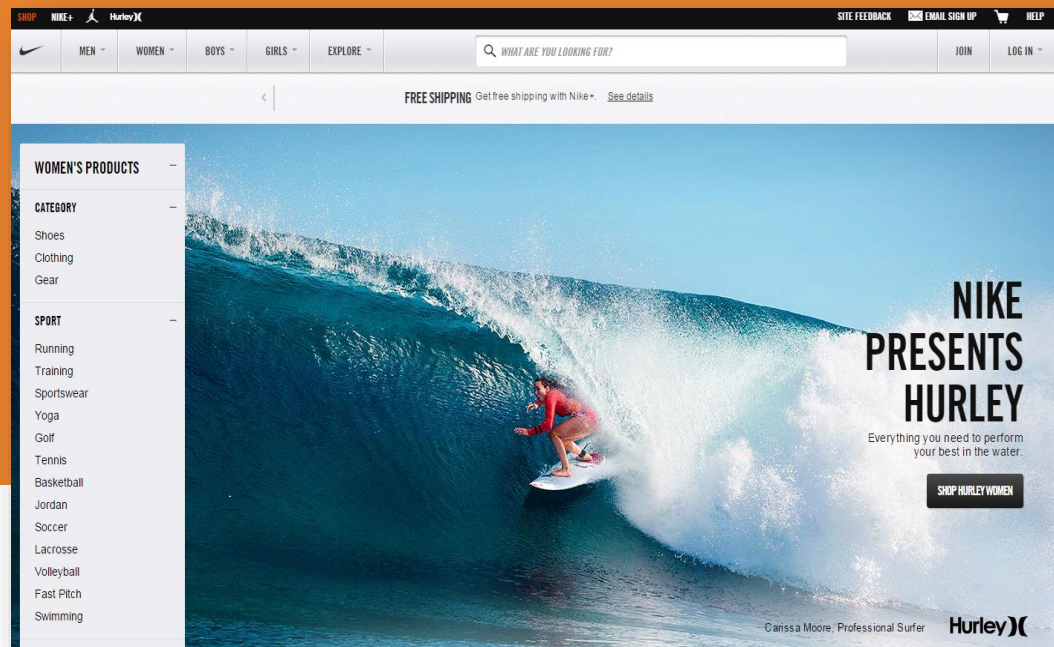


Learn How to Make Your Website  
Stand Out

# 9 Best Magento Website Designs eBook

Take Away Some Design Tips from the Pros



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# 9 Best Magento Website Designs

Find out why we named the following websites the top 9 Magento designs.

## 1) Nike

Nike's website demonstrates the clearest form of branding, along with distinct and direct category pages that vary throughout the site.

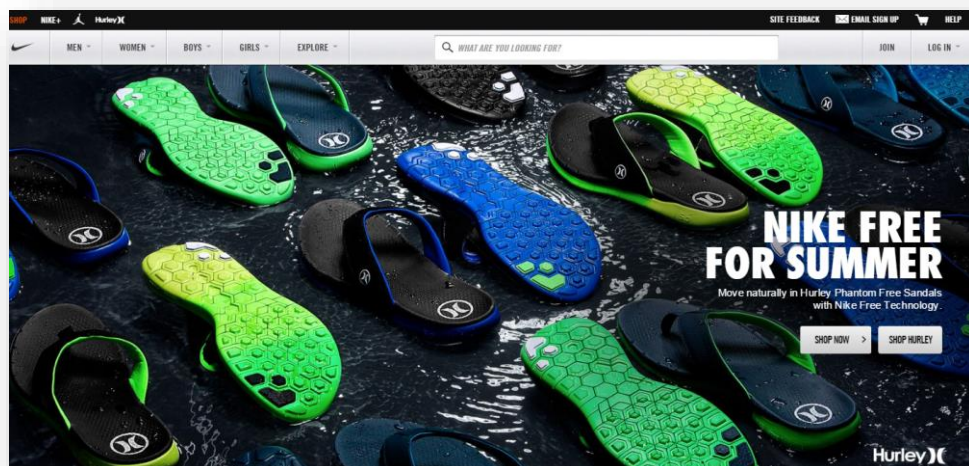
### Branding:

