

















FULL ECOMMERCE WEBSITE WITH PAYMENT, ORDER, SHIPPING AND PRODUCT MANAGEMENT

MULTIPLE PAYMENT OPTIONS - CARD, BANK TRANSFER, ORDER ONLY

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Verified by
VISA

MasterCard
SecureCode™

 **How it all works - Dotser Process** 01

Dotser clients benefit by having total control over their website content.

We have refined our process over the past 18 years to create the most efficient way to supply our clients with the best in professional website development and marketing solutions.

Experience has taught us that in order to achieve the best possible results our clients should be involved with the project from an early stage. Our clients are encouraged to use the Dotser CMS as soon as possible to enter their own custom content. This time is also used for training and support to ensure our clients gain a good working-knowledge of the system in order to control the content of their website into the future.

The Dotser 3-Step Process





The Dotser Content Management System is designed to simplify uploading and editing your website content.

Dotser CMS allows you to:

- Control your website's structure (pages & subpages)
- Enter/edit content (text & images)
- Receive help and support from the Dotser helpdesk

Edit Your Own Content

Client-Content Upload Checklist

- Logo / Branding
- Page / Menu Structure
- Images / Video
- Text
- News Updates
- Social Media
- URL Links
- Contact Info



Add Popular Social Media Platforms



Social Media

List Display Settings

[Add New](#)

Showing all 8 records

Name	Link
Twitter	https://twitter.com/dotserweb
Facebook	https://www.facebook.com/dotser.web
YouTube	https://www.youtube.com/user/dotserweb
LinkedIn	http://www.linkedin.com/company/dotser-td-
Google+	http://plus.google.com
RSS	http://www.rss.com
Pinterest	http://www.pinterest.ie
Instagram	http://www.instagram.com

Showing all 8 records

Keep Your Customers Informed by Adding News / Blog Articles

Dotser CMS allows you to post news/blog items which improves engagement, eg. industry news, product updates & press releases.

Upload Images & Embed Video

Regularly updating your imagery and video content keeps your website's appearance fresh

DEFAULT MAP ICON

DEFAULT BACKGROUND IMAGE

Image Settings

Image Settings Default Images Upload Favicon Background Images

Apply and Close Apply Changes Cancel

LOGO IMAGE (DESKTOP)

Mobile Friendly Websites

General Images Files Display SEO Link

Save & Close Save Changes Save & New Cancel

[Hide advanced elements](#)

IDENTIFICATION

Title * Mobile Friendly Websites

OPTIONS

Summary Responsive - View on any device

Display Visible

Status Default

Type

Published 02/01/2017

CONTENT

B I U [List] [Link] [Image] [Video] [Code] [Source]

Join the movement to mobile friendly web sites with Dotser responsive mobile solutions.

The most recent release of the Dotser platform brings with it the most comprehensive mobile website solution for business, optimising your website user experience for mobile and desktop users.

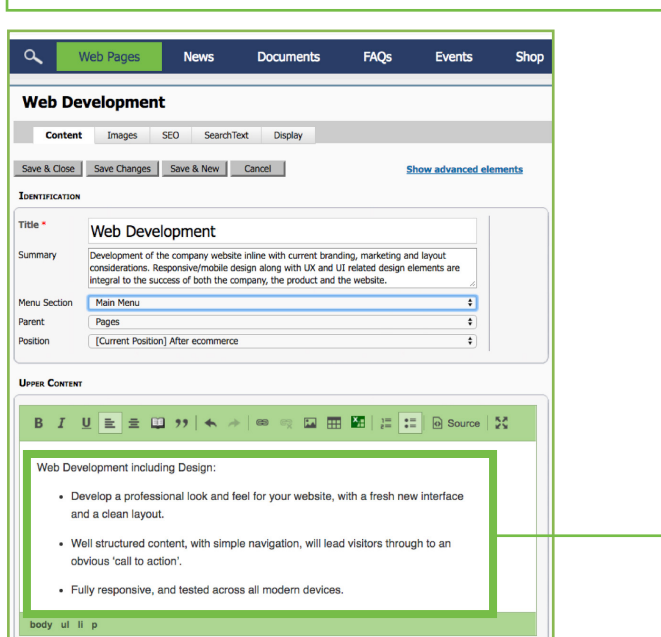


The Easy-to-use Dotser CMS system allows you to update content on your website through any web browser on any device

