

# LYTRON PRO-CARTS

PROFESSIONAL STORE SOLUTION WITH BONUS FEATURES

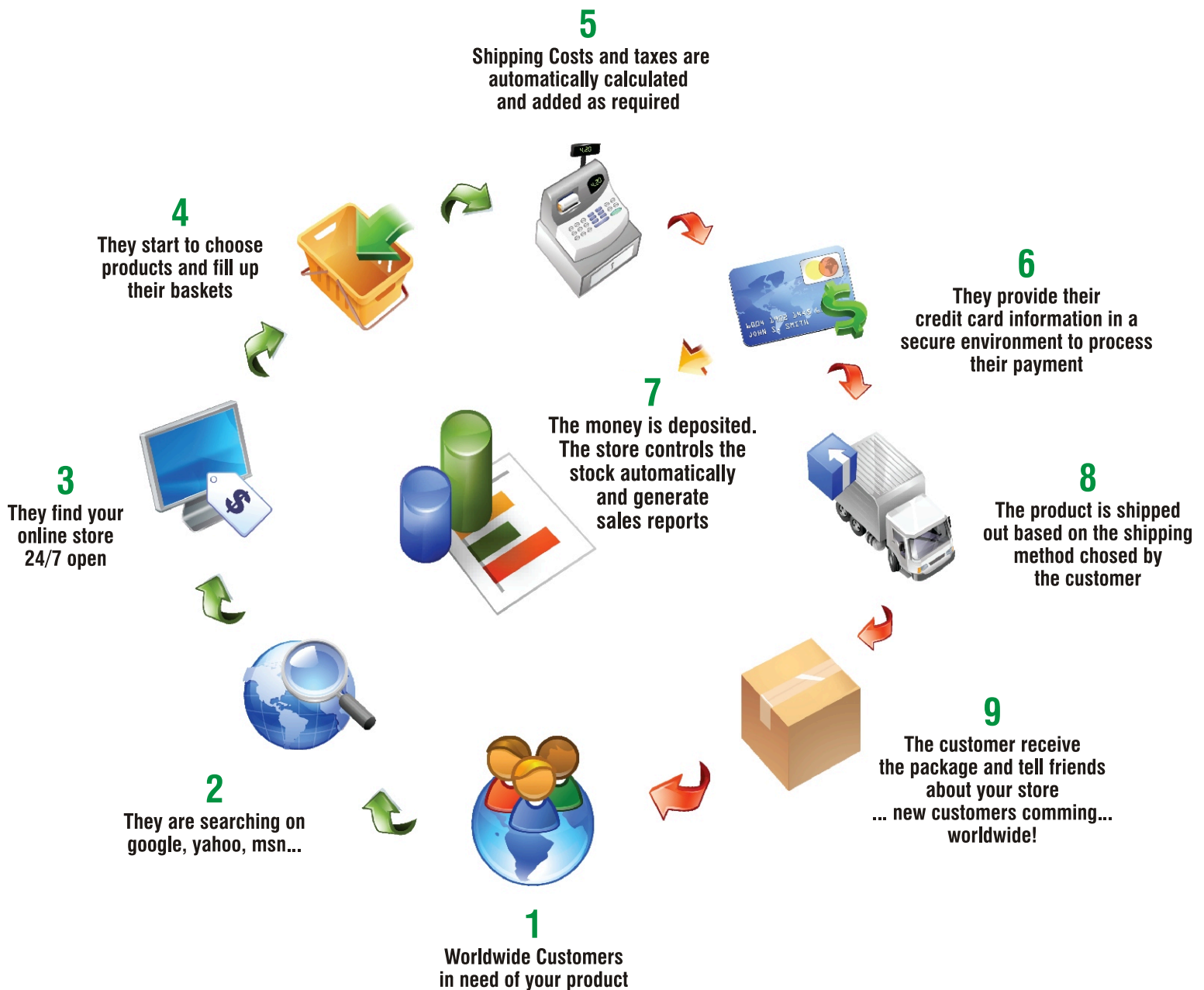




**LYTRON PRO-CARTS**

# THE PROCESS

UNDERSTANDING THE CYCLE





**LYTRON PRO-CARTS**

**How much**  
would you pay to start a retail store?

## LOCAL RETAIL STORE

- ☞ Licenses, Permits & Registration Costs
  - ☞ Rent a space big enough
  - ☞ Decor the place
  - ☞ Buy shelves
- ☞ Pay 2 shift employees
- ☞ Pay Utilities
- ☞ Buy/Lease Equipments
- ☞ Have a local stock - inventory
- ☞ Buy a credit card machine
- ☞ Store Fixtures & Signs
- ☞ Office Supplies & Store Use Items
- Printed materials for marketing

