

HEADER

MEET OUR FAMILY **1** **Invitations By DAWN** Ann's Bridal BARGAINS Pear Tree

40% OFF ACCESSORIES & DÉCOR | promo code: DECOR40 | expires 7/30/15 | excludes disney **2** Hello, Michael **3** My Account Cart (1) - \$75.00

invitations
BY DAWN®

What Are You Looking For Today? **4**

5 WEDDING INVITATIONS ABOUT US TODAY'S DEALS EMAIL SIGN UP CHAT 800.257.9567

SAVE THE DATES BABY & KIDS MORE STATIONERY ACCESSORIES & NAPKINS GIFTS

1 Meet Our Family

2 Site Promos

3 Site Tools Bar

4 Search and Site Links

5 Main Navigation

MEET OUR FAMILY **Invitations By DAWN** Ann's Bridal BARGAINS Pear Tree

40% OFF ACCESSORIES & DÉCOR | promo code: DECOR40 | expires 7/30/15 | excludes disney Hello, Michael My Account Cart (1) - \$75.00

invitations
BY DAWN®

What Are You Looking For Today? SEARCH

ABOUT US TODAY'S DEALS EMAIL SIGN UP CHAT 800.257.9567

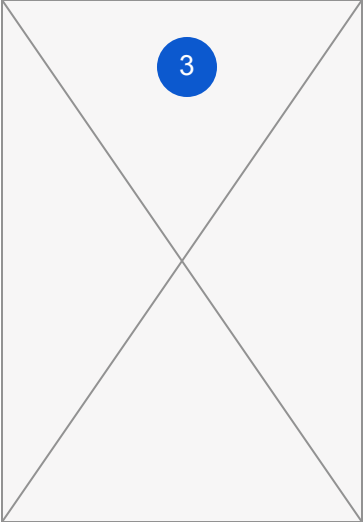
WEDDING INVITATIONS SAVE THE DATES BABY & KIDS **MORE STATIONERY** ACCESSORIES & NAPKINS GIFTS

CEREMONY & RECEPTION **SHOWERS & PARTIES** **AND MORE**

Wedding Programs
Place Cards
Escort Cards
Menu Cards
Wedding Table Placemats
Wedding Table Numbers

Bridal Shower Invitations
Vow Renewal Invitations
Engagement Party Invitations
Rehearsal Dinner Invitations
Wedding and Elopement Announcements
Anniversary Invitations
Bachelorette Party Invitations

Custom Stamps
Thank You Notes
Response Cards
Reception Cards
Map and Accommodation Cards
Envelope Seals



1 Mega Menu



3 Category Promo

2 Sub-Categories

HEADER with Floating Cart

MEET OUR FAMILY **Invitations By DAWN** Ann's Bridal BARGAINS Pear Tree

40% OFF ACCESSORIES & DÉCOR | promo code: DECOR40 | expires 7/30/15 | excludes disney

Hello, Michael  My Account  Cart (1) - \$75.00

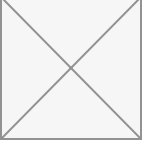
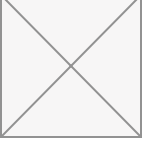
invitations BY DAWN®

What Are You Looking For?

ABOUT US TO

WEDDING INVITATIONS SAVE THE DATES BABY & KIDS MORE STATIONERY

1

	Product Name	\$300.00	X
<hr/>			
	Product Name	\$300.00	X
<hr/>			
		TOTAL	\$517.00 3
X 5	Cart 4	Checkout	

- 1 Floating Cart**
- 2 Cart Items**
- 3 Cart Total**
- 4 Buttons**
- 5 Close Floating Cart**

ORDERING

My Account
Order Status
Shipping Information

1

CUSTOMER SERVICE

Contact Us
FAQ
800.257.9567

ABOUT US

About Invitations by Dawn
About Our Family of Brands
Our Partners

SERVICES

Wedding Invitation Samples
Envelope Addressing Services
Your Printing Options
Your Paper Options
Personalization Options

RESOURCES

Wedding Invitation Etiquette
Wedding Invitation Wording Ideas
Invitations by Dawn Blog
Favor Box Assembly Instructions
Free Printable Table Numbers
Free Printable Photo Booth Props
Wedding Websites
Refer a friend, get \$50
WedPics Wedding Photo App

