

Closson's Jewelry

Closson's Jewelry is an example of an online shop complete with secure payments. The shopping experience uses Paypal to accept all major credit cards as well as those who have an existing Paypal accounts.

A custom template was designed to fit the style and functionality requirements of this site by presenting the visitor with a colorful array of photography and, once inside, information about services and an inventory of jewelry. Customers may add products to their shopping cart and, when ready, checkout and pay once for all products they have selected. Photographs are available for each product listed and a featured product is displayed randomly in the sidebar with each page refresh.

Closson's is able to present the visitor with specials and discounts and make changes to these and any other content on the website at their discretion... all from a unified backend interface.