting websites for over 10 years which is a lifetime in Internet terms. We started out originally by focussing on small/medium businesses who didn't have the resources, the time or the expertise to get themselves an online presence. Since then, by keeping up with the latest in web development and continually maintaining low overheads, we still champion that original SME sector but have expanded to meet the needs of all companies and individuals who require quality web design and hosting at the most competitive prices.

Ecommerce: If you've read anything at all about ecommerce sites, often called shopping cart sites, you'll probably know at least three things: ecommerce sites are the most exciting way to do business, ecommerce sites can be really, I mean really, complicated and lastly ecommerce sites are absolutely, outrageously, often unaffordably expensive.

Web Design UK is set to change the last two ... Web Design UK is different from the normal web design companies. For a start, we don't make things complicated so that we can charge outrageous prices. Web Design UK has developed a shopping cart system. called eShop that is reliable, simple to operate and inexpensive whilst using cutting edge technology to perform the complicated tasks in the background. Once we have installed your eShop, (in as little as 48 hours), it is simple for even non-technical users to add or edit content, update images, and to manage the critical data that makes your eShop go. Anybody with basic word processing skills can easily learn to manage an eShop site.

Via a simple, browser-based interface you will be able to easily add new products, images and create an unlimited amount of sections or content pages on your site.

## eShop Shopping Cart Features: Products/Categories

- Add as many Products and Categories as you want
- Can also be used just as a catalogue (without cart features)
- Unlimited Category/Subcategory depth, products can be assigned to multiple categories
- Sort your Categories the way you like
- Sell any type of tangible goods that you like
- Sell downloadable Products like MP3s, Templates, DVDs, Videos or Software
- Add a thumbnail and a full size image to every product via your browser
- Add Attributes like Size or Colour to your Products to offer product variations
- Use Product Discounts (percentage/total, time limited or not)
- Show Details & images for every Item
- CSV Upload, (CSV Import & Export)
- Manage the Stock Level for Products and Items
- Automatically Notify Shoppers when a Product is back in Stock
- Feature specific products by setting them "on special"; Shopper Groups / User Management
- Add Shoppers and assign them to different shopper groups
- Global Shopper Group Discounts
- Multiple prices can be added to a Product, each for an own shopper group or a quantity range
- Restrict "Display prices" to specific user groups
- Access Management: assign users to user groups like "admin"; "storeadmin"; "shopper" or "demo" to allow the administration by other users (assign products to vendors and allow those vendors to maintain only their products) Easy Configuration / Customization
- Manage your shop through an easy and completely integrated interface
- A "Welcome Screen" shows your daily Shop Statistics: A Summary with "number of customers"; "number of orders"; "5 newest customers"; and so on
- Global Price/Currency Display Formatting
- Templates for Product Display Pages
- Extend the Shop with other Modules and Functions
- Manage different Currencies, Countries Shipping Addresses / Tax Rates
- Shoppers can add individual Shipping Addresses
- Fetch Shipping rates live parcel carriers
- Write your own Shipping Modules using the Shipping API
- Product prices can be displayed "including tax" or not (set for each shopper group)
- Choose between Shipping-Address-based tax calculation (city/state & country/region)
- Store-Owner-based tax calculation (e.g. in European countries)
- Add your own shipping carriers and shipping rates Payment
- Use safe SSL encryption (128-bit) and Shared SSL
- Capable of live credit card processing Supported Payment Providers:
- Authorize.net online Credit Card Processing (AIM)
- 2Checkout
- PayPal (with IPN gateway)

- Paymate
- NoChex
- WorldPay "IPN"
- PayMeNow
- eCheck.net
- eWay (XML transactions)
- eProcessingNetwork
- and more... Order Management
- Complete Order Management
- Automatically notify your customers when the Order Status changes
- See who has ordered: IP address storing
- Extend the pre-defined order statuses with your own ones "Nice" Features for Customers...
- Let your customers easily search for products through a search form
- Shoppers can see, in what time a product will usually ship, on product-details page (with nice images!)
- Shoppers can manage their user accounts
- Shopper can view all their orders (and order details)
- Order Confirmation mail (customizable!) is sent to shopper and store owner