

# MOCE

ECOM • Backward & Forward

A Quick Guide to

## **Standard+ Plans on MOCE**

A Resource By:



*A Partner You Can Rely On*

**Each of our clients  
have different goals for  
the starting point of  
their online identity.**

**We've created this guide specifically  
to help you understand how our MOCE  
Standard+ Layout Options work to  
meet your needs on the homepage.**

## 1

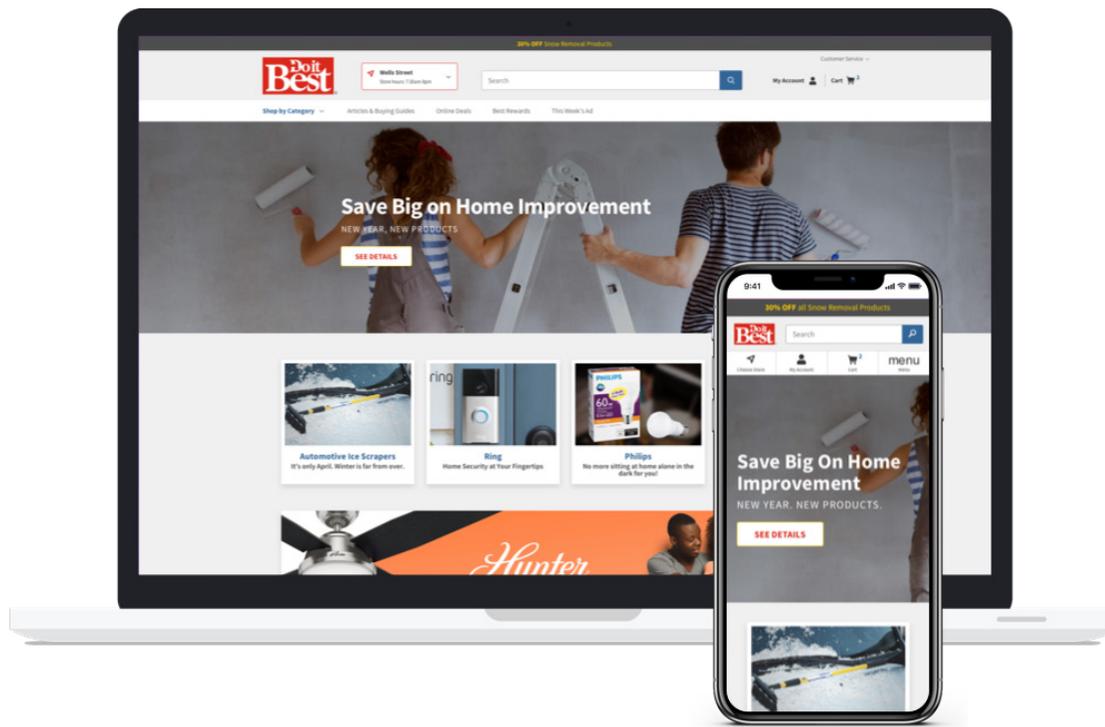
## What do I get with a Standard+ MOCE Plan?

### Let's start out with a quick crash course.

Unlike a web template that is often restrictive and doesn't allow for additional customization or future updates, MOCE Standard+ Plans uses a modular design system. Think of it as building blocks. We use consistent design elements to streamline the process while providing the flexibility to solve multiple use cases. Each element is made to look great on different devices and screens such as desktop and mobile.

During the setup process you will work with a Program Manager and Web Designer to fine-tune key design elements like colors, fonts, etc. We will ensure that your website is functional first with the aesthetics to create the appropriate first impression on the web.