SIGN UP FOR SPECIAL OFFERS, PLUS GET \$10
OFF YOUR PURCHASE OF \$100+

Your Email

2

First Name

Last Name

SIGN UP

3

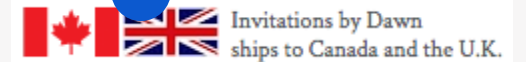


4

Site Map | Terms of Use | Privacy & Security

© 2015 Invitations by Dawn. All Rights Reserved

5



1

Footer Links

4

Copyright

2

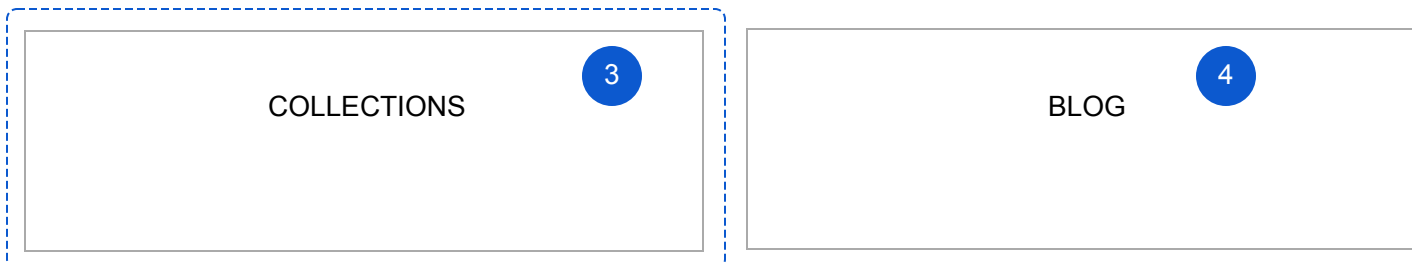
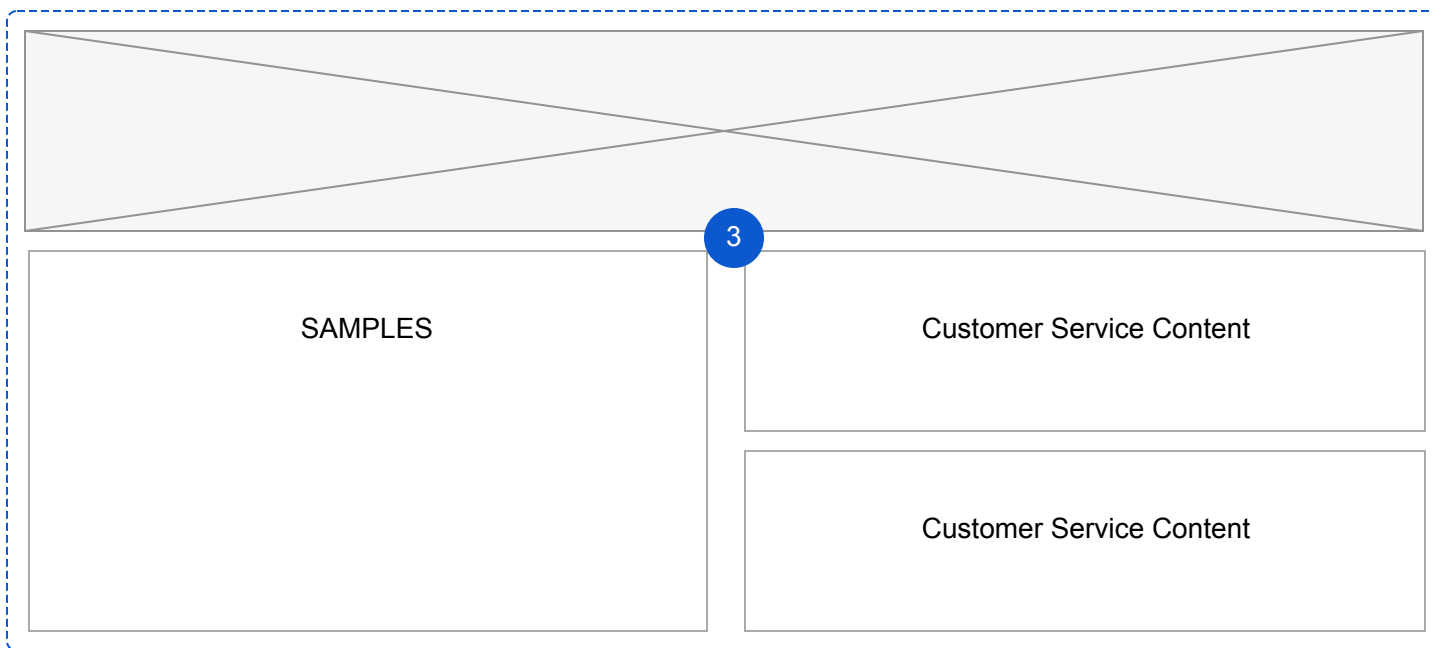
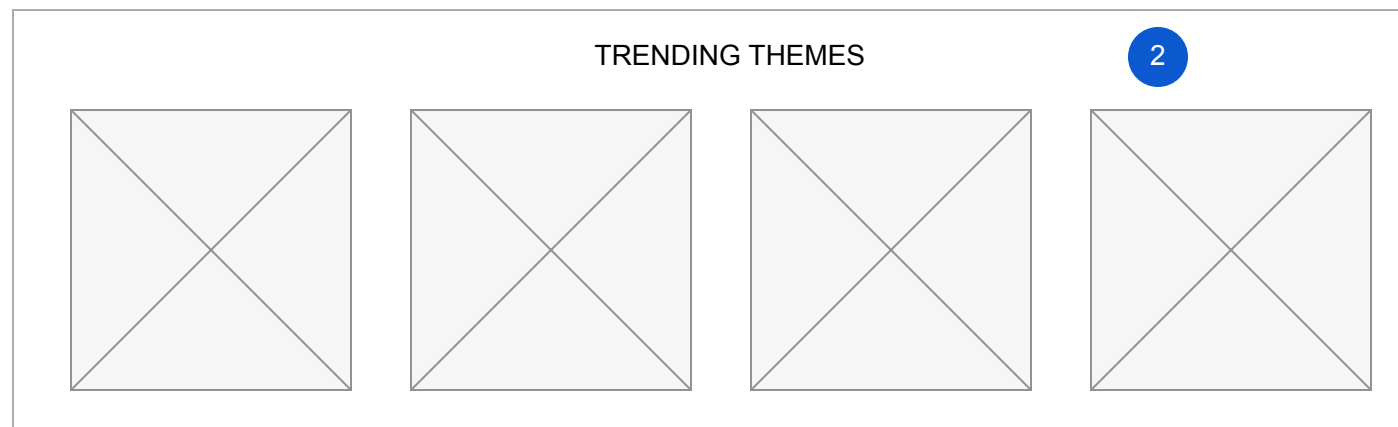
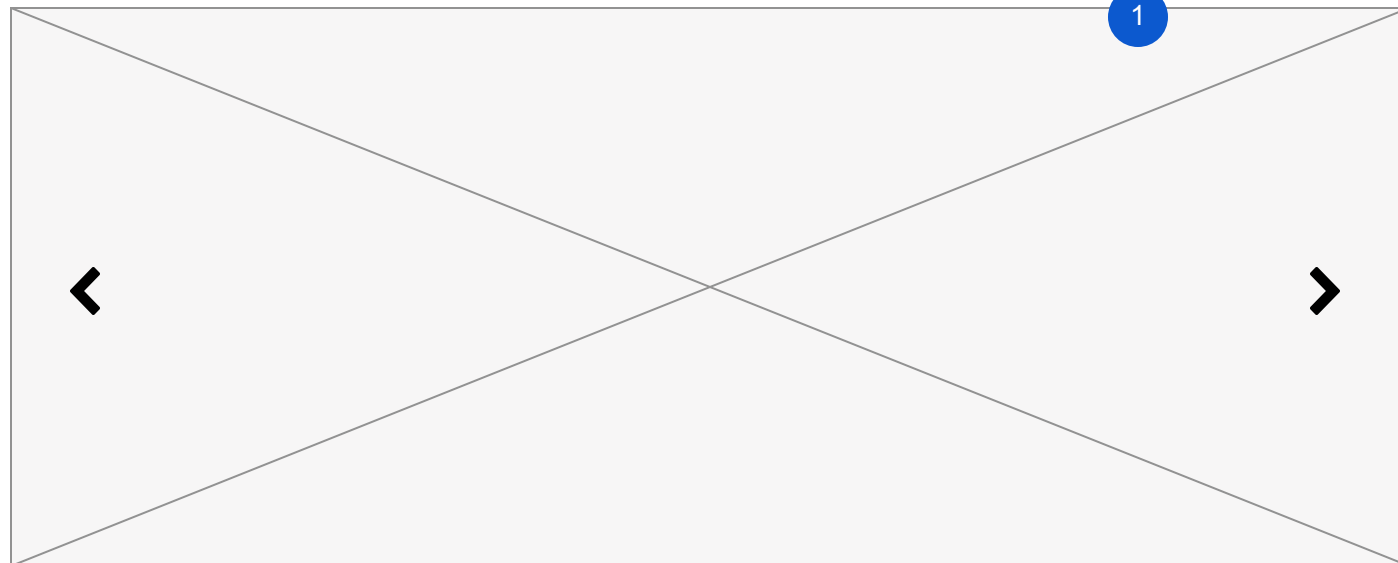
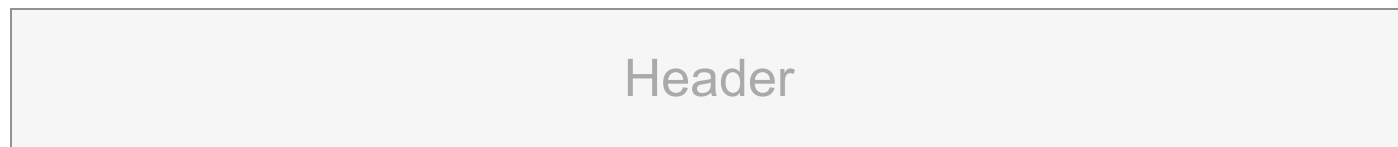
E-Mail Sign-Up