**Monthly Payment: \$10,000 and Up +++**  
**Reach only local people at business hours**



## REAL X VIRTUAL

## ONLINE STORE

- ☞ Registration Cost: \$15/year
- ☞ Hosting Space: \$120/year
- ☞ Setup Fee - Complete Store + 4 Pages
- ☞ NO shelves / NO extra space
- ☞ NO employees (sellers, cashiers, etc)
- ☞ NO Utilities
- ☞ Only one computer
- ☞ No local Inventory
- ☞ Virtual Terminal (Paypal or Advanced Paid Solution)
- ☞ NO Signs
- ☞ NO Supplies
- ☞ ONLINE Marketing ++ Affordable

**One Time Payment: +- \$2800.00**  
**Sell worldwide 24x7x365**





## LYTRON PRO-CARTS



### THE PROCESS

ATTRACTING CUSTOMERS WORLDWIDE

1

### REASONS TO SELL ONLINE

- ☞ Reach potencial customers globally
- ☞ Attract new customers at a targeted audience
  - ☞ Maximize your business exposure
- ☞ Customer feedback - Interact with your customers
  - ☞ Give information about your company profile
    - ☞ Detailed description of product or service
      - ☞ Build brand image
    - ☞ Good return on investment
      - ☞ Cost effective

### & BUY ONLINE

NO Lines  
NO traffic  
FAST Checkout  
MORE information available  
of each product  
ORGANIZED departments  
SHOP with comfort  
SHOP anywhere  
NO tax when out of state







## LYTRON PRO-CARTS



## THE PROCESS

MAKING YOUR SITE SEARCHABLE

2

☞ ALL PAGES are automatically code with titles and descriptions based on page content, to **help search engines match your products to relevant searches**.

☞ All pages are built following a standard coding format so that **search engines can easily read and index your page content**.

☞ **Each page has a customizable, static URL** (such as [www.yourstore.com/your-product.html](http://www.yourstore.com/your-product.html)) based on product search keywords, to help improve search rankings.

☞ **An expert developer will build your store for you:** We will create a custom and clean design, install, setup and deliver a professional web store.





# LYTRON PRO-CARTS

## OUR FEATURES

## ULTIMATE EDITION



### SEO

#### Search Engine Optimization

- Each Page can be manually edited to obtain best optimization.
- All pages can be automatically optimized to save time.
- FREE Submission to major Search Engines.

CATEGORIES	MANUFACTURERS	PRODUCTS
<input type="radio"/> Skip all tags	<input type="radio"/> Skip all tags	<input type="radio"/> Skip all tags
<input type="radio"/> Fill only empty tags	<input type="radio"/> Fill only empty tags	<input type="radio"/> Fill only empty tags
<input checked="" type="radio"/> Fill all tags	<input checked="" type="radio"/> Fill all tags	<input checked="" type="radio"/> Fill all tags
<input type="radio"/> Clear all tags	<input type="radio"/> Clear all tags	<input type="radio"/> Clear all tags
<input type="button" value="update"/>		

```
<head>
<title>2544-Low Rise Brazilian Jeans Green</title>
<meta name="Description" content="Brazilian Low Rise Jeans Basic, Blue-Green, Get the
<meta name="Keywords" content="brazilian jeans, green brazilian jeans, low rise jeans
<meta name="robots" content="index,follow" />
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1" />
<!-- EOF: Generated Meta Tags -->
<base href="http://www.bestbrazilianjeans.com/store/">
<link rel="stylesheet" type="text/css" href="stylesheet.css">
```


Source Code

#### Meta Tag Information

Product Title Tag:


 2544-Low Rise Brazilian Jeans Green

Product Description Tag:

 Brazilian Low Rise Jeans Basic, Blue-Green - Get the Look and Feel!

