# Haunted Threads
## CLOTHING CO.

# TABLE OF CONTENTS

# BUSINESS REQUIREMENTS

## Concept

Our concept for hauntedthreads.com is to create a website that our already loyal customers will enjoy shopping on. Haunted Threads started as a small clothing store, and has now grown into a brand that is ready to take the step into the world of e-commerce.

## Objectives

• Our first objective is to sell interesting and different clothing. We want to bring forward the clothes that our customers typically wouldn't see in every day wear. Our website will showcase our clothing and make it simple to make the sale for the store.

• Our second objective is to bring a fantastic shopping experience to our Online shop. We want our customers to easily be able to find the products they're looking for and to have a simple check-out experience. This will increase return shoppers.

• Our third objective is to reach as many customers as we can through social media outreach as well as well planned email blasts to inform customers about sales and draw in new customers.

## Content

• About Us
• Contact
• Clothing categories
• Accessory categories
• Featured products
• Size chart
• Social media links

## Features

• Slider on home page
• Links with animated hover
• Bootstrap framework
• Filterable shop
• Shopping cart

# PERSONA

**Name:** Andrea Jackson

**Age:** 31

**Location:** Dallas, Texas

**Income and Employment:** $50,000/year - Tattoo Artist

**Household size:** 3

Andrea spends her days as tattoo artist helping people express themselves. In her free time she browses the internet spending 2-8 hours a day looking for new designs and tattoo trends.

Andrea came across Graveyard Threads while looking for clothing that fit her dark style, and was instantly hooked. She loved the designs found there and their different approach to fashion. Her favorite purse is from Haunted Threads, shaped like a coffin.

**Name:** James Davis

**Age:** 25

**Location:** Vancouver, Washington

**Income and Employment:** $60,000/year - Computer Programmer

James lives in Vancouver, working for a tech firm by day playing Metal with his band by night. He browses social media in his free time on his phone, using Instagram and Facebook.

James first came across Graveyard Threads at their physical shop in Vancouver, and was drawn in by their hardcore imagery on their shirts. As they grew he shared their social media outreach with his friends.

# COMPETITOR ANALYSIS

## BlackCraft Cult

Is a company started in 2012 based on the belief that you don't "need god or any organized belief system in order to be a good person". They wanted to motivate people outside organized religion, living by kindness, gratitude, and positivity. They encourage personal freedom and self-empowerment, and believe in creating your own future. Their clothes drive that message, with their products incorporating saying such as "No gods, no master", "believe in yourself" and more.

## Strengths

- Clean layout
- Strong use of fonts
- Animated elements
- Clear labeling
- Great product images

## Weaknesses

- Non-consistency on home carousel
- Sub-nav doesn't have hover state
- Search isn't limited to products, looks broken

## Opportunities

An opportunity for this website would be to unify all of the hover animations across the website, or at least narrow them down to two different ones so that the links are more apparent while they currently may or may not be seen as links. Another would be to make the layout of female and male sections of the new products on the home carousel consistent as one has a line more text than the other when they are otherwise the same.
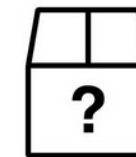
## Threats

A competitor's website may have a search function with more features, making it easier for the user to search for specific products on the company's website. They might also have a sub-navigation with a hover state that makes it easier for users to tell what their mouse is focused on.
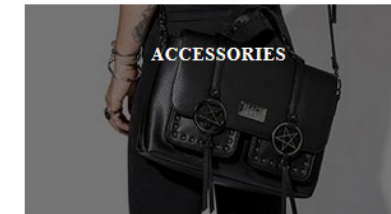
## Attitude Clothing Co.

Started in 1996 and was the U.K.'s original retailer of alternative clothing, footwear, jewelery and accessories. Attitude Clothing Co prides them self on being "the home of the most evil attire featuring the best alternative clothing for metal-heads, old school punks, and nu-goths alike".

## Strengths

- Lots of photos
- Top nav is extensive
- Animated elements
- Able to change type of currency
- Product pages are clean

## Weaknesses

- Constant animation is distracting
- Image links aren't obvious

## Opportunities

Overall, this website is very strong. One opportunity I can see to remove the continuous animation on the bottom of product pages under "complete the look:" and "you may also like" as it is extremely distracting.