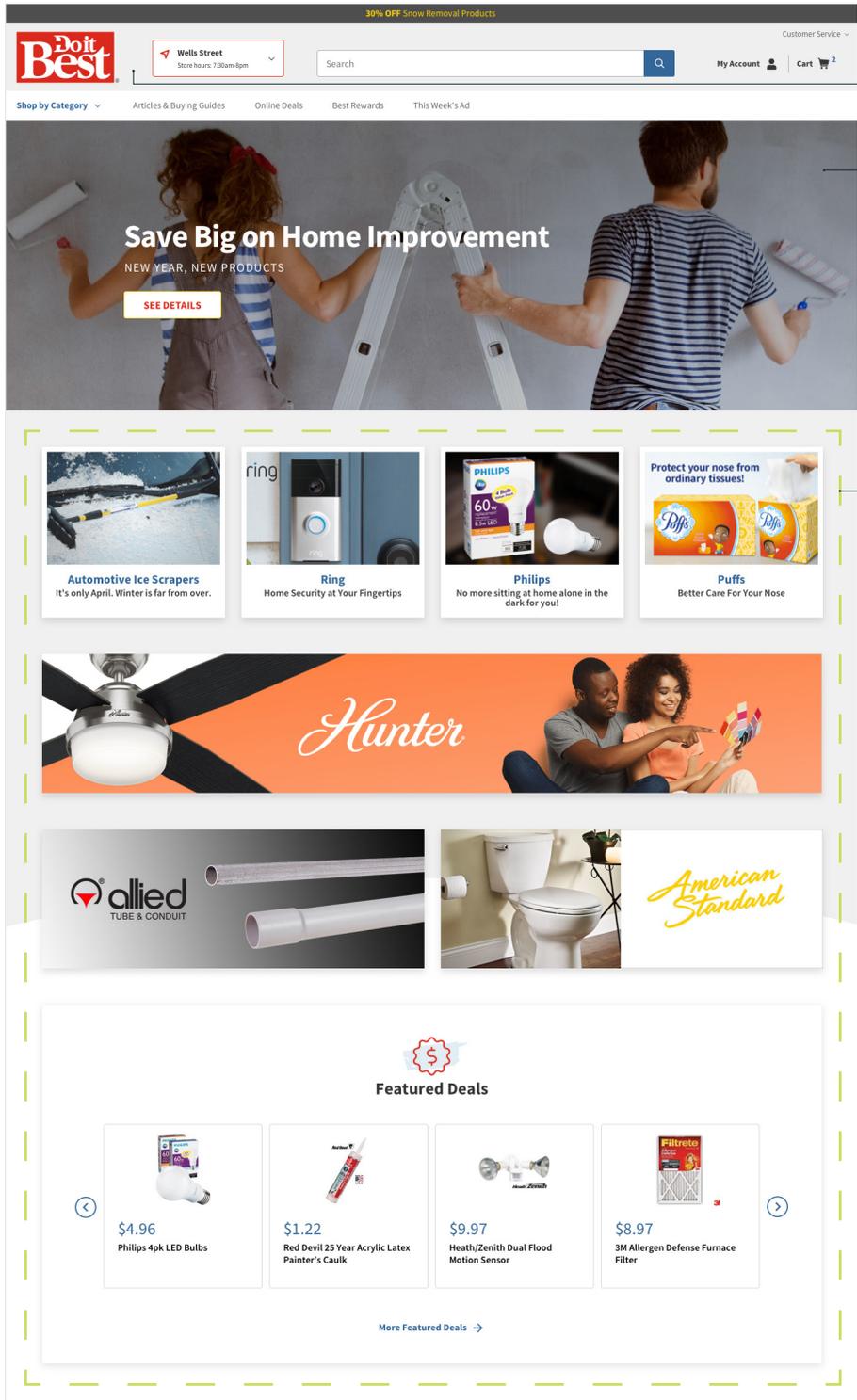
Let's take a look at some options we have to spark some deeper conversations about goals and how we could potentially achieve them.



# 2

## Layout Options for Your Brand Page

The header bar and top section of your brand's page will stay consistent with the rest of the site, but the area below the image (and this image itself) can be customized using our flexible pre-built page sections.



Local Store Info and your store logo

Hero image can be customized

Your content goes within this area

The following sections can be added in any order and will be customized with your specific content, images, and products.