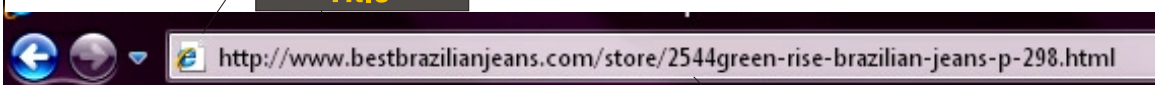
Meta Description

Product Keywords Tag:

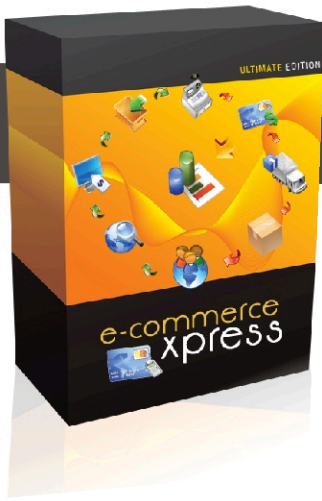
 brazilian jeans, green brazilian jeans, low rise jeans, low rise brazilian jeans, basic denim

Meta Keywords

Title



Address Bar



# LYTRON PRO-CARTS

## OUR FEATURES

## ULTIMATE EDITION



### XPRESS

#### FAST & PROFESSIONAL

- You are not a programmer! You have no knowledge about e-commerce... If you are serious about having a store that builds credibility, you do need a web developer!
- We install, configure, and design your complete store in 30 days



### CATALOG

#### EASY MANAGEMENT

- Once installed, it is easy to manage the store with our friendly 'user guide'!
- Add Unlimited Products, Categories & Manufacturers
- Clone attributes easily
- Add Product with WYSIWYG Editor



### PAY

#### Payment Options

- Integration Ready: Accept credit, debit, and PayPal payments online
  - Payment processing partnerships:
    - . Authorize.net (\$150\* + \$25\*\*)
    - . PayPal (FREE)
- \*Setup Fee / \*\*Monthly Fee



### SHIP

#### AUTOMATED SHIPPING

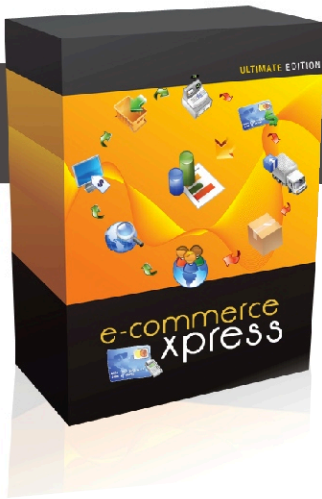
- Use major carriers like UPS and USPS
- Set shipping rates by weigh, price and location.
- Ship orders to international locations
- Real time integration

##### Shipping Method

This is currently the only shipping method available to use on this order.

##### United Parcel Service (1 x 5.5lbs)

Next Day Air Early AM	\$65.84	<input type="radio"/>
Next Day Air Saver	\$28.23	<input type="radio"/>
Ground	\$9.55	<input checked="" type="radio"/>



# LYTRON **PRO-CARTS**

## OUR FEATURES

## ULTIMATE EDITION



### PROCESS

#### Order Processing

- Easy interface to process orders
- View new orders by email or online
- Automatically email customers to announce order status changes
- Print invoices and shipping labels



### CART

#### Shopping Cart & Checkout

- Automatically calculate tax and shipping based on location.
- Progress indicator to orient customers
- Cart contents / customer basket saved on database for posterior use



### CLIENT

#### Customer Management

- Clients can write / read product reviews.
- Customers can easily change their information and remember password
- Customer receive automated e-mails on registering, ordering and status changing



### REPORTS

#### Reports and Statistics

- Sales: See your revenue, items sold, number of orders and more.
- Referrers: Identify how customers find your site.
- Page Views - Find out which web pages get the most traffic.





# LYTRON PRO-CARTS

## OUR FEATURES

## ULTIMATE EDITION



### GIFT

#### Gift Certificate / Voucher

- Encourage purchases and repeat visits by offering gift certificates.
- Allow customers to send Gift Certification by email to a friend.
- System automated: create, send and report gifts.

\$3.80 to be used from Gift Certificate



### COUPON



#### Descont Coupons

- Build sales and customer loyalty with percentage or dollar amount discounts that can be applied to individual items or an entire order.
- Offer free shipping as a purchase incentive.
- Reward frequent customers with coupons.

Enter code below if you have any gift certificates or coupons you have not redeemed yet.

