

## ExpertsWatches.com requirements & FEATURES

Hello, we are looking to have our site developed and looking to see what the best way is to move forward. I not looking for just another developer company to use, we want to create a new relationship and partnership with a company to use for upcoming years.

I have a lot of relations already and looking to do thing in a much more efficient manner. We currently sell on eBay: <http://www.ebaystores.com/expertswatches>

I have listed the site I like my site to feel like on the request below, I like simple and like my eBay store, white background. slide pictures start three to five pictures below of each department like watches, jewelry and watch straps. few rows of newly or random product to show below. then some details below.

Like the tab base policies on our eBay items. Payment Shipping Returns Store Policy Service Level Watch Care

Please we need documentation to know how to function with the site and have access to provide other projects.

- Platform Shopify
- Design Reference –
  - <https://windupwatchshop.com/> (don't like the black background, pictures setup is good)
  - <https://www.watchobsession.co.uk/> (uses Shopify store)
  - <https://theoandharris.com/vintage-watch-shop/> (uses WooCommerce/WP) Product page, payment options (there own payment plan 20% down + 5% service charge none refundable, 40% 1<sup>st</sup> month, 40% 2<sup>nd</sup> month.
  - <https://thekeystone.com/> (uses Shopify store)
  - <https://chronostore.com/tag-heuer-carrera-silver-dial-steel-titanium-automatic-mens-watch-car2c11-fc6327/> (uses Magento) Add to compare list & Add to book mark button on product page, request bank wire button 2.5% discount.
  - <https://www.josephbonnie.com/en/> (uses WooCommerce/WP) Like the picture of category page changes on going over.
  - <https://www.acollectedman.com/> (uses shopify) Great simple feel and pictures
  - <https://gregoriades.com/product/1944-breitling-ref-178-extra-plat-18k-rg-chronograph-venus-cal-170-sn-661069/> (uses WooCommerce/WP) add to wish list button. Tabs like our eBay store. Categories, bread crumbs, tabs section like our eBay store, and the format to post in eBay.
  - <https://www.crownandcaliber.com/> & <https://www.betteridge.com/pre-owned-watches/> Like the product category page sort option.
  - <https://analogshift.com/> (uses Shopify store) over feel, the product pages pictures only very good.
  - <https://www.bulandangsons.com/> (uses WooCommerce/WP)



- <https://shop.hodinkee.com/> (uses Shopify store) One of my favorites, use product page format, add inquire button under add cart with pop up

Inquire x

Thank you for your interest in the Rolex Oyster Perpetual.  
Please fill out the form below and we will get back to you shortly.

Name\*

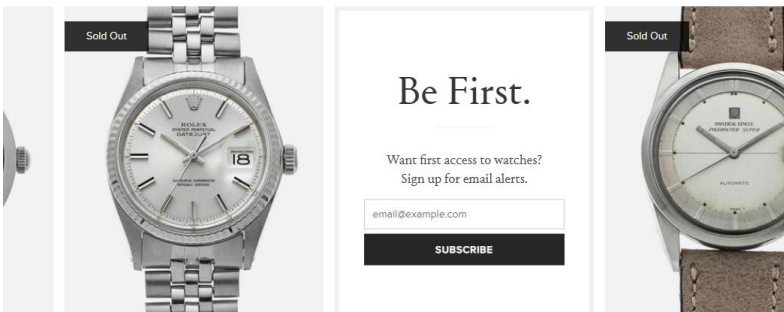
Email\*

Phone

Message

Sign me up for the email list

- Category page like Hodinkee where there is a picture selection: Be First. Want First Access to watches. Sign up for email alerts.



- Sold Out Bar Join waiting list when highlighted. Remove price and add cart bottom. Move sold out item to the end of the sort with different sort option.
- Responsive Web Design to ensure perfect rendering on all devices.
- Product picture Zoom
- SEO Friendly site
- eBay sync plugin (first need to bring the items in from eBay, then we can do a one-way push from shopify) need to make sure we keep a similar template feel for the current eBay to shopify and back.
  - <https://apps.shopify.com/ebay> , one-way sync from shopify to eBay. For imports
  - <http://www.wonderlister.com>
    - " if we could push the products from eBay to shopify with all detail formatting and pictures?" --> Yes



- " does this sync the products?" --> No, but manual options are provided for you to sync Ebay qty from Shopify and vice-versa.
- " where will the orders will be done form. can we use the template base form?" --> Sorry, not clear what exactly does that mean. Handle Orders as WL does not exist. Not sure if that answers your question though.
- <https://esaproductmanager.com/free-trial/> \$49 a month 50% off now. Free trial.
- <https://www.sellbrite.com/pricing-pro/> \$49 month for upto 100 order a month multi platform lots of option. Maybe good to try. Listings Publisher and manager for List products for sale on integrated sales channels from your Sellbrite inventory. Amazon, eBay, Walmart, Jet, Etsy, Shopify, BigCommerce, WooCommerce
- <https://easysync.estoreautomate.com/pricing.html> **NO** Easy Sync cannot connect the products in your Shopify store to eBay. You will need a supplier's source file or link to use Easy Sync. Easy sync will do only quantity and price updates to eBay, right now it is in a development stage. It will take 3-month time to launch.
- Regarding the shipping of products, we don't have an idea. <https://apps.shopify.com/epi> having problem emailing and getting bounced. \$40 setup fee one month is free
- Inkfrog.com **NO** feedback: Right now we can pull your Shopify inventory and create eBay listings from it. When a sale happens on eBay we can push that order information to your Shopify store. However we do not currently have a way to take eBay listings and create Shopify listings from them.
- Shipping connections UPS and USPS. As stated currently using shipsaver & parcelpro.com.
  - UPS plugin for parcelpro.com -
  - USPS - Current Shipping examples

Shipping for: bracelets are charged \$2.99 per item with \$1 discount for each additional item, have Flat \$9.99, \$15.