5

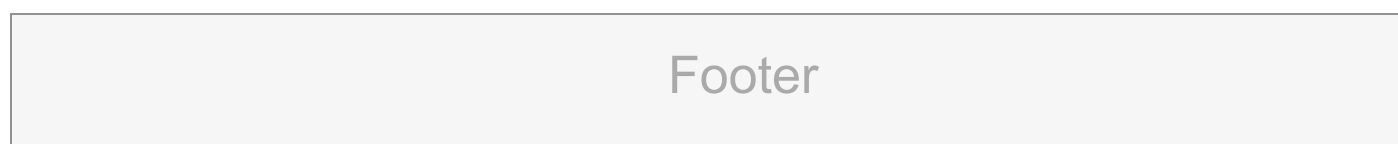
Canada Badges

3

Social Links



5 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id. Sed rhoncus, tortor sed eleifend tristique, tortor mauris molestie elit, et lacinia ipsum quam nec dui. Quisque nec mauris sit amet elit iaculis pretium sit amet quis magna. Aenean velit odio, elementum in tempus ut, vehicula eu diam. Pellentesque rhoncus aliquam mattis. Ut vulputate eros sed felis sodales nec vulputate justo hendrerit. Vivamus varius pretium ligula, a aliquam odio euismod sit amet. Quisque laoreet sem sit amet orci ullamcorper at ultricies metus viverra. Pellentesque arcu mauris, malesuada quis ornare accumsan, blandit sed diam.