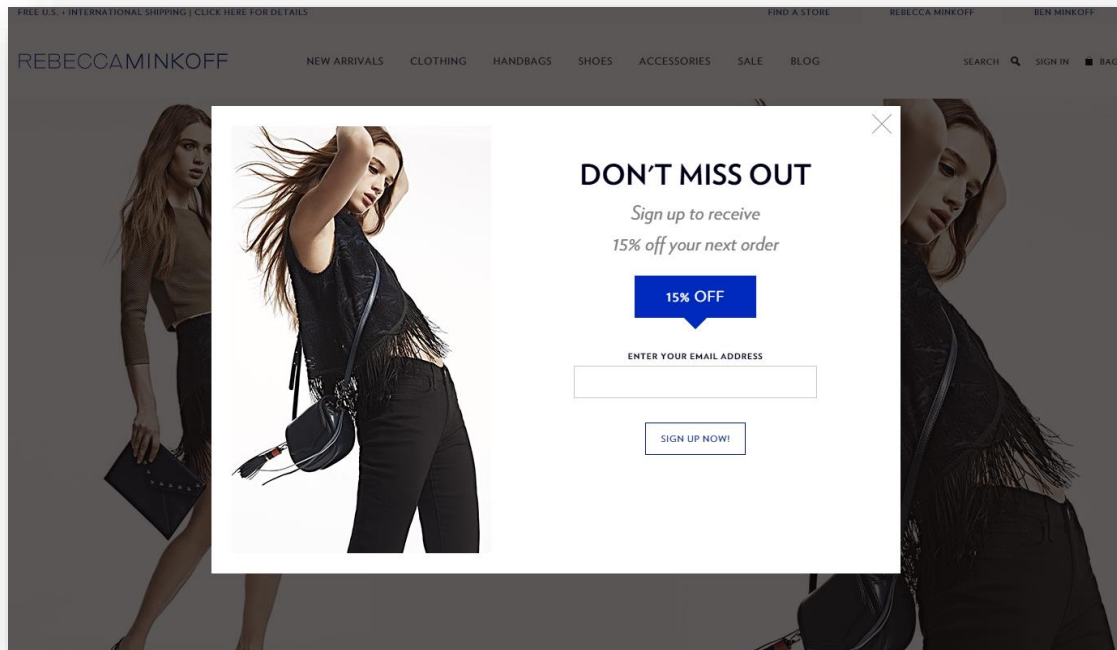
Nike's consistency and seamless shopping experience make them a prime example of expert [eCommerce branding](#). Make sure there is a consistency with your product images, regarding angles, lighting and backgrounds. Product descriptions should also always be consistent, as they demonstrate your brand's personality, so be sure to pay attention to the length of the copy as well. Nike shows this type of copy by including short but explanatory product information, along with bulleted lists and capitalized bold text, which draw in more attention.

### Category Strategy:

The categories on Nike's website range from long lists in five columns to much simpler, visually-appealing lists, after landing on the designated category. For example, when you click on a main category of men, women, etc., you are then given the option to shop by simpler categories like shoes and clothing. You are also given the option to expand further categories based on your needs, by sport, featured products and clearance. Nike offers their customers easy-to-navigate category sections, giving them the opportunity to shop with ease.

Nike also includes subtle calls to action throughout the site for email signups, free shipping and free returns, all of which are noteworthy additions. Check out the website insights below to find out more.





## Best Magento Website Designs: Clear Instructions

### 2) Rebecca Minkoff

Rebecca Minkoff's website shows a clear demonstration of their products with the large, quality images, which slide along the left, right and bottom as you navigate down the page. However, the main features that set them apart from the rest, are their calls to action. Before you are able to click anywhere else on the page, a call to action stops you, giving you the opportunity to get a discount after entering your email. Their website's calls to action are done right, because they present a clear message, a time limit and offer bonuses.

#### Clear Instructions:

The most important [element of an irresistible call to action](#) is explaining it clearly. Rebecca Minkoff does this by making all of the information understandable. The first call to action sBests the visitor by offering a 15 percent off discount on their first order, simply by entering their email. It begins with a bold "**DON'T MISS OUT**," which gives the customer a sense of urgency and a time limit. Right beneath that, it presents a bright blue 15% off box pointing to the email section. It is simplistic and right to the point, giving the customer the motive to purchase.