**Full Width Image Background with Title, Subtitle, & Buttons**



**Title & Paragraph with Image**

**Serving Waco since 1945.**

Circle Hardware's roots began in Waco, TX, in 1945. Now, over 70 years later we're proud to be the top independently-owned hardware store in Waco. Come see Waco's best selection of Milwaukee power tools, as well as professional-quality, exclusive Channellock tools that can only be found at Circle Hardware of Waco. We're truly a one-stop shop for all your hardware needs.

A button is optional and can be left off as shown.

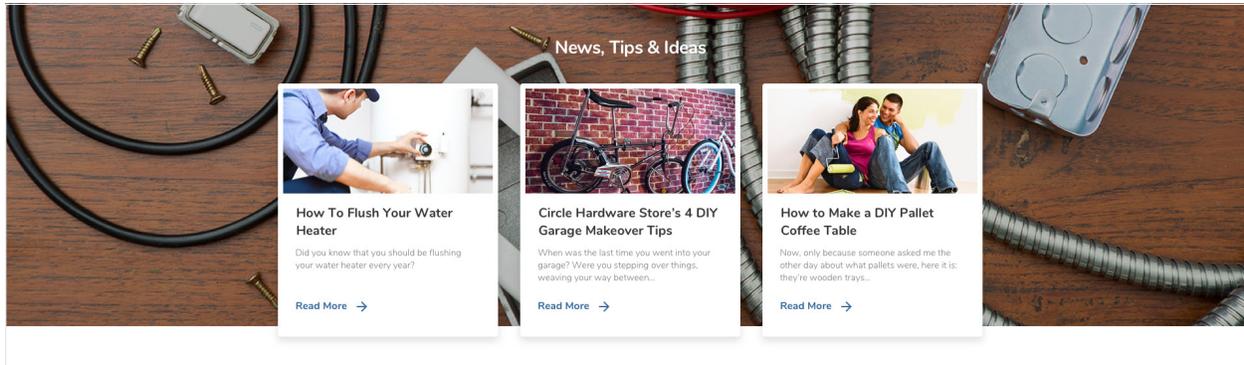
**Intro Section**

**Serving the Waco Community Since 1945**

In years past, the hometown hardware store was right at the heart of the community. Sooner or later just about everyone in the community would stop by to pick up something for a repair, to get some advice on how to approach a project or just for a friendly visit. You could count on friendly, familiar faces; knowledge; great service and quality products.

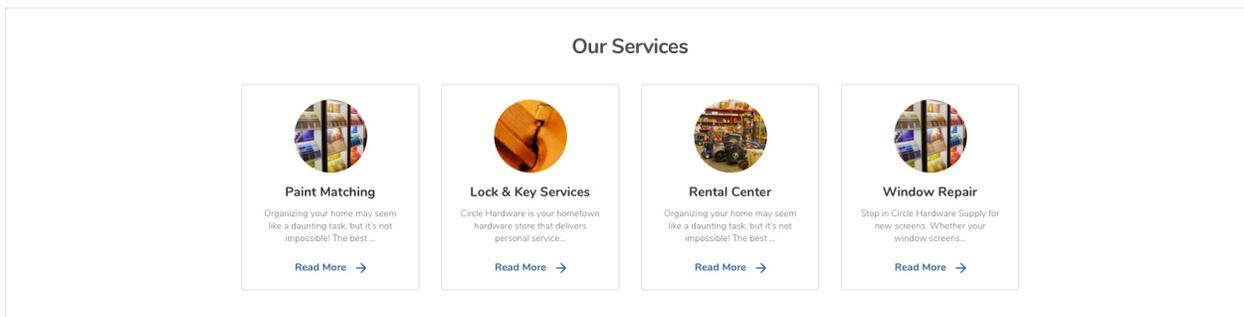
A prominent feature on your home page to allow visitors to learn more about your store.