Enter Redeem Code

 **Redeem**

Status ☒ Active ☐ Inactive  
Coupon Name    
Coupon Description    
Coupon Amount



### ADMIN

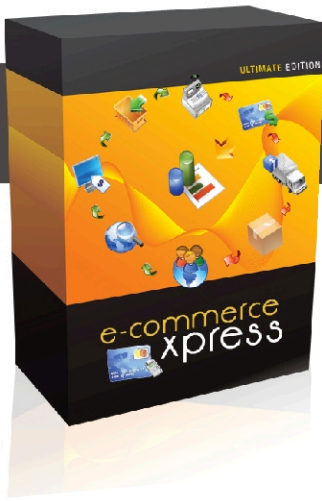
- Add new customers and new orders through the administration easily.
- Add special prices and product attributes with just few clicks
- Backup entire database from time to time.
- Newsletter Manager

#### Administration

##### Configuration

##### Catalog

Categories/Products  
Products Attributes  
Quickbooks Import  
QBI  
Extra Images  
Manufacturers  
Reviews  
Specials  
Cross Sell Products



# LYTRON PRO-CARTS

## OUR FEATURES MERCHANDISE TOOLS

## ULTIMATE EDITION



### x-Sell

#### Automated Cross Selling

When a customer looks at a product page or places a product in the shopping cart, ECXpress can automatically recommend related products based on the customers' own shopping behavior. The result? Relevant suggestions for your customers, which can lead to higher sales per visitor. For example, if the customer views a digital camera, your store could suggest memory cards.

Setting Cross-Sells For 2543-Low Rise Brazilian Jeans Light Blue (Model)



Product Id	Product Model	Product Image	Cross-Sell This?
221	2106 - Blue	No Image	<input type="checkbox"/> Cross-Sell
222	2106 - Pink	No Image	<input type="checkbox"/> Cross-Sell
223	2106 - Khaki	No Image	<input type="checkbox"/> Cross-Sell



### Recovery

#### Recovery Cart Sales

- This tool will select customers who abandoned their carts and just need to be reminded to complete the cart and/or to find out why the customer didn't complete the order.
- Most important tool to follow up with customers who registered but not did finish the purchase.

#### Recover Cart Sales

CONTACTED	DATE	CUSTOMER NAME	PHONE
ITEM	DESCRIPTION	QTY	PRICE TOTAL
12/06/2008	12/11/2008	mariana barbosa	954.597.1800
	TF25-StSilve	TF25-Stone wideband jeans with triple button closure - Size 0	1 \$42.90 \$42.90
			Cart Total: \$42.90
			<input type="button" value="delete"/>
12/09/2008	12/09/2008	romulo barbosa	34746114
	GIFT_25	\$25.00 Gift Certificate	1 \$25.00 \$25.00
	2106 - Pink	2106 - Basic Wideband Mini Skirt Moleton - Baby Pink - Size 1	1 \$24.90 \$24.90
			Cart Total: \$49.90

#### Inquiry from Best Brazilian Jeans

Best Brazilian Jeans [info@bestbrazilianjeans.com]  
To: mariana@msn.com

Login to your account here: <http://www.bestbrazilianjeans.com>

Dear Mariana,

We would like to thank you for having shopped at Best Brazilian you placed the following item(s) in your shopping cart, but did not

Shopping Cart Contents:



# LYTRON PRO-CARTS

## OUR FEATURES

## ULTIMATE EDITION

### OTHER FEATURES

#### Master Password:

It will allow you to login to any customer's account  
Very good if you need to help the customer (ex: adding products in his basket)

#### Create customers account through admin:

Ability to add customers, not only edit them  
Very useful if you have a customer by phone that need help registering.

#### Create orders through admin:

Allows you to create orders with customers over the phone.

#### Sitemap Generation:

This feature builds a sitemap of your entire shop. Very helpful for optimization purposes.

#### Extra Images:

Ability to add many pictures to each product.

#### Wysiwyg Editor:

Insert hyperlinks and images, Format text to be bold, italicized, or underlined,  
Change the face, size, style and colour, align Left, centre, or right-justify paragraphs, Make bulleted or numbered lists, Indent or un-indent paragraphs.  
Linked Multi-lingual language translator, Insert a horizontal line, HTML is automatically inserted into your fields (no copy pasting), View the raw HTML source of what your editing, and much more...

#### SalesTracker:

This allows lots of interesting reports to be generated about customer activity on your site - Questions which supertracker can currently help you answer are the following: How do my customers find my site?  
Which referring sites generate the most sales? Are there any trends to the pages on which baulking customers leaving without completing their purchase? Am I getting enough visitors from the countries I am targetting? Is my Pay Per Click Campaign delivering pay customers, rather than just expensive hits?

#### Shop by Price:

Gives to the customer the ability to choose a range of prices he/she is looking for.

#### Special Display:

All pages have a random display were customers can see a box with products in special.

#### Add a Friend:

Customer can send automated emails through the site sugesting a product. to a friend.

#### Reviews:

Option to let customer write reviews about products.