

Branding (and possible customer service reassurance)

Navigation to brochure pages, collections etc

You are here: Home (Breadcrumb)

Search (product or whole site)

Shop headline

Basket + welcome back

persistent

Main Promotion

may or may not include a buy button

You have seen

persistent

Product navigation (categories, facets or prepared searches)

may include site navigation elements

Promo: Top 10 or decision support, gift finder etc

Promo: Special category or product

Featured products (with buy) or categories (with no buy)

Customer reassurance

Sign up for newsletter/special offers