1 Slide Show Carousel

2 Trending Categories

3 Static Content

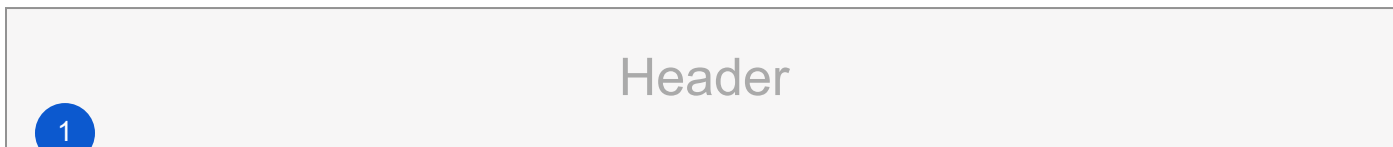


4 Blog

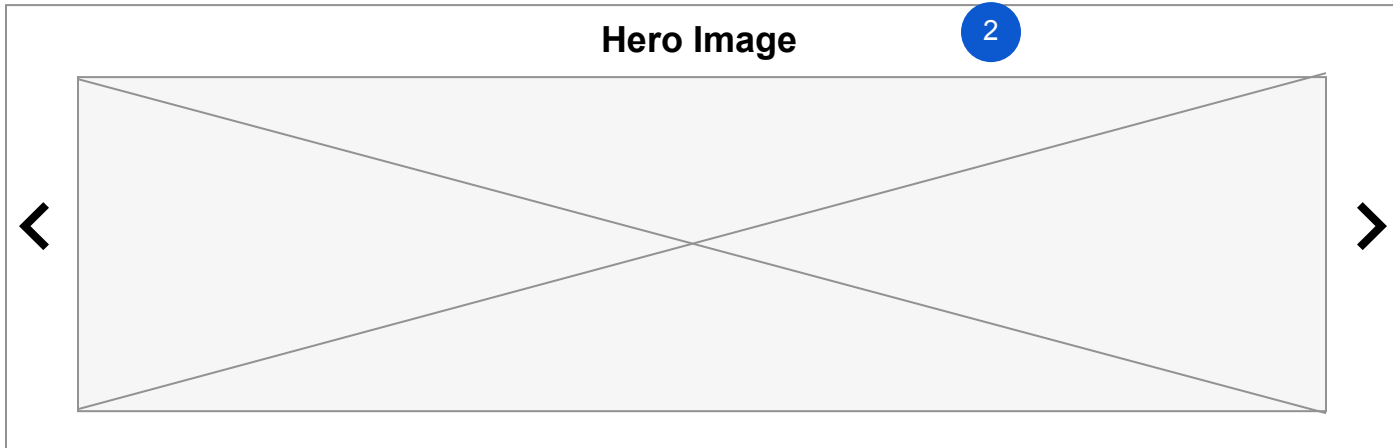
5 SEO Copy?

QUESTIONS from Kalio

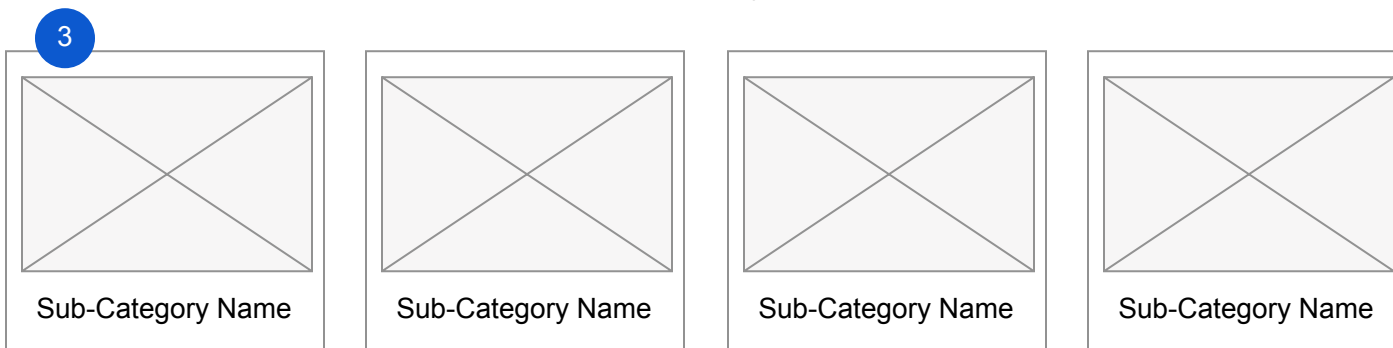
- Is there a RSS feed from your blog at <http://www.invitationsbydawn.com/blog/>