Most watches are shipped with UPS calculated shipping, FedEx on some international shipping. as you know different watches have different box sizes and dimension. But I can standardize it. Most information from eBay if it can be imported and built product shipping rules on the site.

But majority of watches over \$1000 box size is 8x8x8in 2-3LB now since eBay does not allow to add insurance cost to shipping, I have 4 rules for watches based on price. \$5, \$10, \$20, \$50 handling. Based on watch price, so just for you to know basic pricing for insurance is \$1 per \$100. So, a \$7000 watch has a cost of \$70 just in insurance, that kind of changes based on few criteria.

I have some of my lower end watches which less than \$500 with flat rate shipping via USPS flat rate envelop. Charge either \$9.99 or \$15. Based on price.



What is your thought on?

- Instagram, Facebook, Pinterest plugin. (like to have a Facebook store and Instagram selling option)
  - Possibly posting on Facebook groups – SNAP Plug in
- Plugin Aftership -
- Sell to us consignment/sell/trade form Page. Like picture from (want the best SEO on this page and estate purchase collection purchase)
  - <https://www.watchfinder.com/part-exchange> ,
  - <https://www.josephbonnie.com/en/sell-your-watch/>
  - <https://www.thewatchbox.com/sell-your-watch/>
  - <https://timelessluxwatches.com/watches/sell-your-watch/>
  - <https://www.crownandcaliber.com/pages/sell-my-watch>
- Email list contact manager – Mailchimp Integration
- sold or out of stock items to have a banner over them and still display. Watch trade in, repair, consignment – These custom bubbles can be added from the admin. For each product.
- Sales and accounting reports.
- We will use shopify payment for now. (Payment PayPal, amazon or stripe – Since you mentioned you'd be using Amazon pay, here is the information I will require)
- Sales tax calculations –
- Signup popup function – only once per visit after few minutes.
- Dynamic Cross selling of item in each product page.
- Google shop and other search engine shop sync (products feeds
- Way to track orders and shipping tracking information and updates.
- Security plugins and closer of sites attack. – I believe this is being done by shopify?
- Backup setup. – I believe this is being done by shopify?
- Uniformity in product pages. Hopefully uniformity with eBay pages (html template update) so all items in eBay and website looks in same formatting. Like current eBay template need few changes.
- Site menu see picture below. (No all pages will be added at the site lunch, at least they should be created with no content and be ready for content and be enabled when ready.



Watches	Straps	Essentials	Tools	Watch Repair	Sell/Trade	Specials	History
Pre-Owned	Colors	Jewelry	Watch Tools	totalwatchrepair.com			references
New	Dynamic menu	Dynamic menu	Cleaning/Polish				Dynamic menu
Brands	Size	SpeedoMeter	Watch Spring Bars				
Dynamic menu	Dynamic menu	Namaste Jewelry					
Materials	16mm,18mm,19mm,20mm,21mm,22mm,24mm	Wraps					
Dynamic menu	Type	Rolls/Storage					
Movements	Dynamic menu	ART					
Dynamic menu	Leather						
Complications	NATO						
Dynamic menu	Zulu						
Use <a href="http://www.betteridge.com/">http://www.betteridge.com/</a> for the last three sections	Perlon						
	Vintage						
	EW Straps						
	Watch Buckles						

- Below is the list of important pages an ecommerce website should have. I have mentioned the pages which will have unique design, that means there will be a different template for each and every page mentioned below.
  - Home Page (idea is there and have the basic idea)
  - About us (have it)
  - Product Detail page (have the basic idea)
  - Product Category Page (yes, have the idea. Was wondering if we can have branded categories to display the brand logo and little story/history?)
  - Contact us (just the form)
  - Simple Content pages(to display store policies or any other simple content)
  - Checkout Sections (Account Registration, View Cart, Payment Gateway)
  - Six to eight banners
  - 10-15 category banners if needed
- Add Affirm possible sezzle.com for payment installment.
- Need training and help on how to add pages, and edit content.
- Like to post to <http://www.lionseek.com/>, watch forums. Rolexfourm, watchuseek, <http://www.watchrecon.com/> gets the feeds from all forums and lists it. (can be don't later) – **I have checked with the businesses involved and they do not do such streaming or feeds. This can be done phase 2-3**



- Etsy plugin **the** free version is for a maximum of 100 feed items. Please complete the requirement and it will be connected to your Esty account. I like to pick the items to post on Esty, not all items. **This can be done phase 2-3.**
- I want a product knowledge section like bobswatches.com where you can check Rolex serial number to year. – **This can be done phase 2-3**
- Analytics maybe [Slimstat Analytics](#) – **This can be done phase 2-3**
- Auto Watermarking of pictures **This can be done phase 2-3**
- Coupon options on some items not all like jewelry. **This can be done phase 2-3**
- Can we create a generic email to send when new item or items is added? **This can be done phase 2-3**
- Recover Abandoned Cart –. **This can be done phase 2-3.**
- Add <https://www.afterpay.com/en-AU/for-retailers> **This can be done phase 2-3.**
- Scraping some content, from informational sites, this **can be done phase 2-3**

Hello thank you for the email, I just wanted to be clear you <https://www.warbyparker.com> , since i thought it was developed by another group? have you done any ebay store integrations? Mean thing for me is ebay and shopify first sync which already found a plugin, and there is an ebay shopify to ebay sync after wards. like shopify pages and ebay pages have similar look and feel.

I have not picked a theme yet but provided the site i like my site to look like. the main point other ebay. also do an api with UPS Parcel pro. time line required. SEO very important.

as stated my go goal is to create a relationship not one time project.

thank you,

