1. **Header:**
   1. Left – RugsToday.com logo
   2. Center – Internal Search Box *enter key words or item #* .
   3. Right -
      1. First line right: **Items: \_\_\_ | Total $0.00 | View Cart | Checkout**
      2. Second line right: Order toll-free: 1-888-322-5959
      3. Third line right: **My Account | Sign In . LIVE CHAT ONLINE .**
2. **Divider Bar:**

**Home Selection guides Rug Care FAQ Return Policy Free Shipping Clearance Rugs**

1. **Left Column:** Show the following attribute categories for navigation:

**BROWSE**

RUG THEME

Traditional

Transitional

Casual

COLOR WAY

Black

Blue

Green

Gold

SIZE

SHAPE

FIBER CONTENT

MFGR. BRAND

MFGR.COLLECTION

PRICE

for each attribute do a [+] Show More [-] Show Less

1. **Center:** Picture box at top of page for Promotional advertising. Note: Header, Divider Bar and Picture box should not take up more than 1/3rd of the screen.
2. **Center rug images:**
3. **Right Column: “YOU MAY ALSO LIKE”** below is a vertical lineup of rugs
4. **Footer:** 
   1. Should show these below.



* 1. Should have these links:

#### Customer Service

[Shipping](http://www.builddirect.com/Shipping.aspx)  
[Return Policy](http://www.builddirect.com/ReturnPolicy.aspx)  
[Privacy Policy](http://www.builddirect.com/PrivacyPolicy.aspx)  
[Ordering & Delivery Checklist](http://www.builddirect.com/OrderingandDelivery.aspx)

[Terms of Use](http://www.builddirect.com/TermsOfUse.aspx)  
[Terms of Sale](http://www.builddirect.com/TermsOfSale.aspx)  
[Contact Us](http://www.builddirect.com/ContactUs.aspx)  
[Environmental Policy](http://www.builddirect.com/EnvironmentalPolicy.aspx)

#### Resources

[Product Articles](http://www.builddirect.com/ArticleIndex.aspx)  
[Learning Center](http://learn.builddirect.com/)  
[Help](http://www.builddirect.com/Help.aspx)  
[Refer A Friend](http://www.builddirect.com/ReferAFriend.aspx)  
[RugsToday Blog](http://blog.builddirect.com/)

[Room Scene Viewer](http://www.builddirect.com/rviewer/)  
[Site Map](http://www.builddirect.com/SiteMap.aspx)  
[FAQ](http://www.builddirect.com/FAQ.aspx)  
[Customer Testimonials](http://www.builddirect.com/Testimonials.aspx)   
[Photo Gallery](http://www.builddirect.com/PhotoGallery_Index.aspx)

#### Corporate Info

[About RugsToday](http://newsroom.builddirect.com/about/).com  
[Careers](http://newsroom.builddirect.com/work-at-builddirect/)   
[Affiliates](http://www.builddirect.com/Affiliates/Default.aspx)

8. **Competitive websites:**

[www.rugsusa.com](http://www.rugsusa.com)

[www.rugsdirect.com](http://www.rugsdirect.com)

[www.esalerugs.com](http://www.esalerugs.com)

[www.wayfair.com/rugs](http://www.wayfair.com/rugs)

[www.builddirect.com/area-rugs](http://www.builddirect.com/area-rugs)

<http://www.overstock.com/Home-Garden/Area-Rugs/244/cat.html?keywords=rugs&searchtype=Header>

<http://www.lowes.com/Search=area+rugs?storeId=10151&langId=-1&catalogId=10051&N=0&newSearch=true&Ntt=area+rugs#!&Ns=p_product_brand_name%7C0%7C%7Cp_product_description%7C0&page=1&N%5B%5D=0&N%5B%5D=1z13yqy>