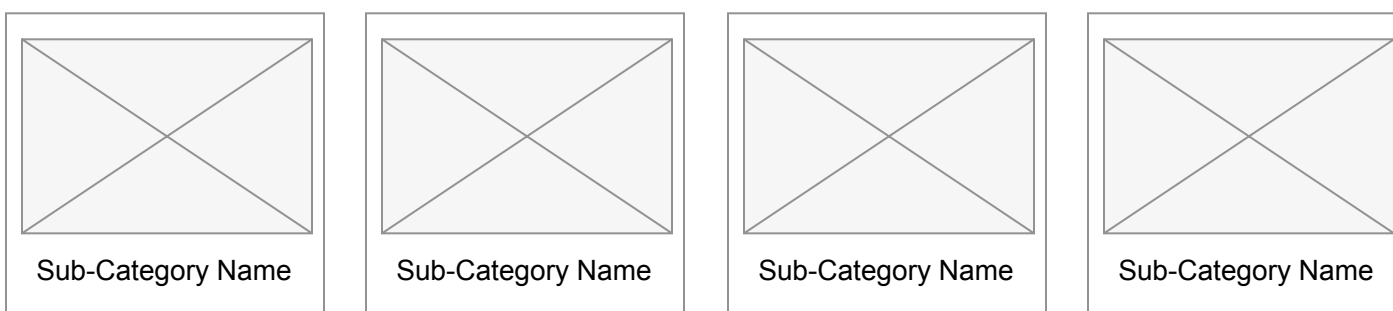
Home > Category Name



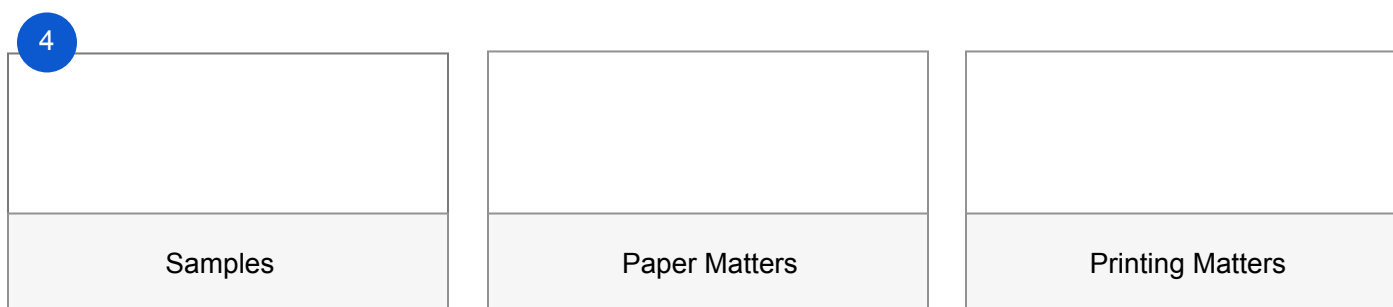
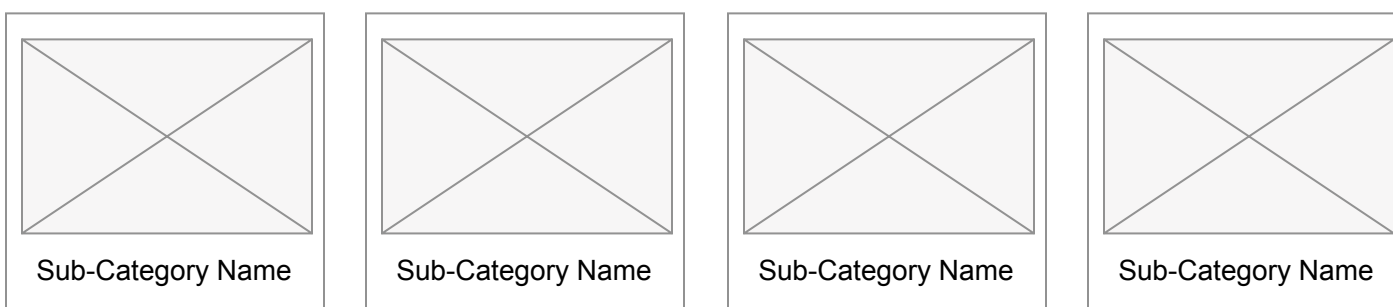
Shop By



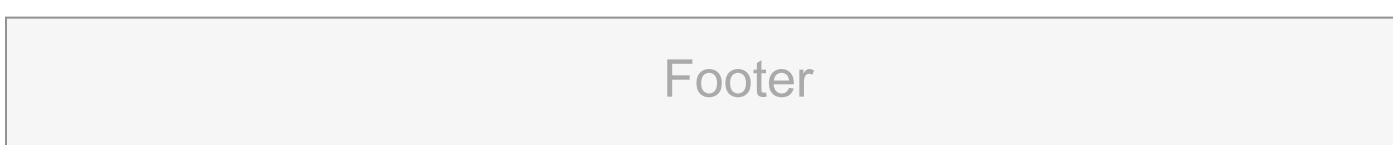
Shop By



Shop By



5
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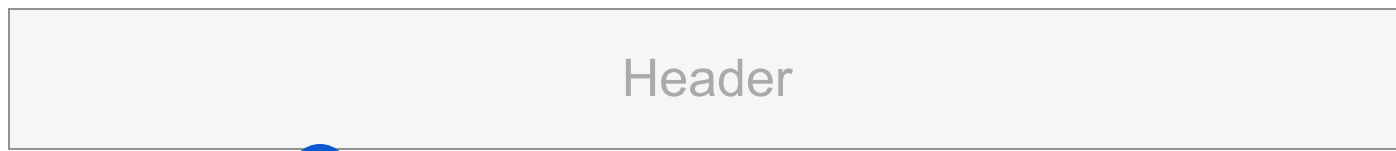
1 Breadcrumbs