## Threats

I don't see many threats to this website. The image links could have a hover state as competitor website BlackCraft Cult does, as opposed to on Attitude Clothing Co where their image links have no hover state. Without looking at the bottom of the screen, the user would have not even have realized it was a link.
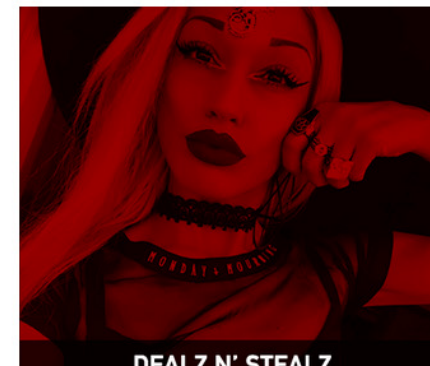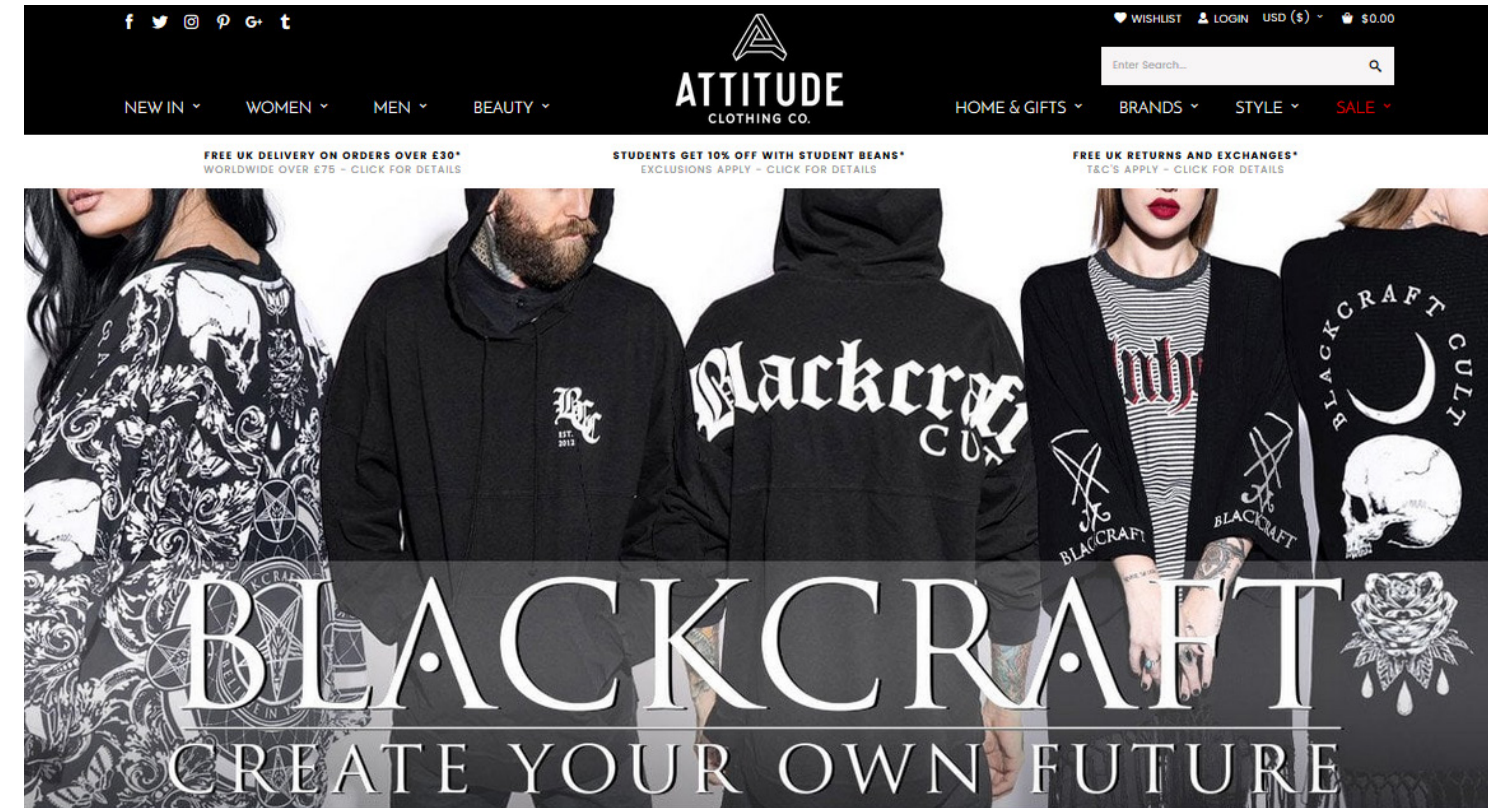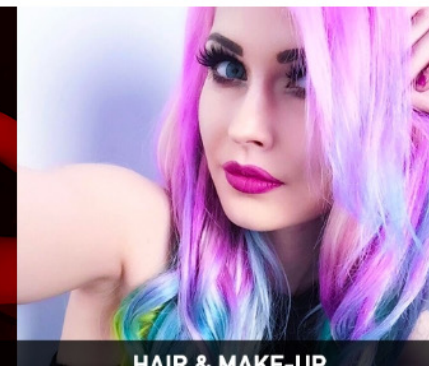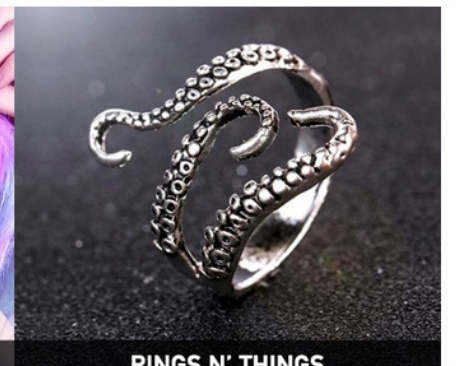
# GOOGLE MARKETING