## Three Across Callouts with Images, Short Lead-In, and Link



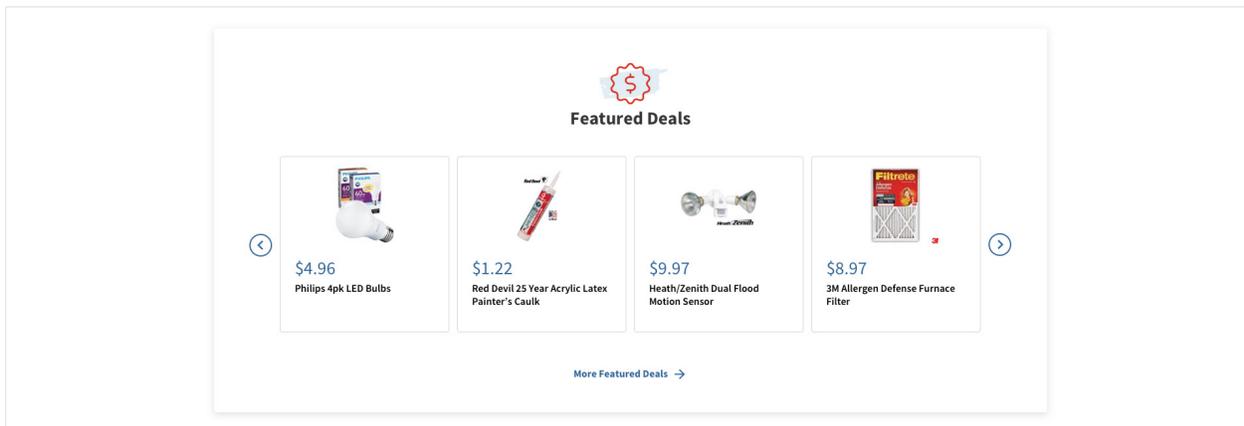
Section headline and background image will be customizable as well.

## Featured Services



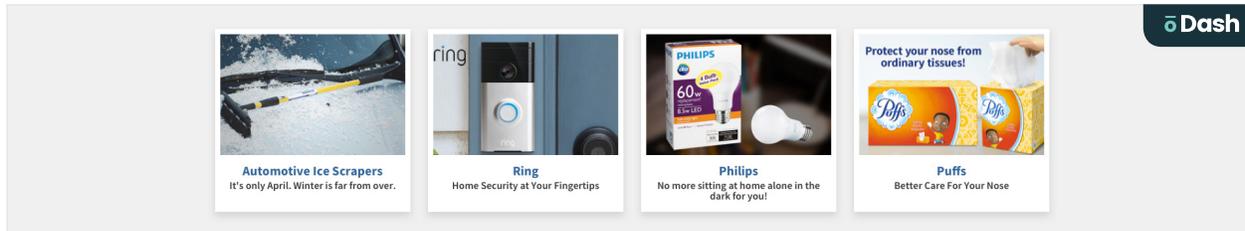
Feature your store's four most popular services on the home page.

## Featured Deals



More than four products can be featured, and users can click the arrows to cycle through all as well as follow a link to all deals.

## Digital Dashboard Integration



Special home page call outs you control from your digital dashboard to promote specials, services, and other topics.

## Full Page Width Super Banners



Home page area features selected products/sales your brand has in Do it Best stores.

## Full Content Area Width Banners



Eye catching areas to feature brands or promotions carried in your store that you want to call attention to on the home page.

## Half Content Area Width Banners



Smaller areas to feature brands or promotions carried in your store that you want to call attention to on the home page.

## Popular Categories Section

Select up to eight of your most popular departments to feature on the home page.

## Product of the Week Section

Feature a new product each week on the home page.

## Footer with Newsletter Sign-up, and Custom Link List

Sign up today for exclusive offers and expert advice!

Enter email address  [Sign Up](#)

**Do it Best**

Do it Best has been proudly serving the do-it-yourselfers since 1945.

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**Need Help?**  
Website Customer Service  
855.828.9792 M-F 7:30a-7p EST

The logo can be set to be your store logo. Social media icons will appear based on your chosen social channels.

**MOCE**

That's a quick look at just some of the many ways you can customize your site. For more information please contact us at: **260-247-2167**