2 Gallery Category Slider

3 Featured Sub-Categories

4 Samples, Paper/Printing Matters

5 Category Description For SEO



Home > Category Name

Category Name

Selected Clear All

- ✓ Selected Facet ✕
- ✓ Selected Facet ✕

Recommended

◀ Prev X of X Next ▶

Narrow Your Results

Facet

- Facet Option
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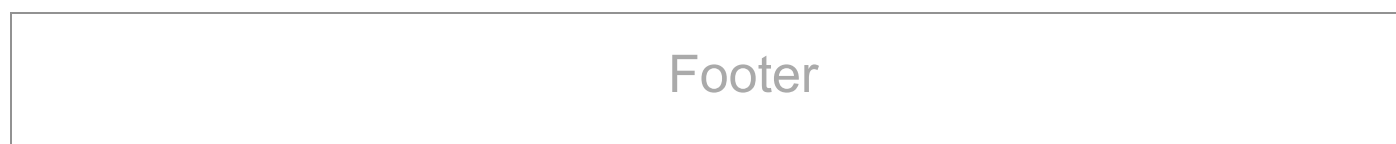
Recommended

◀ Prev X of X Next ▶

2 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque.

7

Promo



- 1 Breadcrumb
- 2 Category Header
 - Category Name from field name "Display"
 - "Short Description"

- 3 Currently Select Facets
- 4 Facets
- 5 Sorting and Paging

- 6 Product Single
 - Product Image
 - Product Name
 - Price

- ♥♥♥♥♥ Ratings
- You Pick Color
- ♡ NOT a Favorite
- ♥ Selected as a Favorite

On hover displays "Quick View"

- 7 Promo
 - Promo with link and image

Header

Home > Category Name > Product Name

❤️ Favorite

🔍 Zoom

▶

This is The Product Name

Item Number PTG34344GVF

PERSONALIZE

ORDER SAMPLE

♥♥♥♥♡ Read Review(s) | Write a Review

SELECT QUANTITY 72 (\$1.73 each)

RIBBON OPTIONS ?

PAPER ?

Standard Matte
 115 lb
 No Charge

Premium Matte
 130 lb
 +.25 / each

Signature Textured
 110 lb
 +.10 / each

ADD MATCHING ITEMS ?

Select a quantity and price

Select a quantity and price

Select a quantity and price

Subtotal **\$235.25**

If ordered today, we estimate your order will be printed, packed and ready for shipment on **Monday, August 3rd**

ORDER SAMPLE

PERSONALIZE

Share on Social Networks ?

p

f

t

g+

✉

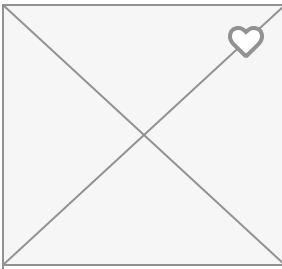
+

- 1 **Breadcrumb**
- 2 **Product Name, Item #, and Review Summary**
- 3 **Main Product Image with Zoom**
- 4 **Favorite this Product**
- 5 **Quantity**
- 6 **Options (Ribbon and Paper)**
Can make these buttons rather than drop-downs when it makes sense.
- 7 **Add Matching Items**
Consider grouping these and collapsing by group.
- 8 **BUY NOW Area**
All critical buying decisions represented here
- 9 **Alternate Images**
Up to six then a carousel
- 10 **Video**
Opens in lightbox.
- 11 **Share on Social Networks**
Code from AddThis
- 12 **Short Description**
- 13 **Long Description**
- 14 **Upsells**
- 15 **Review Summary**
Note: Need to review Kalio support for Power Reviews functionality
- 16 **Single Review**

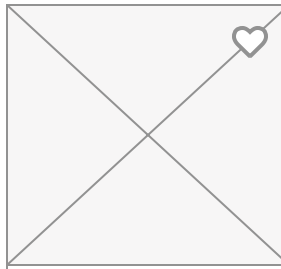
12 Lorem ipsum dolor sit amet, consectetur adipiscing. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id. Aliquam odio euismod sit amet. Quisque laoreet sem sit amet orci ullamcorper at ultricies metus viverra. Pellentesque arcu mauris, malesuada quis ornare accumsan, blandit sed diam.