- Unlimited pages
- Add and edit pages or subpages (*text and images*)
- Choose from the different photo galleries - fading, vertical, enlarge and finger-swipe effect
- Captions and links on images
- Ability to edit keywords and meta tags per page (*SEO*)
- Add news, events, testimonials & FAQ's
- Embed YouTube and Vimeo video clips
- Social media links including Facebook, Twitter, Instagram, Snapchat, LinkedIn, YouTube & others
- Privacy statement in footer (*terms and conditions*)
- File downloads (*pdf, word, excel*)
- Optional website cookie message for legal purposes
- Site map (Google webmaster tools)
- Contact enquiry form (*Honey Trap spam reduction*)

Web Pages

Easily input & update text.



Page Structure

- User-friendly page-structuring mechanism.
- Add/remove/order pages & subpages.
- Hide/block pages.

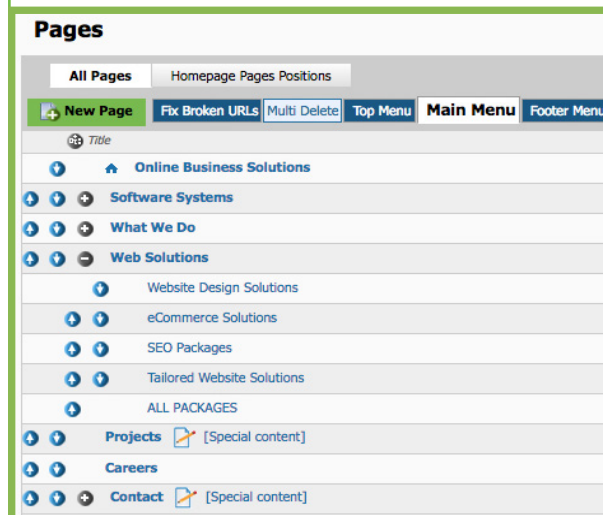


Image Gallery

- Upload & add images to your site.
- Add image title, caption titles/text, links & image descriptions.
- Hover-text & alternative screen-reader text.
- Upload, rotate & crop images easily.
- Hide/delete elements.





Easy-to-use product management database

- Add items by title, code, type, description, image & price
- Assign products to multiple categories
- Add variants to products, which are displayed in product detail
- Select related products & recommended accessories


Upload Product Images

Canon EOS 6D

Overview Categories Options **Images** Files

Save & Close Save Changes Save & New Cancel

GALLERY IMAGES



2 MB, 1600 x 1200)

Name: Canon 6D.png

Click to add Caption 7

Click to add Caption 7

Click to add Link

Click to add Hover Te

Alternative Text: C

Easily Add Product Title and Select Brand

Web Pages **Products**

Canon EOS 6D

Overview Categories Options Images

Save & Close Save Changes Save & New Cancel

IDENTIFICATION

Title *

Brand *

Tax *

Price

Price includes tax (VAT)

CAMERA CENTRE PHOTOGRAPHIC SPECIALISTS




Home / Canon / Canon Pro DSLR / 6D / Cameras / DSLR Cameras / Pro DSLR / Canon EOS 6D

Canon EOS 6D

Canon

Limited Instant Cashback Offer Applied To Price

EXCLUSIVE AND FREE OFFER FROM CAMERA CENTRE. WE WILL NOW GIVE YOU A FREE ONE MONTH ONLINE TRAINING COURSE WORTH €100. DO THIS COURSE WHEN YOU WANT, WHERE YOU WANT, FOR AS LONG AS YOU WANT! IN YOUR OWN TIME. SEE INSTORE OR REGISTER NOW ONLINE. Professional Courses Also Available!

Highlights

- 20.2MP Full-Frame CMOS Sensor
- DIGIC 5+ Image Processor
- 3.0" 1.04m-Dot Clear View LCD Monitor
- Full HD 1080p Video Recording at 30 fps
- 11-Point AF with Center Cross-Type Point
- Native ISO 25600, Extended to ISO 102400
- 4.5 fps Shooting at Full Resolution
- Built-In Wi-Fi and GPS Connectivity
- iFCL 63-Zone Dual Layer Metering Sensor
- In-Camera HDR & Multiple Exposure Mode

[Before You Purchase Ask About Our Canon Virtual Bundle Kit Options! See Promotions Page For Full Details Of This Offer.](#)