The other calls to action are also well-written, because they also provide a poignant message, directed to a specific product. Research shows that consumers are more likely to buy when they have a limited selection available. Minkoff's website demonstrates this in the remaining CTA's. For example, showing a fringe shirt and skirt with the capitalized, bold and red, "**FRINGING OUT: SHOP NOW**," gives the consumer an option to narrow down what they want. The color red also emulates excitement and urgency in [color psychology and eCommerce](#). They continue this pattern throughout the first page.

## Best Magento Website Designs: Logo Essentials

### 3) Ghirardelli

Ghirardelli ranked as number three because of their strong approach to incorporate their logo throughout the entire website, provide clear images, and their effort to include a strong CTA right in the upper fold.

#### Logo Essentials:

Ghirardelli's logo evokes simplicity, confidence, reliability and calmness, all in the overall design and color. The color blue is best-known to suggest these adjectives. [What does the color of your logo say about your business?](#) They also include the color brown, which is associated with reliability and dependability, and in this particular case chocolate. This makes it easy to look at and easier to process, which customers tend to appreciate.

In the initial logo, they include San Francisco and their starting year, which makes the logo stand out more. Then, as soon as you scroll down the page, the logo follows. However, it is only the first part of the logo, minus the founding year and place. They keep themselves branded no matter where you click. Your logo should convey a sense of trust, along with correct placement to brand your business as much as possible, similar to Ghirardelli. Since every company is unique, there are a number of [questions you should ask when perfecting your logo](#).



Receive a complimentary hot cocoa packet with every purchase. No coupon code required!

GHIRARDELLI  
CHOCOLATE  
SAN FRANCISCO  
SINCE 1852

SHOP DISCOVER OUR STORY EVENTS

STORE LOCATOR SIGN IN

**SAVE OVER 20%  
WHEN YOU BUY  
—3 OR MORE—  
33 COUNT GIFT BAGS**

**REGULAR PRICE OF  
\$15.95 DROPS TO  
— \$12.50 —  
Mix & Match from  
over 20 flavor options**

SHOP NOW!

The image shows a screenshot of the Ghirardelli website homepage. On the left is the Ghirardelli logo, which includes the brand name, 'CHOCOLATE', 'SAN FRANCISCO', and 'SINCE 1852'. Below the logo is a stack of chocolate bars. In the center is a promotional banner with a white background and blue text. The banner features a 'SHOP NOW!' button and a '33 COUNT GIFT BAGS' offer. On the right is a large blue gift bag tied with a white ribbon, containing several smaller blue gift bags. The website header includes navigation links for 'SHOP', 'DISCOVER', 'OUR STORY', and 'EVENTS', along with 'STORE LOCATOR' and 'SIGN IN' options.

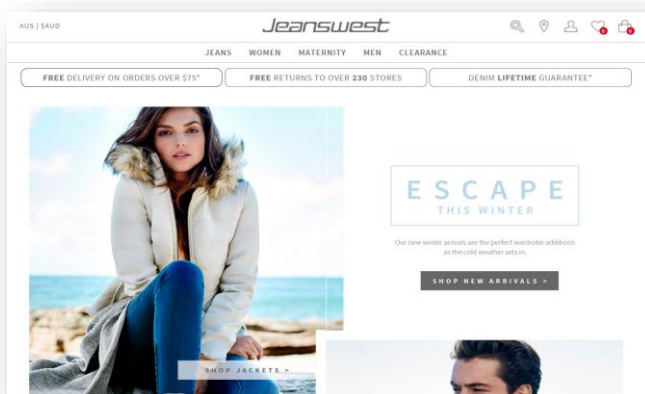


# Best Magento Website Designs: BuzzWords

## 4) Jeanswest

Jeanswest is on our list for using five of the **most buzzed about words** and [phrases that resonate with buyers](#): **free, new, guaranteed, save and shop**. They manage to include all but one within the upper fold of the website, without making it look too cluttered. Including free shipping and free returns is always a perk to include on eCommerce websites. 64 percent of retailers also said free shipping is the best promotion to use to drive more sales during the holiday season, with or without minimum spend required.