13 Lorem ipsum dolor sit amet, consectetur adipiscing. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id. Sed rhoncus, tortor sed eleifend tristique, tortor mauris molestie elit, et lacinia ipsum quam nec dui. Quisque nec mauris sit amet elit iaculis pretium sit amet quis magna. Aenean velit odio, elementum in tempus ut, vehicula eu diam. Pellentesque rhoncus aliquam mattis. Ut vulputate eros sed felis sodales nec vulputate justo hendrerit. Vivamus varius pretium ligula, a aliquam odio euismod sit amet.

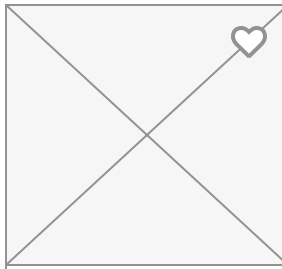
14 Upsells



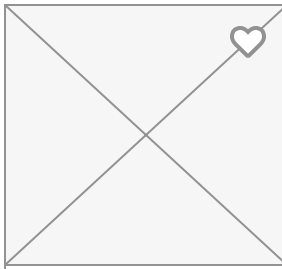
Product Name
as low as \$1.40 each



Product Name
as low as \$1.40 each



Product Name
as low as \$1.40 each



Product Name
as low as \$1.40 each

Review Summary

98%

Reviewers would recommend this to a friend.

15

Overall Rating: 3.0 / 5.0
(Based on 2 Reviews)

Write a Review

PROS

This is a Pro
This is another Pro
This is another Pro
This is yet another Pro

CONS

This is a Con
This is another Con

BEST USES

This is a Best Use
This is another Best Use
This is another Best Use

Reviews

♥♥♥♥♡ **This is Where Review Title Goes on the Product Page** 07/15/2015

By **Nancy from Cleveland, Ohio**

About Me

Mother of the Bride

✓ Verified Buyer

We are thrilled with these invites, just beautiful! I wasn't sure about ordering invites online, however we ordered a sample and we were really impressed. We changed the color to lagoon and opted to use a matching ribbon instead of the jute string. We have received so many compliments both from female and male friends. The quality is superb.

PROS

This is a Pro

CONS

None

BEST USES

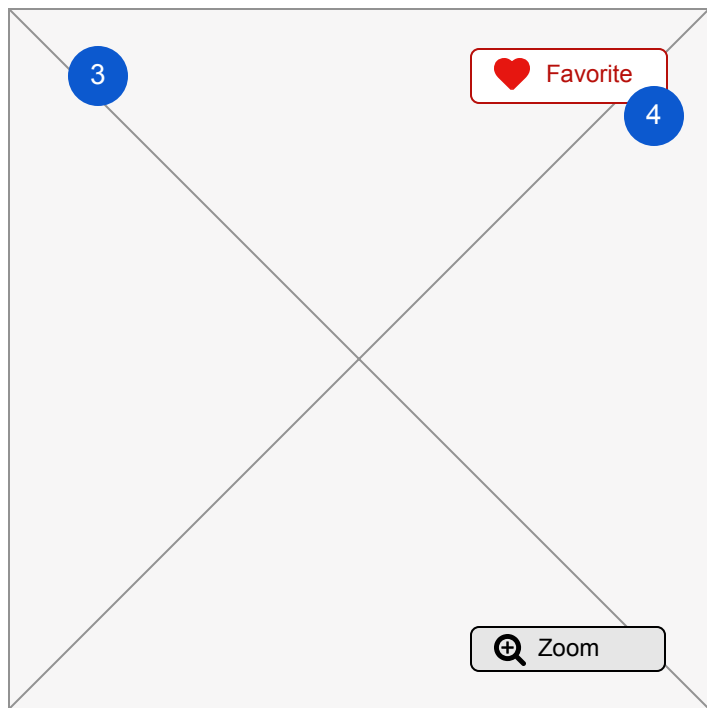
This is a Nest Use

BOTTOM LINE
Yes, I would recommend this to a friend

Footer

Header

Home > Category Name > Product Name



2 This is The Product Name

Item Number PTG34344GVF

♥♥♥♥♥ Read Review(s) | Write a Review

5

SELECT QUANTITY 72 (\$1.73 each)

If ordered today, we estimate your order will be printed, packed and ready for shipment on **Monday, August 3rd**

ADD TO ORDER +



9 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulp...eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id. Aliquam odio euismod sit amet. Quisque laoreet sem sit amet orci ullamcorper at ultricies metus viverra. Pellentesque arcu mauris, malesuada quis ornare accumsan, blandit sed diam.

10 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulp...eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id. Sed rhoncus, tortor sed eleifend tristique, tortor mauris molestie elit, et lacinia ipsum quam nec dui.

- 14 psum dolor sit amet, consectetur adipiscing elit. amet, consectetur adipiscing elit.
- psum dolor sit amet, consectetur ame adipiscing elit.adipiscing elit.
- psum dolor amet, consectetur adipiscing elit. sit amet, consectetur adipiscing elit amet, consectetur adipiscing elit..

11 Upsells

Product Name as low as \$1.40 each

12 Review Summary

98% Reviewers would recommend this to a friend.