Canon EOS 6D

Black

Price **€1,629.99**

Quantity 1

ADD TO CART



Allow user to add product items to shopping cart & submit orders

- Add to cart / order now facility to create online order
- Guest Checkout - allow ordering without having to create an account
- Manage shipping rates, countries and VAT rate
- Assign different shipping rates to different products
- Set shipping rates based on country delivery location
- Click & collect at multiple locations

Add To Cart / Order Now

Guest Checkout with Optional Credit Card or PayPal

Showing records 1 to 50 of 61

(All statuses) [Untouched](#) [Boxed](#) [Dispatched](#) [Delivered](#) [Canceled](#)

Customer: (All customers) Order Value: (All values) Remote Order ID: Customer Name:

(All transactions) [Successful transactions](#) [Failed transactions](#)

ID	Bill	Ship to	Method	Country	Payment	Order Made	Status
P74	John McNamee	John McNamee	Free Shipping	Ireland	Pay unverified	Completed 22:11 6 Oct 2017	Untouched
P73	Angela McNamee	Angela McNamee		Ireland	Pay unverified	Completed 09:27 6 Oct 2017	Delivered

Shippings

Shipping Costs Card Fees

[Add New](#)

Showing all 10 records

Title	Countries	Shipping Cost	Purchase Value
Ireland	IE	€7.80	
Free Shipping	IE	€0.00	€49.00
United Kingdom	GG, IM, JE, GB	€59.99	
Free Shipping	GB	€0.00	€499.00
EU	AT, BE, BA, BG, HR, CY, CZ,...	€39.99	
USA	US	€59.99	

Delivery Information

- Add Shipping Costs
- Select Shipping Country

PRODUCT NAME

Cube Attain 2018 (50cm) x € 584.55

Amount: € 719.00

BBB BTL-485 Primefold Folding Tool x € 13.41

Amount: € 16.50

TOTAL: € 735.50

Pay With Card

Place Order

[Continue shopping](#)

About Us

Services

Customer Services

Click & Collect

Payment & Delivery

Terms & Conditions

Returns Policy

Privacy Policy

Facebook

VISA PAYMENTS mastercard

FLEXI-FI Finance made simple

Copyright © Buckley Cycles. All Rights Reserved. eCommerce powered by Dotser ePro



Enable secure online transactions with the facility to view & manage orders

- Submit online order to bank for payment verification and processing
- Email sent to buyer and sales team with order confirmation and detail
- Database of new and historical orders saved in central system
- Manage status of individual orders (*dispatched, delivered, create your own*)
- Integration with Realex, RMS and PayPal (*account required*)
- Simple invoice receipt
- Customers can view order details and history
- SSL Certificate registration



Payment Gateway Integration

Shop Settings

General | **Internal Checkout Configuration**

Apply and Close | Apply Changes | Cancel

PICK YOUR PAYMENTS PROVIDER

Realex Payments: Reala...
 Retail Merchant Services

LIVE REALEX ACCOUNT

Merchant ID: somecompany
Account: onlinesalest
Secret: 10987654321a

TEST REALEX ACCOUNT

Merchant ID: somecompany
Account: onlinesalesp
Secret: 10987654321a

Shop Settings

General | Internal Checkout Configuration | **PayPal Configuration** | Checkout Message

Apply and Close | Apply Changes | Cancel

PAYPAL INTEGRATION (REAL MODE)

PayPal ID: 123456789
PayPal E-Mail: acompany@gmail.com

PAYPAL INTEGRATION (TEST MODE)

PayPal ID: 123456789
PayPal E-Mail: acompany@gmail.com

PAYPAL INSTANT PAYMENT NOTIFICATION (REQUIRED)



SSL (Secure Socket Layer)

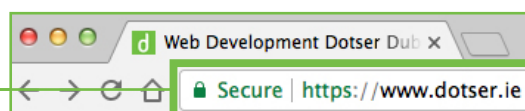
Certificate Registration with Industry-Standard Security.

SSL ensures that all data passed between the web server and browser remains private.

SSL

No, we don't have a valid certificate
 Yes, we have a valid SSL certicate

Only one version of each page (SSL or not) (Use this option only if some pages reference non-secure external content)
 Some pages force SSL, others allow either
 Force all pages to be SSL





The creative team at Dotser are here to assist you in developing and designing your website.