## Bid

A bid is how much of your Google AdWords budget you want to spend on specific words. This portion focuses on what you are paying per click. The average cost per click is $1 - $2 and Google will pull up whoever has the higher bid and the company is then charged for the click.

## Budget

Google AdWords allows you to create a daily budget for your website, with the company setting an average daily budget over the course of a month. This allows you to set a limit to what you spend a month and you won't have to worry about going over your limit for Google advertising.

## Standard vs Accelerated Delivery Plan

A standard Google AdWords delivery plan will deliver your ads evenly throughout the day to reach your budget for the day. Sometimes your budget will not be reached for the day with this plan. It will not show up every time a keyword is searched.

Accelerated however, holds a better chance for your budget to be reached every single day. Google will put your ad into every eligible ad auction until your budget is reached in the day. This means that sometimes your budget will be reached very quickly in the day.

## Extensions

Extensions are things that will extend the usefulness of your ad, such as call buttons, location information, links to specific parts of your website, reviews and more. Google will decide which extension to show to each individual search so it is better to use all the extensions relevant to your business goals.

## Key Words

Clothing

Alternative

Dark

Women's

Men's

## Goals

Increase web traffic by 50%

Increase conversions by 30%

Increase return visitors by 10%

# SEARCH ENGINE OPTIMIZATION

## Title Tag

<title> Home | Haunted Threads Clothing Company</title>

## Meta Description

<meta name="description" content="Haunted Threads Clothing Company is a clothing store located in Vancouver, Washington that was opened in 2009. We support individuality and being different.">

## Headings

<h1>Contact</h1>

<h1>About</h1>

## Simple URLs

http://www.hauntedthreads.com/women/unholy-shorts.html

## Tell Google What Not To Crawl

Using robots.txt, you can discourage search engines from crawling certain non-relevant or non-useful pages on your website and keep them from appearing in search results.

## Promote Your Website

Promoting the website via Google AdWords.

## Breadcrumbs

Home > Womens > Unholy Shorts

## Alt Tags

Using alt tags is good for SEO and accessibility, it gives the search engine and screen readers context about the images on a page.  <img src="images/products/womens/unholy1.jpg" alt="Rear view of a woman wearing black shorts with the word Unholy across them">

## Good Link Text

"If you have any questions, please phone us at 559-380-5966 or email us at contact@hauntedthreads.com" where both the email and the phone number are links.