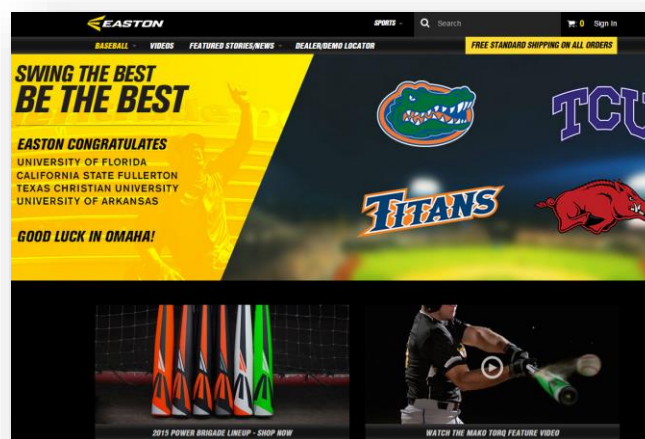
The first thing you see when you click on Jeanswest is the bold and capitalized free shipping and returns verbiage, followed by their product lifetime guarantee. The word shop appears a few times a little lower, with short but detailed category options, and the discounted items are just a quick scroll away.



## 5) Easton

Easton ranked number five for their **creative wording** on their landing pages. Pages is plural, because they combined five captivating phrases related to their brand, in an automatic sliding carousel. Each business is going to of course be unique to their copy, but this approach is a way to get your customers clicking through different products as they scroll through your website. Easton is well-known for their baseball equipment, so it is in their best interest to promote that right out of the gate. The first phrase they go with is **“SWING THE BEST, BE THE BEST.”** In this, they congratulate a few university champions by name and school mascot, which is a smart business tactic. This automatically gives visitors the association with their brand and those teams.

Research shows, you have an average of seven seconds to get a consumers attention, so be sure your [landing page is clearly written](#). Make sure your visitor knows exactly what you do and/or the products you sell within that time frame. Easton’s other phrases they highlight within the first seven seconds include, **“SWING WHAT YOU KNOW,”** and **“THE FEEL OF POWER.”** These are choice phrases for their specific business model, because they incorporate both confidence in their brand, as well as links to specific products underneath them. Separating the specific products with distinctive, powerful headers, is a good way to narrow down purchasing decisions. View some [expert tips for writing landing page copy](#), and be on your way to driving more customers to your website.

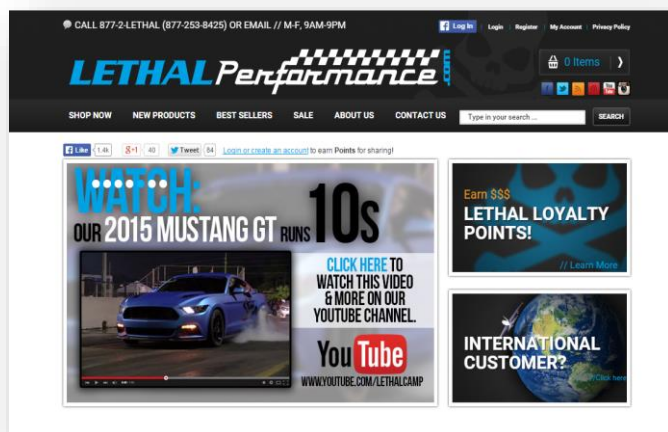


# Best Magento Website Designs: Social Media & Overall Look

## 6) Lethal Performance

Lethal Performance is an example of using **social media** placement correctly. Including social media is a must for any size business today, but besides simply including them, you want to focus on the placement for your specific business as well. Consider placing the [social media buttons](#) close to the content, so customers are sure of exactly what they are sharing. Also, be sure to keep the buttons visible and easy-to-find. Including social media icons on the top right is the most popular placement, as studies have shown visitors' eyes view the upper right corner more than other parts of the website.

Include your social media icons on each product page as well, to encourage customers to share your products more. The proper [use of social media in your eCommerce strategy](#) will first enable customers to share with their friends, and then your business will become more trustworthy. Your products are more likely to be seen as worthwhile if they are shared via social media.