The Dotser team will:

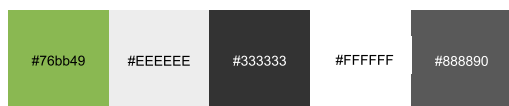
- Create the website layout and design in line with company branding
- Implement your brand font and colour scheme (*style sheet*)



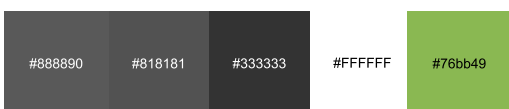
Style Sheet

Colour Swatches

Website Primary and Background Colour



Text/Font Colour



Typography

Headings and Page Content Text/Fonts

BEBAS NEUE BOLD

BEBAS NEUE REGULAR

Open Sans Regular

Bickham Script Pro

Iconography



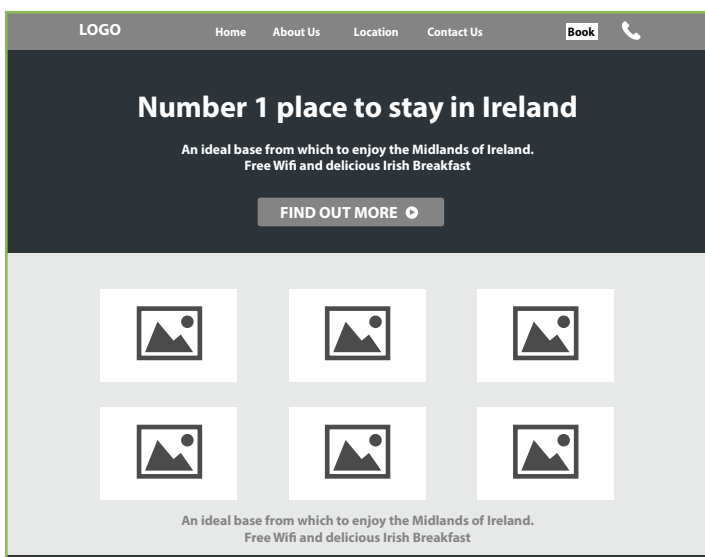
The mobile phone is the most important device in our lifetime.

Dotser's responsive websites empower businesses to reach as many people as possible, providing a simple user experience on mobile devices.

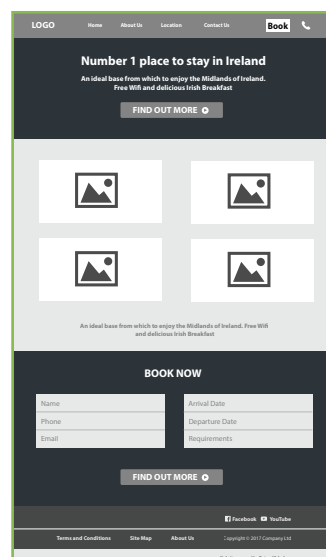
- Responsive website layout that adapts to your device
- Intuitive navigation on smartphones and tablet devices
- User-friendly interface and page layout



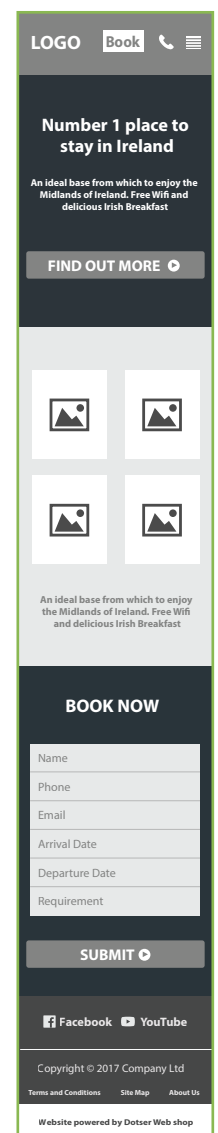
Desktop



Tablet



Mobile



Why Mobile Responsiveness?

It's simple. Everyone is viewing websites on their phones. All age groups are now routinely using their mobile devices to visit your business online.

The Dotser 'mobile first' system presents your services and products in a simple way, allowing visitors to find exactly what they want, as quickly as possible.



At Dotser we pride ourselves on achieving high organic rankings for our clients on Google, which delivers the best return on your marketing investment.

- Search engine-friendly URL's
- Simple to use module to manage page title, descriptions and keywords
- Proven to deliver results for competitive keywords
- Natural, organic rankings attract more attention

NATURAL,
ORGANIC
SEARCH
BEATS PAID SEARCH
ADS EVERY TIME!