## Structured Text

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "url": "http://www.hauntedthreads.com",
  "name": "Haunted Threads Clothing Company",
  "contactPoint": {
    "@type": "ContactPoint",
    "telephone": "+1-559-380-5966",
    "contactType": "Customer service"
  }
}
</script>
```

## Color scheme

# Haunted Threads
### C L O T H I N G   C O.

Hex Code #7D002E

| | |
|---|---|
| C | 0 |
| M | 100 |
| Y | 41 |
| K | 58 |

# Haunted Threads
### C L O T H I N G   C O.

Hex Code #000000

| | |
|---|---|
| C | 75 |
| M | 68 |
| Y | 67 |
| K | 90 |

## Primary Font - Montserrat

a b c d e f g h i j k l m
n o p q r s t u v w x y z

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

Thin
ExtraLight
Light
Regular
Medium

**Semibold**
**Bold**
**ExtraBold**
**Black**

## Primary Font - Oswald

a b c d e f g h i j k l m
n o p q r s t u v w x y z

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

ExtraLight

Light

**Regular**

Medium

SemiBold

Bold

# FOXY.IO

## Pros

Foxy.io is free infinitely until you're ready to start accepting real payments.

Allows a large variety of payments including Bitcoin and Amazon Pay.

Unlimited coupons, products, tax rates, store admins etc.

Works with your website's CMS.

## Cons

Per transaction fee on top of monthly fee past a certain amount of transactions.

Less detailed developer documentation.

## Setup

In order to set up Foxy.io, you create an account and then create your Foxy.io store. You enter your store name, store url, logo url, store sub domain, store email, store postal code, store state or province. Next you copy your code from the sample section of your Foxy Administration page and your cart links, style your check out page, and add forms or links to your website.

## Pricing

### Standard

• $15/mo w/ first 100 transactions/mo included
• $0.15/transaction after, max
• Email & Forum Support
• Custom SSL($100/yr)

### Advanced

• First 1000 transactions/mo included
• $0.05/transaction after, max
• Priority Support
• Custom SSL included

### Enterprise

• $2,000+/mo
• Custom TOS, support, SLA, failover, functionality, or high volume procesing

## Reccomendation

Based off of the information given about this shopping cart and your ability to keep customising it and testing it without paying until you are ready to actually use it, I would recommend this shopping cart to a potential client. It allows you to save money before you are ready to deploy the website.

# shopify

## Pros

You can use their shop building tool or just have a buy button on your own website layout.

Responsive design.

Has lots of free and paid add-ons if you don't use Shopify payments which Is only available in certain countries.

14 day free trial.

## Cons

Shopify charges a fee on top of the fee from the payment processor.

Content doesn't automatically reformat when you change themes.

## Setup

Type in your email address and hit get started and then enter a password and a store name. Pick whether the business is going to be using an online store or if it is in a physical location. After this you put in your name, address, and contact information. Shopify asks questions about what you're selling and what your expected income through the store is. Shopify has a step by step walk through to get your store going.

## Pricing

### Basic Shopify - $29/mo

• 64% discount for shipping
• credit card rates are 2.9% + $0.30 online
• 2 staff accounts
• Additonal fee for not using Shopify Payments 2%

### Shopify - $79/mo

• 72% discount for shipping
• credit card rates are 2.6% + $0.30 online
• 5 staff accounts
• Additonal fee for not using Shopify Payments 1%

### Advanced Shopify - $299/mo

• 74% discount for shipping
• Credit card rates are 2.4% + $0.30 online
• 15 staff accounts
• Additonal fee for not using Shopify Payments 0.5%

## Recommendation

Shopify charges for every transaction, ontop of a monthly payment for its service. It also only has a 14 day trial period so getting it just right before deployment would be more difficult. Due to this I would not reccomend Shopify.

# PayPal

## Pros

Works with both Linux and windows platforms.

No monthly fee.

As many items are you want.

## Cons

Not as many features or services such as Shopify.

Not able to integrate with the site.

## Setup

Create a PayPal Business account, select Paypal buttons, create button, and have the type be a shopping cart. Input item name, item Id, price, and currency. You then can customize with a drop down menu with prices/option, or without price, or add a text field, and you can put the cost for postage. You can also put a view cart button onto your website.

## Pricing

### Inside the U.S.

• 2.9% and a fixed fee based on the currency

### Outside the U.S.

• 4.4% and a fixed fee based on the currency

## Reccomendation

Due to the PayPal Shopping Cart not really being integrated to the client's website, I wouldn't reccomend it. It may be good for a website that doesn't support the ability to integrate a better shopping cart into it, but for this website, something more like Foxy or Shopify would be better.