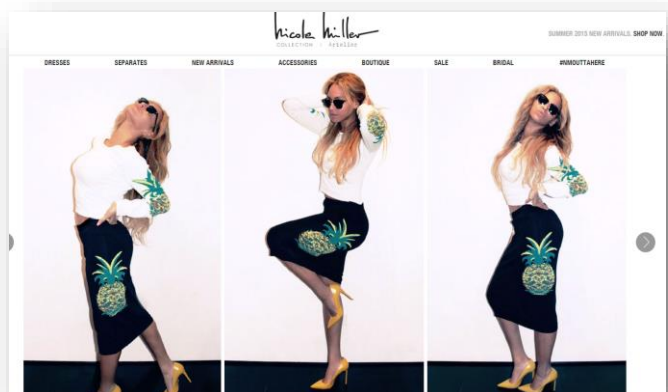


## 7) Nicole Miller

The first thing you see is the *full-width carousel slider, which highlights Miller's clothing on one of her best-known celebrity customers. Now of course, it is a little bit more difficult for other retailers to have this advantage, but one thing you can take into consideration is the **overall look and feel** of the website.*

*The full-width carousel draws customers in, by showing the clothing on a few different body types at not just one angle, but three. An eye-catching first impression will make your customers slow down, rather than click onto the next store, helping you utilize one of the [vital layout secrets among retail chains](#). The first image they see is vital for clothing stores, and it must be a quality photo as well.*

*Their website also provides a smooth shopping experience. They incorporate two quick-to-view images of each product, either the front and back of clothing or different angles for accessories. Not only do they include multiple images at first glance, but once clicked, they also provide magnified images for a clear view of the product.*



# Best Magento Website Designs: Use of Color & CTAs

## 8) Sierra Nevada

Some of Sierra Nevada's stand out features include their **use of color** to target their demographic, as well as their accessible search functionality. As we discussed above, using particular colors for your business is vital. Since the three most popular colors among men are blue, green and black, Sierra Nevada showed a correct target demographic for their brand. They also provide subtle hints of the outdoors with some pictures throughout the website to further endorse their brand. You can [increase website conversions](#) based on what colors you pick.

Their search functionality placement and color choice is also a leading example of a noteworthy feature. It is located in the prime location, the upper right corner, and it has a bright green "Find" next to it. The average eye is drawn to those factors, giving consumers the ability to locate a product of choice, and purchase it that much faster. They also keep their branding consistent by using the same green box for their "add to cart" feature. It is always a good idea to be consistent on your website whenever possible.



## 9) Atlantic Supplements

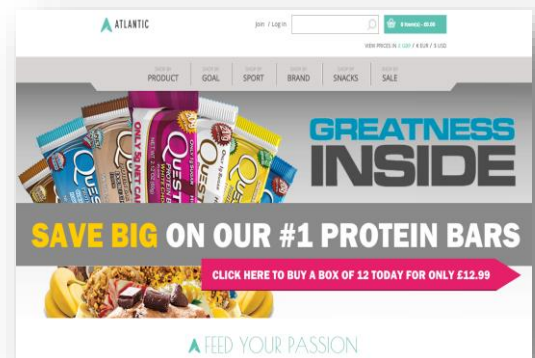
Atlantic Supplements ranks as number nine, because of the website's distinctive category options and easily accessible calls to action. There are several ways to incorporate CTA's for your specific business goals.