Applying SEO expertise to provide high rankings in organic search results consistently outperforms the return on paid search advertising.

This fact alone is why Dotser's SEO expertise can be a valuable weapon in your online arsenal.



SEO PACKAGES AVAILABLE

Google search results for "digital cameras". The top organic result is "The Best Digital Cameras" from www.harveynorman.ie. Below it is "Camera Centre Dublin Cameras Ireland Digital Cameras Shop Dublin ...".



Organic/Natural Search Results

Tools to Compete with International Brands
Paying Large Amounts on Google Adwords

Google search results for "metal recycling". The top organic result is "KMK Metals Recycling Ireland Metal Recycle Metal Waste ..." from https://www.kmk.ie/.

Google search results for "new holland tractors". The top organic result is "Tractors New Holland Ireland Used Tractors for Sale New Holland ..." from https://www.wrshaw.ie/.



With Dotser you can avail of the team's help and support with:

- Web & marketing advice
 - Live online training
 - Email support
- Phone helpline available from 9am to 5pm, Monday to Friday

Support Services

- Fast & efficient helpdesk support
- Our team have the ability to remotely control your computer for troubleshooting & training

- Knowledge base
- Download guide
- Guidance in setting up email with purchased email services

- Helpdesk support
- Online support requests managed in one place
- Quick-response turnaround