# SOCIAL MEDIA



## Setup

All you have to have is a business name and description, and a profile picture and cover photo.

## Demographics

• 88% of users are ages 18-29

• 52% of users are female

• 84% of users income is <$30k/yr

## Time

Users spend an average of 2.5 seconds with a piece of content.

35 average minutes spend on Facebook per day.

Best days/times to post on Facebook for consumer goods are

• Wednesday 12pm - 3pm

• Thursday 2pm - 3pm , 4pm - 5pm

• Friday 10am - 4pm

The weekends have the lowest engagement rate.

## Cost

Free to start a page, typically around $10 CPM, or cost per thousand impressions for boosted posts.



## Setup

You create an account and then connect to a Facebook Business account, and then you can tell Instagram to switch to a business profile. Set up the page with the category, and sub category, and add website link, mission statement, and a photo.

## Demographics

• 59% of users are ages 18-29

• 58% of users are female

• 38% of users income is <$30k/yr

## Time

53% of users follow brands.

Most users are viewing on mobile.

15 per minutes spend on average a day on Instagram

Best days/times to post on Facebook for consumer goods are

• Saturday 11am - 12pm, 1pm - 2pm

Monday is the day with the least amount of enagements.

## Cost

Free to start, typically around $5 CPM for sponsored posts.



## Setup

Sign up for a Twitter account. Follow people, set up name, profile picture, header, and mission statement. Add an optional website link. Engage customers.

## Demographics

• 36% of users are ages 18-29

• 53% of users are male

• 30% of users income is >$75k/yr

## Time

79% of users retweet small and medium sized brands.

Most users are viewing on mobile.

2.7 per minutes spent on average a day on Twitter

Best days/times to post on Facebook for consumer goods are

• Saturday 1pm - 2pm

Sunday is the day with the least amount of engagements.

## Cost

Typically around $0.50 to $4 for promoted accounts and tweets, and $200,000 for promoted trend,

## Recommendation

My recommendation to the client would be to use Facebook. It costs nothing to start, and there are tools that the client can use to take advantage of the automatic metrics provided by Facebook. The page does not have to pay to boost their posts, but they can do so.

# EMAIL MARKETING

## ActiveCampaign

Active Campaign features an email designer that makes it extremely easy to use their service.

You can choose which parts of your audience the specific emails go to.

You can fill in sections with the user's data.

Integrates with PayPal, Stripe, Shopify, Facebook and more.

### Pricing Based on 1,000 Contacts

**Lite** - $17/mo
- Unlimited sending
- Email marketing
- Send newsletters
- Marketing Automation
- Chat and Email support
- Up to Three Users

**Plus** - $49/mo
- CRM w/ sales automation
- Contact and lead scoring
- Deep data integration
- Custom user permissions
- SMS marketing
- Up to 25 users

## Mailchimp

Mailchimp has a email designer that allows you to easily set up an email to be sent out.

You ill recieve metrics on the reach of your emails.

Mailchimp will set up automation for you also.

Integrates with your store.

Free to start.

### Pricing

**Free** - $0/mo
- 2000 subscribers
- 10,000 emails per month
- Email campaigns
- Marketing Automation
- Mailchimp footer isn't removable
- Chat and Email support first 30 days

**Grow** - $10/mo and up
- Unlimited subscribers
- Unlimited emails per month
- Removable Mailchimp footer

**Pro**- $199/mo and up
- More advanced tools

## Constant Contact

Constant Contact has gorgeous high quality templates.

You ill receive metrics on the reach of your emails.

Constant Contact will set up automation for you also.

Free for first 60 days.

### Pricing Based On 500 Users

**Email** - $20/mo
- Unlimited emails
- Customizable templates
- Tracking and reporting
- Pop-up forms
- 1GB file storage
- 1 user

**Email plus** - $45/mo and up
- Unlimited emails
- Customizable templates
- Dynamic forms
- Event marketing
- Email automation
- Coupons
- Subject line A/B testing

## Recommendation

Based on the information provided, my recommendation for email marketing would be Mailchimp as it is afforadble and starts out being free, allowing you to get used to using it.

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From: Blackcraft Cult (inquiries@blackcraftcult.com)

To: lunablack01@yahoo.com

Date: Friday, January 11, 2019, 5:43 PM CST

Thanks for reaching out to us! You have our permission to use our photos for your project! Thank you for your all of your support!

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On Tue, Jan 8, 2019 at 6:15 PM Luna Black <lunablack01@yahoo.com> wrote:

Hello,
I am taking a class in school where I am to make a website for a company selling a product. I want to do a clothing company but finding stock images of photos of clothing is difficult. I am a big fan of Blackcraft Cult and I was wondering if I could receive permission to use the photos of your company's products for educational purposes. I will not profit from this in any way. I will cite your website in the footer of the project.
Thank you for your time,
-Sarah Simons