Overall Rating: 3.0 / 5.0 (Based on 2 Reviews)

Write a Review

PROS This is a Pro This is another Pro This is another Pro This is yet another Pro	CONS This is a Con This is another Con	BEST USES This is a Best Use This is another Best Use This is another Best Use
---	---	--

13 Reviews

♥♥♥♥♥ This is Where Review Title Goes on the Product Page 07/15/2015

By Nancy from Cleveland, Ohio

About Me
Mother of the Bride

Verified Buyer

We are thrilled with these invites, just beautiful! I wasn't sure about ordering invites online, however we ordered a sample and we were really impressed. We changed the color to lagoon and opted to use a matching ribbon instead of the jute string. We have received so many compliments both from female and male friends. The quality is superb.

PROS This is a Pro	CONS None	BEST USES This is a Nest Use
------------------------------	---------------------	--

BOTTOM LINE
Yes, I would recommend this to a friend

Footer

- 1 Breadcrumb
- 2 Product Name, Item #, Review Summary, and Long Description
- 3 Main Product Image with Zoom
- 4 Favorite this Product
- 5 BUY NOW Area
All critical buying decisions represented here
- 6 Alternate Images
- 7 Video
- 8 Share on Social Noterworks
- 9 Short Description
- 10 Long Description
- 11 Upsells
- 12 Review Summary
Note: Need to review Kalio support for Power Reviews functionality
- 13 Review
- 14 Specification Attribute Group with Product Details

The wireframe shows a page layout with three main sections:

- Header (1):** A light gray bar at the top left contains the "invitations BY DAWN" logo. To its right, the text "WE CAN HELP: 800.257.9567" and "LIVE CHAT" is displayed. Below this text are two buttons: "EXIT" and "SAVE MY PROJECT".
- Kalio iframe (2):** A large dashed rectangular area in the center of the page. Inside, the text "Invitations by Dawn CONFIGURATOR TOOL" is centered, with "(within iframe)" centered below it.
- Footer (3):** A light gray bar at the bottom of the page containing the text "©2015 Invitations by Dawn. All Rights Reserved".

1 **Header**
Minimal header without main navigation


2 **Kalio iframe**

3 **Footer**
Minimal footer without footer links

4 **Configurator Save & Exit Buttons**

Header

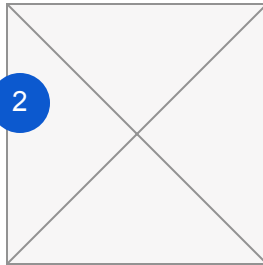
Your Cart

 You Have 1 Saved Projects
Would you like to review them now? ▶


Recently Viewed

Order Information

This is the Product Name



Quantity ▼

 Edit Project

Best value at quantity 200 or above (\$1.24 each)

Item #: PTG34308SDHF

[Save For Later](#) | [Delete](#)

Base \$124.42
Options \$00.00
Subtotal \$124.42

SPECIAL INSTRUCTIONS OR REQUEST A REVIEW
Envelope Addressing Service available for \$0.60 per envelope. [Learn more ???](#)

Do you have detailed delivery instructions, a design question, or just need another set of eyes to check your project? Want to add Envelope Addressing to your order? Please add specific instructions below. Note, this will delay processing of your order until the request has been reviewed. We will contact you if necessary.

Submit

CART SUMMARY

DO YOU HAVE A PROMO CODE?
Only one promo code may be used per order

Apply


Merchandising Summary \$124.42
Assembly Service \$00.00
Shipping and Processing \$8.00

TOTAL \$132.42

Applicable Tax Not Included

Continue Shopping

CHECKOUT NOW ▶

 CUSTOMER SERVICE
1-800-403-8861

 Live Chat

You May Also Like

Footer

1 Saved Projects

2 Cart Item

3 Special Instructions

4 Apply Promo Code

5 Cart Summary

6 Help

7 Recently Viewed

8 Favorites
Does NOT display if no favorites are set

9 Cross Sells

Header

Sign-In (Optional) 1

Fill in the information below or Sign In With Your Account.

Email

Password

Billing Address 3

Email

Confirm Email

First Name

Last Name

Street Address

Street Address 2

City



Country ▼

State ▼

Zip

Phone

Order Information 2

ITEM	QTY	PRICE	TOTAL
 Product Name	1	\$300.00	\$300.00
 Product Name	1	\$200.00	\$200.00

Sub Total	\$500.00
Tax	\$00.00
Shipping	\$17.00
TOTAL	\$517.00

Scrolls With Screen

Shipping Address 4

Same as Billing Address

Shipping Method 5

UPS Ground (\$00.00)

UPS 2-Day (\$17.00)

UPS Next Day (\$27.50)

Payment Method 6

Card Type ▼

Name On Card

Card Number

Exp Month ▼

Exp Year ▼

Security Code

Create an Account (optional) 7

Save your order preferences for future purchases. Create an account by entering a password and reminder below. Your billing e-mail will serve as your user name.

Password

Confirm Password

Footer

- 1 Optional Sign-In Toggle**
Collapsed by default. If user wants to login, they would need to expand it and submit form. If already signed in, this panel is NOT displayed.
- 2 Order Summary**
Scrolls With Screen
- 3 Billing Address**
- 4 Shipping Address**
If "Same as Billing Address" is unchecked, shipping address fields toggle open so the user can add a different address.
- 5 Shipping Method**
- 6 Payment Method**
- 7 Create an Account (optional)**