Software



Cloud Partners



Payment Gateways

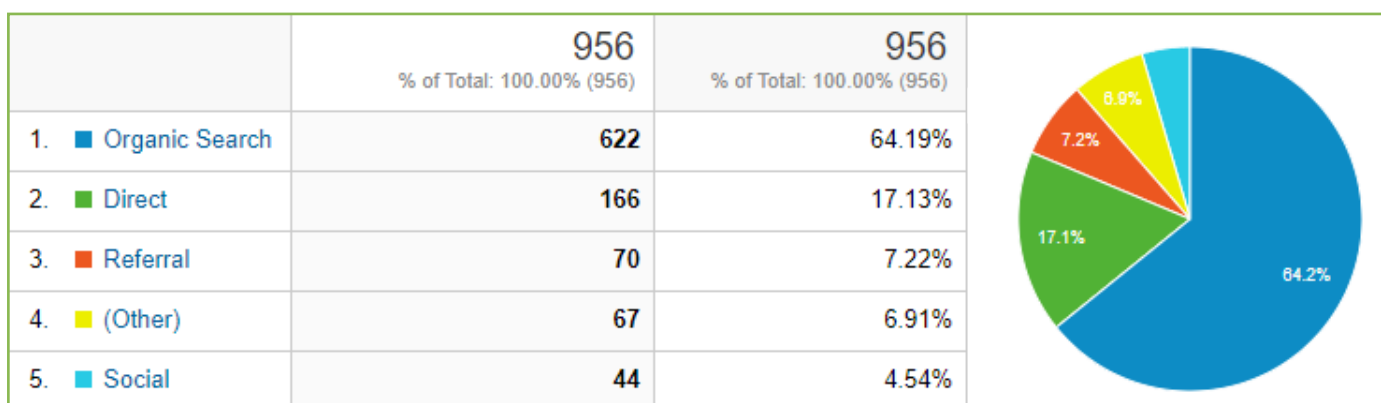




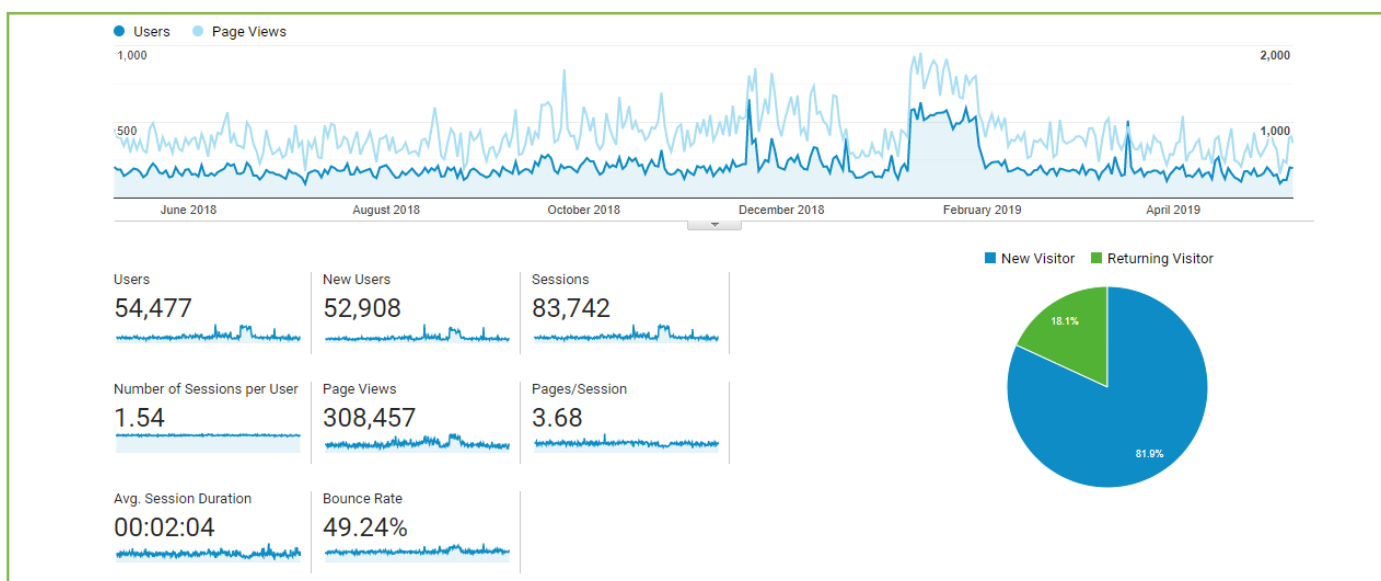
Using Google Analytics Dotser can help you understand the effectiveness of marketing efforts, better understand your visitors and optimize your store for sales.

Sessions ?	Pages/Session ?	Avg. Session Duration ?	% New Sessions ?	Bounce Rate ?
1,112 % of Total: 100.00% (1,112)	3.80 Avg for View: 3.80 (0.00%)	00:02:31 Avg for View: 00:02:31 (0.00%)	66.46% Avg for View: 66.28% (0.27%)	45.59% Avg for View: 45.59% (0.00%)
711 (63.94%)	3.45	00:02:02	67.23%	44.59%

Page Visits / Sessions / Bounce Rate



Organic/Direct Search Results



Monthly Overview



The tool from Google that helps business owners manage their online presence across the search engine and its growing portfolio of utilities – offers the greatest impact for brands seeking local exposure

Dotser Web (Dublin)
5.0 ★★★★★ (3)

You manage this Business Profile

Directions Save Nearby Send to your phone Share

56 Grafton Street, Dublin 2
8PRQ+3J Dublin 2, Dublin
dotser.ie
(01) 525 3023
Open now: Open 24 hours
Add a label

Suggest an edit

Review summary

5.0 ★★★★★
3 reviews

See all reviews

All reviews

DublinStudent Rooms
1 review
★★★★★ 2 years ago
We have used Dotser Web design from day one and this is our seventh year with them. The business has grown every year. We have found them to be excellent and value for money. The back up service and advice is second to none. They always go the extra mile!

Reply 1 Share

Google Business

Your Business Profile appears right when people are searching for your business or businesses like yours.

Get More Reviews!





Providing a user-friendly service to our clients for over 18 years, Dotser has delivered web development, web design projects and marketing solutions to over 400 clients throughout Ireland.





Check out some of our satisfied eCommerce clients using Dotser ePro to manages products, orders, customers, trade accounts, discounts, stock & payments.



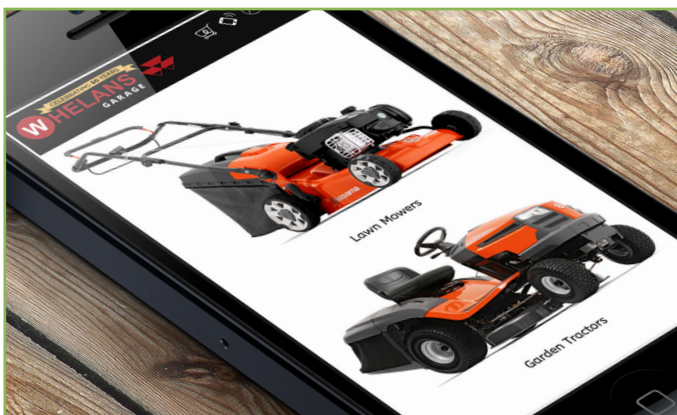
Buckley Cycles

[Visit Site](#)