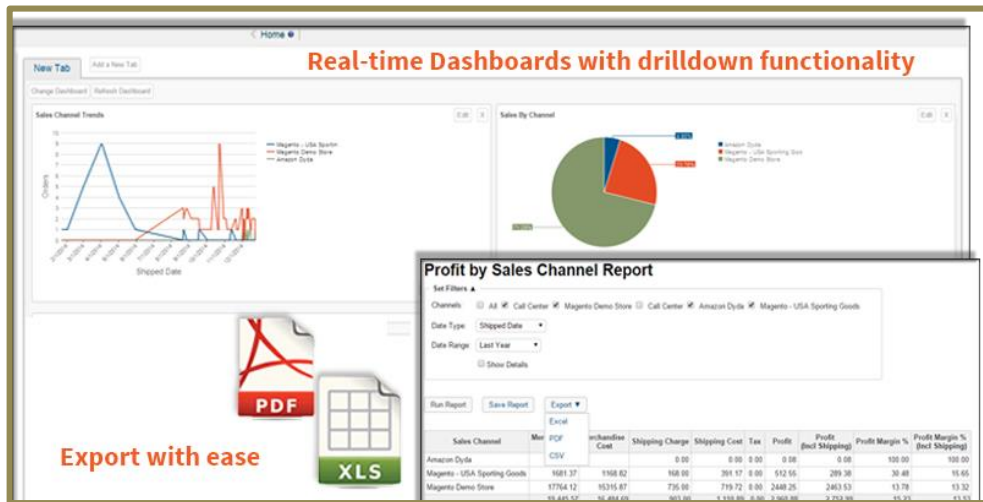
### CTA Significance

Since 70 percent of [small businesses lack a call to action](#), it is in your best interest to stand out from the competition and include at least one on your website. Experts recommend utilizing a call to action within the upper half of the webpage, because 80 percent of consumers never scroll down. It has also been proven effective when placed lower, but only if it is near supporting information. Atlantic Supplements accomplishes both of these aspects.

They have three purchasing call to actions in the header, as well as one to include an email for their newsletter slightly lower on the page. The lower CTA is a great choice, because it is right under all of their social media links and the primary information about their company. By moving customers to subscribe, as well as giving a discounted price CTA, the company is killing two birds with one stone. They are getting their email, as well as motivating customers to purchase the discounted item.

Another [effective call to action principle](#) is using different colors than the rest of the website to make it stand out. Atlantic Supplements did this by making all three CTA's in the header a bright yellow, blue and pink. Yellow is known to require action, and as discussed above, blue is also a great one to utilize as it is seen as a calming color.





## Finding The Best OMS Solution For Your Business

After you have some ideas for the design of your Magento website, you'll need to find a [Magento inventory management](#) system, which will allow you to control all of your inventory across multiple sales channels. You can start growing your business today with these design tips, followed by a seamless integration with Magento. With an integrated solution, you will gain the following:

1. **Inventory Controls** to manage inventory across all channels.
2. **Low Level Alerts** to quickly see which products need to be ordered.
3. **Multi-warehouse Management** to know how much inventory is in each bin in each warehouse.
4. **Kit & Bundles Tracking** to know you have enough on hand to make a complete product.
5. **Intelligent Insight** into your Best selling products per channel and profit margins.

Customer service teams can use the information to deliver the best possible customer experience by having immediate access to accurate order, inventory, shipping and customer information when needed.



## Ready to Freestyle?

*Our solutions put everything you need in one place.*

Freestyle Commerce® enables online retailers to grow faster by expanding their eCommerce presence & automating back office operations to manage critical aspects of their business: multichannel order management; inventory visibility & control across multiple channels; drop ship management; rapid, reliable order fulfillment; customer management; integration with Magento, Amazon & more.

*"Drop-ship orders used to take 10-12 hours to process. With Freestyle we do the same work in 1-2 hours" - CEO, Online Luggage Retailers*





Freestyle Solutions is changing the way that the industry thinks about order and inventory management. Freestyle Solutions is dedicated to providing growing multichannel retailers,etailers, catalogers, fulfillment and distribution firms with best-in-class inventory, order, and customer management software solutions that help them increase sales and grow their business.

Freestyle Solutions' products integrate easily with eCommerce platforms to drive efficiency, productivity, insight and growth. Freestyle Solutions' proven on-premise & cloud-based solutions enable small to medium sized retail & fulfillment businesses to grow faster by expanding their eCommerce presence & automating back office operations to manage critical aspects of their business: multichannel order management; inventory visibility & control across multiple channels; drop ship management; rapid, reliable order fulfillment; customer management; integration with Magento, Amazon, Bigcommerce, eBay & more.

The Freestyle Commerce cloud-based solution is tightly integrated with leading third-party eCommerce platforms, including Magento and Amazon, providing users with the smartest order management dashboards for the always up-to-date business insight they need to grow sales.

Over 2,000 multichannel merchants rely on Freestyle Solutions to automate their back office operations and drive business growth. Freestyle's clients engage over a million shoppers daily, generating nearly 10 million in gross merchandise sales every day. For more information, visit [www.freestylesolutions.com](http://www.freestylesolutions.com) and follow us on Twitter @freestylesOMS.