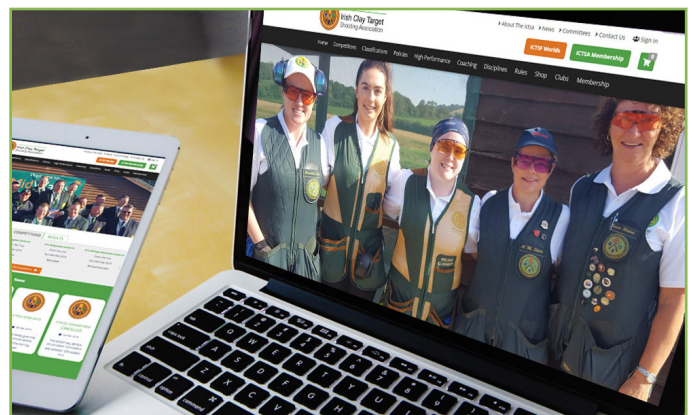
First Choice Tiles

[Visit Site](#)



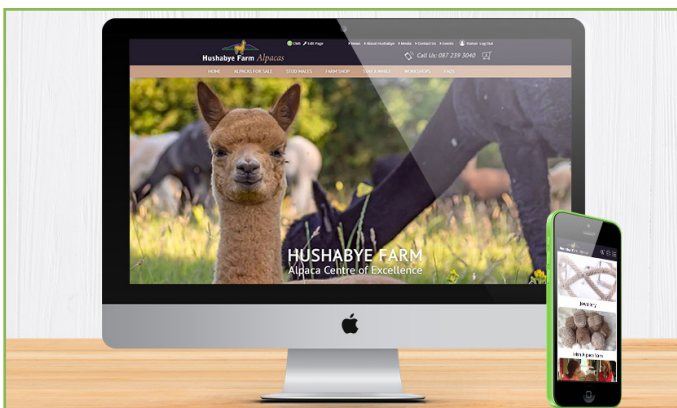
Whelans Garage

[Visit Site](#)



ICTSA

[Visit Site](#)



Hushabye Farm

[Visit Site](#)



Flynn's Bakery

[Visit Site](#)



Growing with your Business

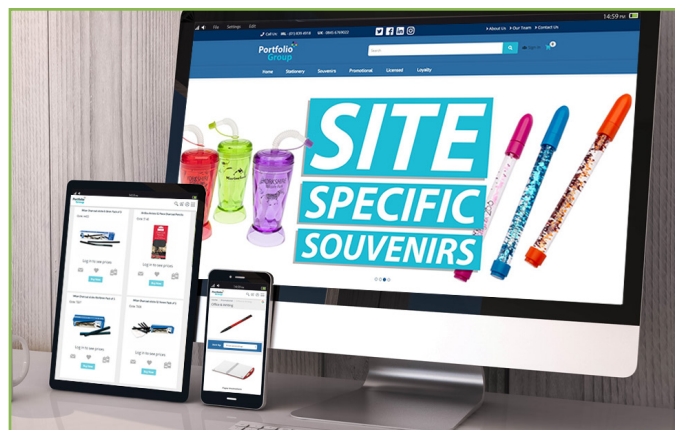
15

The Dotser Platform has been designed to grow with your business. As your business grows online so will your requirements. Below are just some of the advanced websites that have developed over the years using the Dotser platform, utilising some of our add on modules and customer web development services.



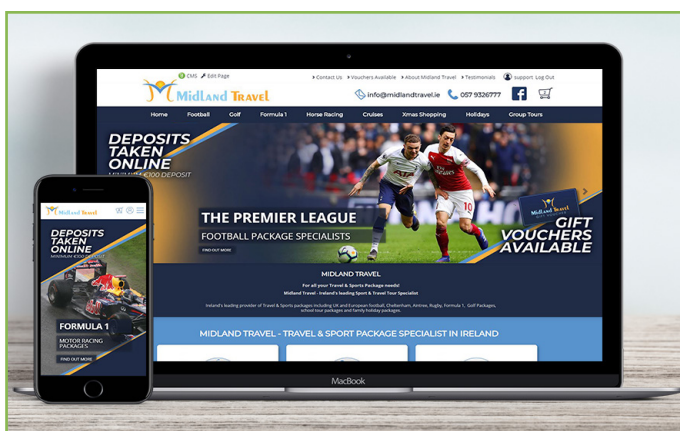
WR Shaw

[Visit Site](#)



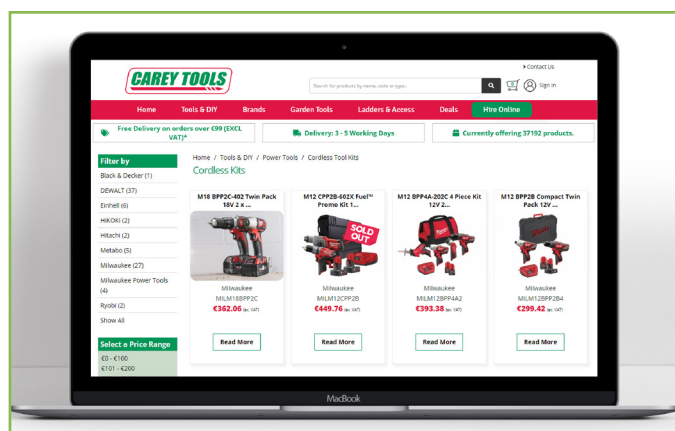
Portfolio Group

[Visit Site](#)



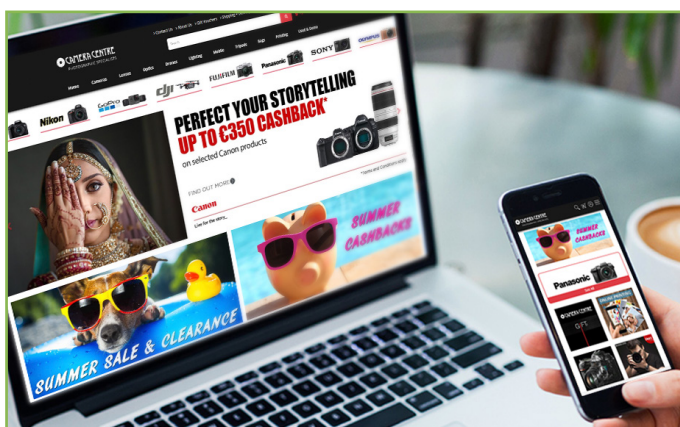
Midland Travel

[Visit Site](#)



Carey Tools

[Visit Site](#)



Camera Centre

[Visit Site](#)



Tullamore Show

[Visit Site](#)



Making Website Live - Ready to go Live

Our websites are normally developed in a password protected area online. Visual layout, content entry and customisations are performed in this area before the site goes live. It is the responsibility of Dotser to ensure the system is in working order for the client to enter the content and images. The site is deemed 'Ready to Go' when Dotser has fulfilled its obligations by completing the functionality, design layout or tasks outlined.

Content Submission

All logos, text content, images and photography to be supplied by the client, together, in electronic format, before commencement of the project.

- Logo's should be in vector format (.eps / .svg / .ai)
- It is the client's responsibility to enter the text and images into the site. This process ensures the client has a good understanding of the CMS when the site goes live. The system is fast, simple-to-use, and training is available.
- Photos should be submitted in a high-resolution format (.jpeg/.png).

Standard Support

- All Dotser clients receive fast, friendly and on going website technical support by email with 24 hour response time as part of the standard Dotser Service.
- Support issues must be submitted by email to ensure there is an exact record of the issue and for Dotser to return a fast and effective response.

Note: If you require higher levels of support or hands-on assistance, we suggest you purchase one of our customised support maintenance agreements.

Additional Work Outside Project Scope

- Any work or requests outside the scope of the agreed project outlined in this quotation (after sign off on content writing, graphic design etc.) will be charged at €50 per hour or at an agreed rate in advance.
- Upgrade Modules/Additional Features available.
- System analysis, development, coding, and programming-related tasks charged at €80 plus VAT per hour.

Delivery Timeline

- Projects of this nature are typically completed within 14 working days from the day the deposit is received.

Intellectual Property

- Custom graphics and website content become the property of the client on receipt of full payment.
- HTML copy of the entire website to be provided to the client on termination of hosting agreement, if such course of action arises.
- All system code remains the exclusive property of Dotser Ltd and is provided with a lifetime, non-transferable license and must reside on Dotser hosting platforms.

Pricing

- Dotser ePRO Website - €4,950 ex vat.
Secure Hosting with SSL certificate included for first year. (Normally €500 ex vat per year)

Payment Terms

- 50% deposit with order.
- Final payment on completion of tasks / before website goes live.

Signed: Date: