penta SERVICES

November 2026

WEBSITE GUIDE FOR ONLINE STORES IN ITALY

An Italian online store that *sells like a real bottega*

Artisan storytelling, a product configurator with a live price including VAT, a cart that calculates shipping for Italy and the EU, a three-step checkout with e-invoicing fields, and the legal basics Italian stores need: VAT number, REA and PEC, terms of sale, the 14-day withdrawal form and a cookie banner with a reject button. Delivered on Shopify, WooCommerce or as a custom store.



Ready Site · E-commerce Store package

Live demo: negozio.pentaservices.co.uk

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TRY THE LIVE DEMO

negozio.pentaservices.co.uk

Bottega Orvèla is a fictional hand-painted ceramics workshop in Todi, Umbria. The store is in Italian. Every name, price, review and business number in the demo is a sample, and no payment is ever taken.

1 · AT A GLANCE

Built for the way *Italians buy handmade online*

Italian shoppers buy handmade goods online when they trust the maker. They want to know who made the piece and how, see the final price with VAT and shipping before checkout, and find the seller's details and the withdrawal right without searching. A store that hides costs until the last step or buries its legal details loses them to a marketplace.

What shoppers check first

- Is it really handmade, and by whom?
- What is the final price with VAT and shipping to my address?
- Can I personalise it or have it gift-wrapped?
- Who is the seller: VAT number, REA, PEC?
- Can I return it within 14 days?

What the website gives them

- A storytelling hero in four chapters with a price tag for each featured piece
- A configurator with glaze, a hand-painted name and a gift box, with the price updating live
- A cart that calculates shipping for Italy, the islands and the EU
- A three-step checkout with tax code, VAT number and SDI code or PEC
- Seller details in every footer, terms of sale, a withdrawal page with model form and a fair cookie banner

39
pages, including 16 product pages and 6 category pages

7
tools: configurator, set builder, shipping calculator, checkout, wedding list, booking, withdrawal form

3
checkout steps: details, delivery, payment

1 tap
to add to cart, save a favourite or book a visit on a phone

Who it is for

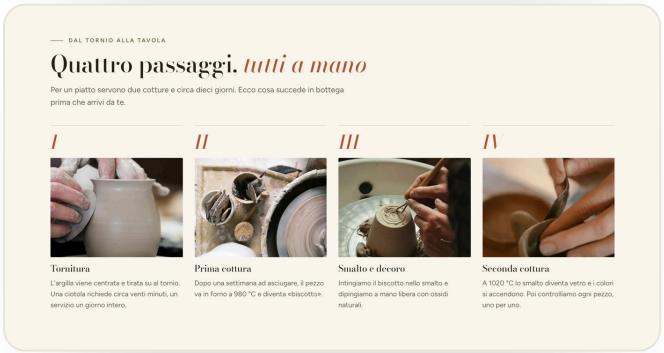
- Ceramics, leather, textile and jewellery workshops
- Olive oil, wine and food gift shops
- Home and tableware brands
- Wedding list and gift shops
- Made-to-order design studios
- Italian brands selling across the EU

The homepage, *section by section*

An Italian bottega in latte, terracotta and olive, with a maiolica tile band, Bodoni Moda headings and Figtree text.







1 Header and category bar

A centred wordmark between two short menus, search with live suggestions, favourites and cart with counts, and a second line with the six categories in italic serif.

2 Storytelling hero

Four chapters (the clay, the brush, the maiolica, the table) with Roman numerals and progress lines. The photo sits in a maiolica tile frame with a slow zoom, and a hanging price tag shows the piece of that chapter. Pauses on hover or focus, swipes on phones, works with the keyboard and respects reduced motion.

3 The shelf

Categories shown as plates hung on a wall, each opening its category page.

4 Fresh from the kiln and the making

New, best-loved and last pieces in tabs, then the four making steps with photos.

5 Made to order, workshop, wedding list

A live plate preview with glaze swatches, the workshop experiences with prices, a wedding list card, reviews, FAQs and four promises.

WHY IT WORKS

Handmade sells on the story. The hero tells it in four short chapters and puts a real product and price in every chapter, so the story leads straight to the shop.

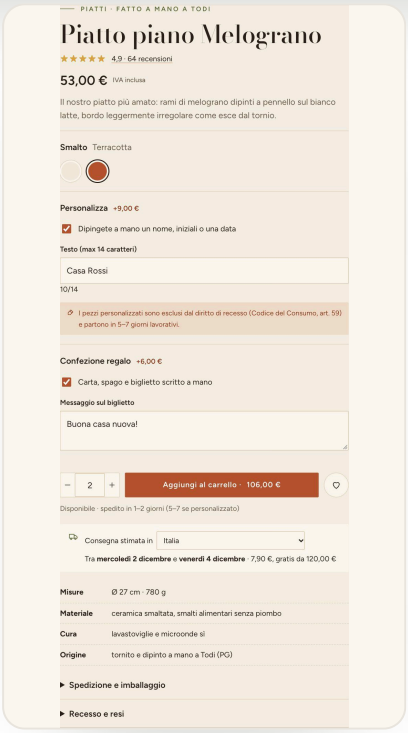
Find it, *make it yours*

A catalogue with filters that match how people shop for tableware and gifts, and a product page where the customer configures the piece and sees the price change.





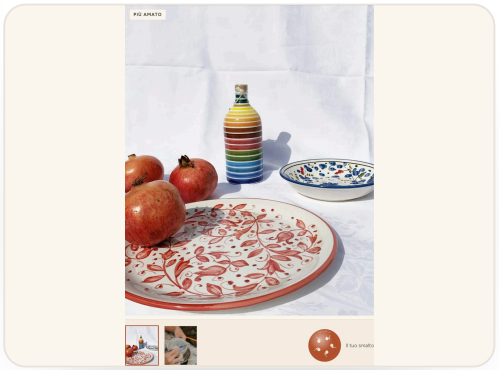
Filters: category, glaze colour, price, personalisable, gift, offer



Configurator: glaze, painted name, gift box, quantity, live price



Offers show the lowest price of the previous 30 days



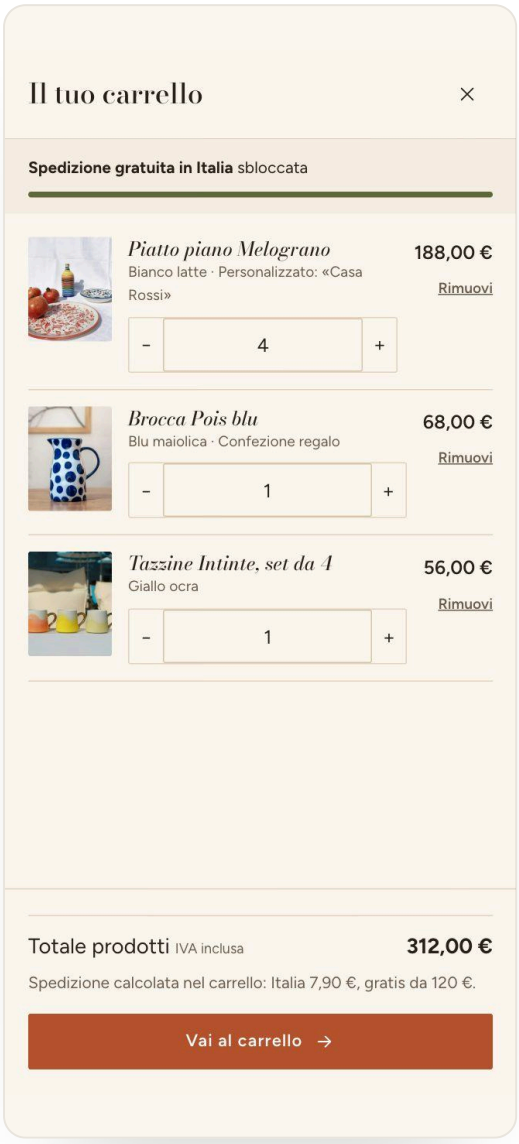
1 **Filters and sorting**
Category, glaze swatches, maximum price including VAT, personalisable, gift idea and on offer, with chips, a live count, sorting and filters kept in the address.

2 **Configurator**
Glaze colour with a small plate preview, a name or date painted by hand (up to 14 characters, with a counter), a gift box with card message and quantity. The price including VAT updates on every choice.

3 **Product details**
Delivery dates and cost by zone, size, material, care, origin, shipping and withdrawal notes, reviews and pieces to pair, and a sticky add-to-cart bar on phones.

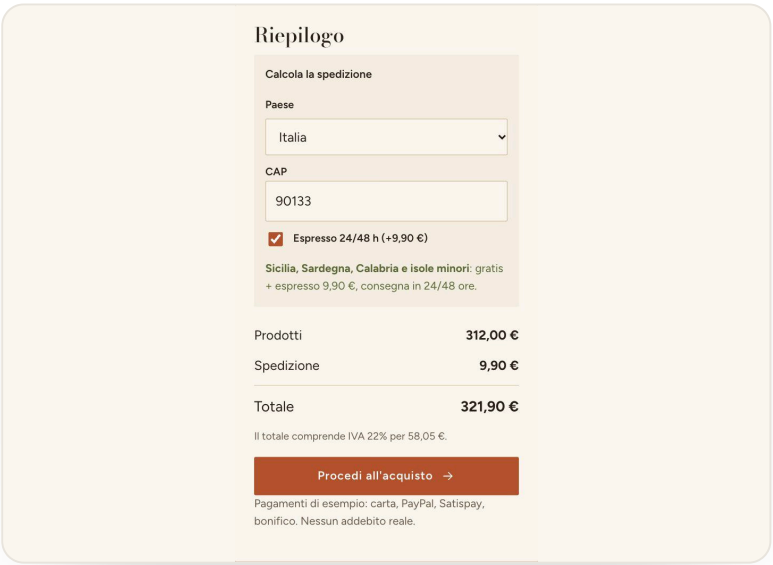
The real total, *before checkout*

Prices are shown with VAT included, as Italian rules require for consumers. The cart adds shipping for the exact delivery address and shows the 22% VAT contained in the total.



Cart drawer: options on each line, quantities, free-shipping bar

1. **Shipping by postcode**
   Italian mainland, then Sicily, Sardinia, Calabria and the minor islands recognised from the postcode, and two EU zones, each with its own price and delivery time.
2. **Free-shipping thresholds**
   A bar shows how much is left for free shipping in Italy, and the threshold for EU orders is applied automatically.
3. **Express delivery**
   24/48-hour express for Italian addresses only, added to the shipping line.
4. **VAT shown correctly**
   The VAT inside a VAT-inclusive total is total × 22 ÷ 122. The cart and the receipt show it, with the taxable amount.



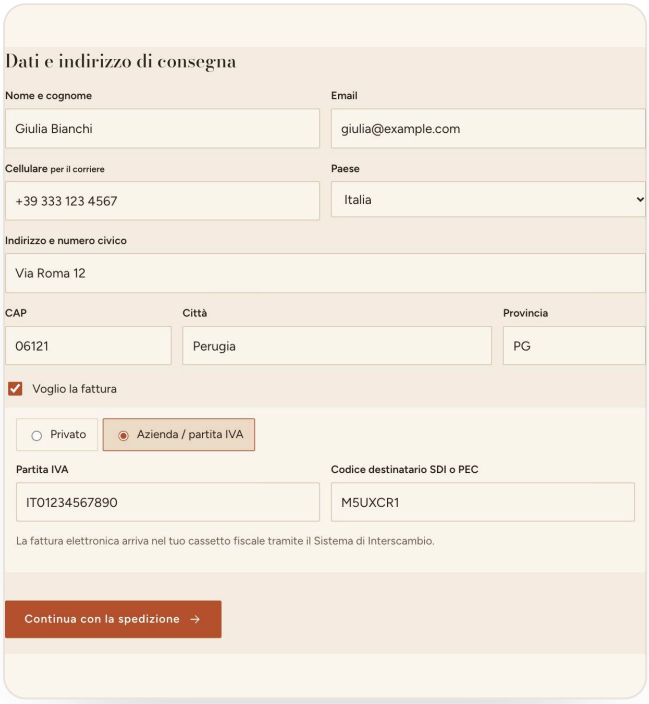
Shipping calculator: country, postcode, express, VAT included

WHY IT MATTERS

Unexpected costs at checkout are the most common reason people abandon an online order. Showing shipping for their own address in the cart removes the surprise.

A three-step checkout *made for Italy*

Details, delivery and payment on one page, with a live order summary.



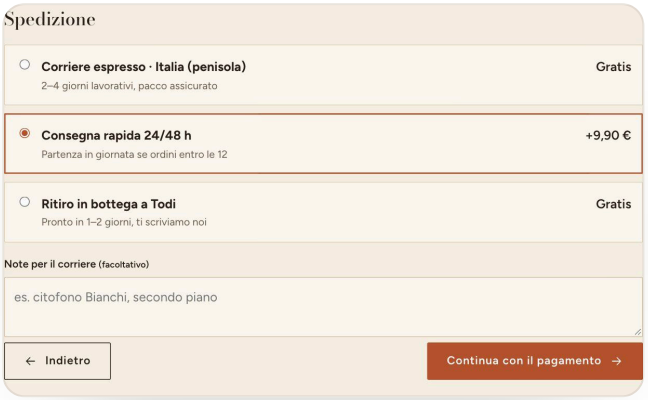
Details with optional invoice: P.IVA and SDI code or PEC

1 **Address couriers can use**

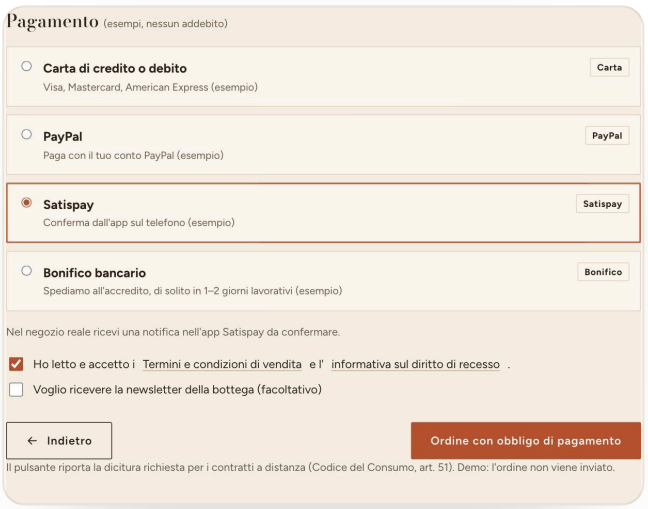
Mobile number, address, five-digit postcode, town and province, all checked before the next step.

2 **Electronic invoice**

Private buyers enter their tax code (checked for format); businesses enter their VAT number and SDI recipient code or PEC, so the invoice reaches them through the Exchange System.



Delivery: courier, 24/48-hour express or workshop collection



Payment examples, terms acceptance and the legal button wording

3 **Delivery options**

Courier for the zone, 24/48-hour express or collection from the workshop, with the total updating.

4 **Payment and confirmation**

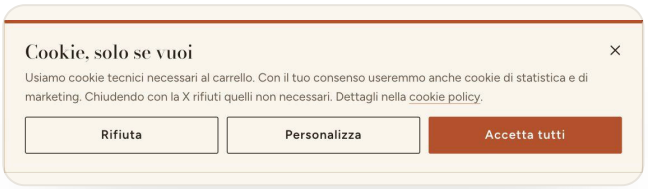
Card, PayPal, Satispay and bank transfer as labelled examples, acceptance of the terms of sale, a button worded as the Consumer Code requires, and a receipt with taxable amount and VAT.

Ready for the rules *Italian stores follow*

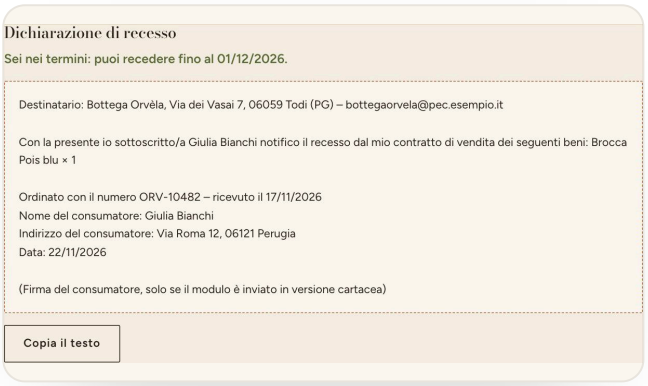
The design has a clear place for what Italian online stores are expected to show and do, so the real store only has to fill in its details and have the texts checked.



Order confirmation with taxable amount and VAT



Cookie banner: reject as easy as accept



Withdrawal form generates the model statement

1 **Seller details**

Business name, address, VAT number (required on the website), REA number and PEC in every footer and on the terms and contact pages.

2 **Prices and discounts**

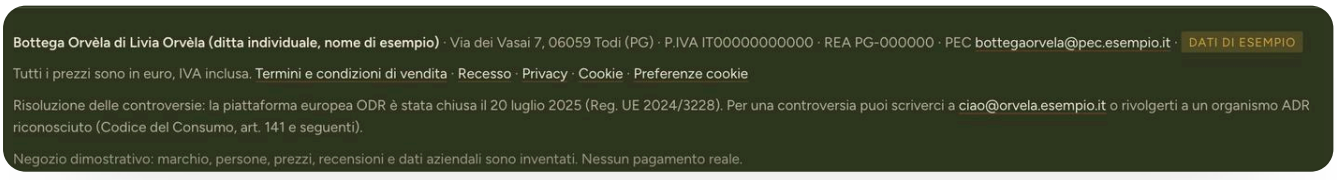
All prices include VAT, shipping is shown before payment, and offers show the lowest price of the 30 days before the discount (Consumer Code, art. 17-bis).

3 **Withdrawal right**

14 days from delivery, the model withdrawal form from Annex I part B, refunds within 14 days, and the exclusion of personalised and made-to-order goods (art. 59).

4 **Cookies and privacy**

Accept, reject and choose buttons of equal weight and an X that closes with only necessary cookies, as the Italian data protection authority's 2021 guidelines ask, plus a GDPR privacy notice and a cookie policy.

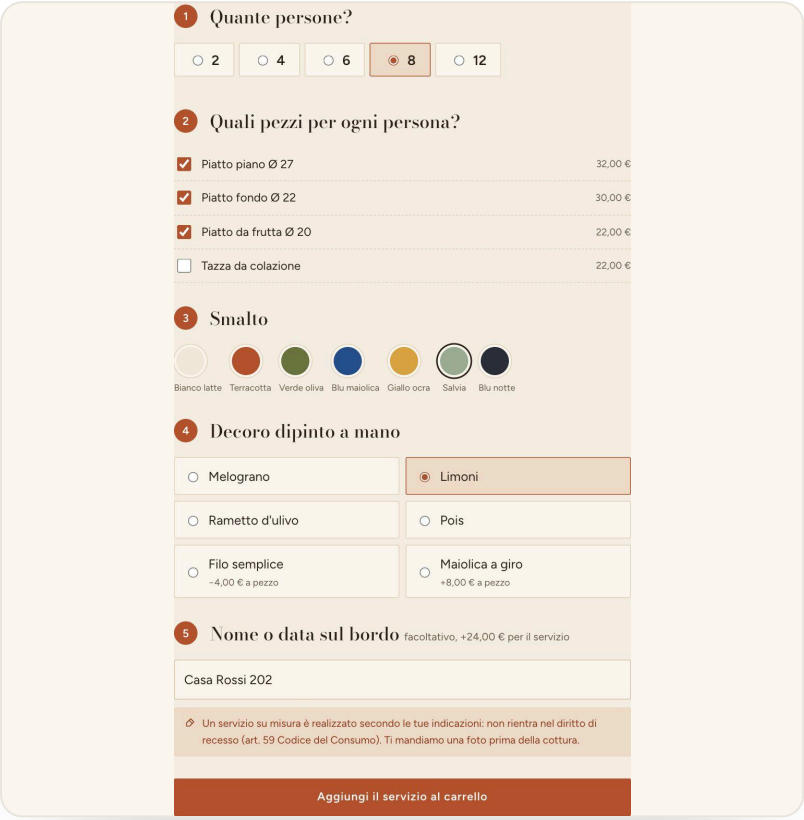


Footer: seller, address, P.IVA, REA, PEC, prices with VAT, dispute resolution

! The EU online dispute resolution (ODR) platform closed on 20 July 2025 (Regulation (EU) 2024/3228), so the old ODR link is no longer required; the footer points to ADR bodies instead. The legal texts in the demo are templates: your lawyer or accountant checks them for your business.

Bigger orders, *from browsers and guests*

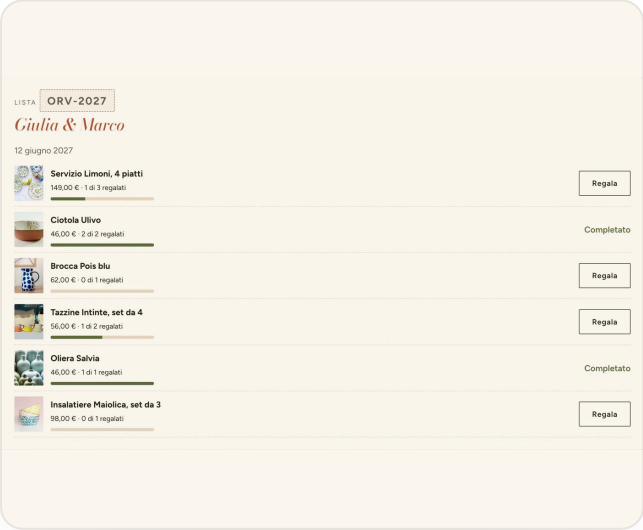
Two tools that turn interest into high-value orders: a made-to-order set builder and a wedding list.



Set builder: people, pieces, glaze, decoration, name on the rim



Live plate preview and price including VAT



Wedding list: what is still wanted, and a button to give it

1 **Made-to-order set**

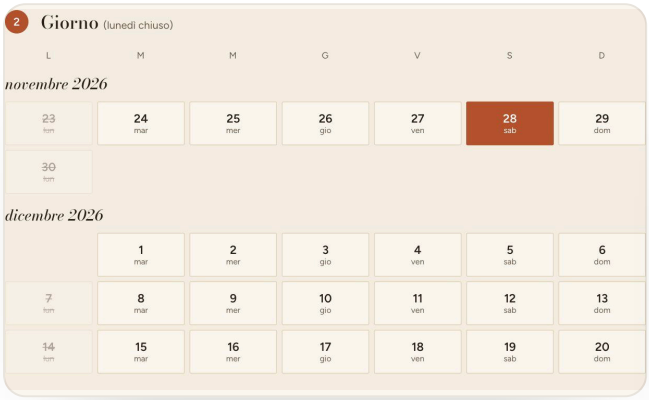
Choose 2 to 12 people, the pieces for each, the glaze and a hand-painted decoration, and add a name or date on the rim. The plate preview and the price change with every choice; the made-to-order note explains the withdrawal exclusion.

2 **Wedding list and favourites**

Couples create a list with a date, pieces and quantities and get a code to share. Guests open it, see progress for each piece and give one from the store. Favourites are saved with a heart.

Bring people *into the workshop*

A booking tool for visits and classes and clear service pages written answer-first.



Booking: four weeks of dates, closed days, slots with places left



1 **Workshop booking**
A free guided visit, a wheel lesson and a paint-your-plate class with duration, group size and price. Pick a day, a slot and the number of people, and get a booking code.

2 **Our story and contact**
The workshop's story in a timeline, how it works, and a contact page with phone, WhatsApp, hours and a message form.



Shipping: rates, free thresholds and delivery times for every zone



Guide: an article built for search and AI answers

3 **Shipping, withdrawal, FAQ**
A rates table, packing and breakage promise, the withdrawal page with form, and searchable questions.

4 **Terms, privacy, cookies**
Terms of sale with seller details, a GDPR privacy notice and a cookie policy with a button to change preferences.

Details that *make people buy*



Storytelling hero, chapter III: the maiolica

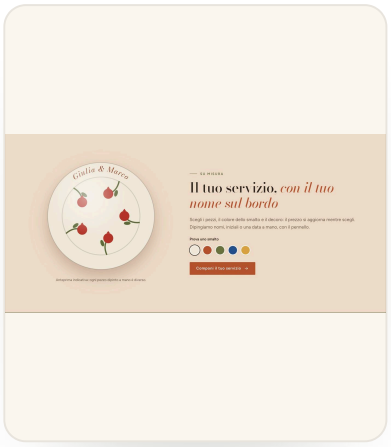


Plate preview: try a glaze

Live search

Results with photo and price as you type, accent-insensitive, and a link to all results in the shop.

Favourites

Hearts on every card and product page, a counter in the header and a favourites tab.

Hanging price tags

Each hero chapter shows a real product and price on a tag that links to it.

SVG plate preview

Glaze, decoration and the painted text drawn live, on the homepage, product pages and set builder.

Delivery estimate

Real delivery dates for each zone, skipping weekends.

Sticky buy bar

On phones, the add-to-cart bar follows the shopper down the product page.

Searchable FAQ

Type a word and only matching questions stay.

Cookie preferences

A link in every footer reopens the banner to change the choice.

Designed *for the phone first*

Most people in Italy shop on their phone. The store has an app-style bottom bar (home, shop, search, workshop, cart), a full-screen menu with round category photos, a filters panel, a cart drawer and a sticky buy bar. The hero becomes a square tile that swipes between chapters.



Homepage



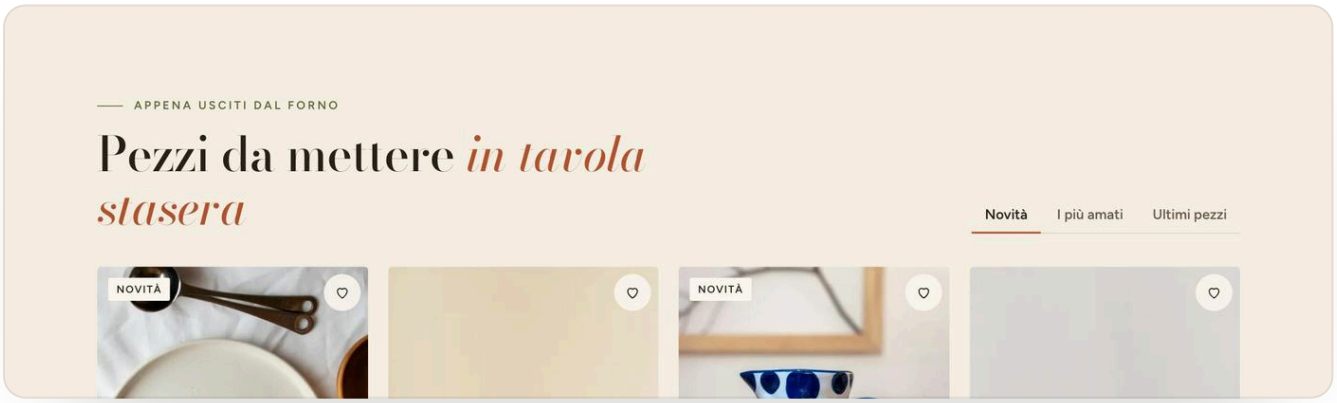
Menu



Product page



Cart



Your brand, *Google and AI search*

The demo uses latte, terracotta and olive with a maiolica tile band, Bodoni Moda and Figtree. Every colour, font, photo and line of copy can be changed to your brand.

Google (SEO)

- Italian titles and descriptions on every page, product and category
- Store, Product with EUR offers, shipping and return policy, ItemList, CollectionPage, FAQPage, Article and Breadcrumb structured data
- Sitemap, clean addresses, category pages and internal links
- Fast pages: static HTML, WebP photos, self-hosted fonts

AI assistants (GEO)

- Answer-first 'In breve' summaries on key pages
- robots.txt that welcomes AI crawlers, plus an llms.txt
- Clear facts: prices with VAT, shipping rates, withdrawal policy
- FAQs written the way people ask

Searches the website is built around (Italian)

realizzazione sito ecommerce · negozio online ceramiche artigianali · piatti fatti a mano · ceramiche dipinte a mano Umbria · lista nozze ceramiche · corso tornio ceramica Todi · servizio piatti personalizzato · idee regalo artigianali

WHY IT MATTERS

Google and AI assistants favour stores whose pages answer clearly, with real prices and policies. We don't guarantee rankings or citations, but we report progress every month.

One design, *three ways to run it*

The demo is a static showcase of the design. It does not run on a platform. We deliver the same design on the platform that suits your business.

On Shopify

Built as a custom Shopify theme, so you manage products, orders and payments in Shopify's dashboard.

- Shopify Payments, PayPal and other providers
- Apps for e-invoicing and couriers
- Features depend on your Shopify plan

On WooCommerce

Built as a WooCommerce theme on WordPress, hosted by us, with Italian invoicing and courier plugins.

- Your data on your own hosting
- Plugins for SDI e-invoicing
- Flexible product options

Custom store

Built and hosted by us when you need features or integrations a platform cannot offer.

- Full control of design and checkout
- Your own payment provider, couriers and invoicing
- Quoted on your requirements

WHICH ONE IS RIGHT?

Most small brands starting out are best on Shopify or WooCommerce. Workshops with complex made-to-order products or their own systems often need a custom store. We advise honestly after a short call.



13 · ALL INCLUDED

Domain, hosting and email: *we take care of it all*

The store arrives complete and ready to use. You never have to deal with anything technical.

Domain INCLUDED
A free .com, .net or .org domain with yearly billing, or we connect yours.

Fast, secure hosting INCLUDED
Reliable servers, SSL certificate (https) and regular backups (Shopify hosts its own stores).

Business email INCLUDED
Mailboxes on your own domain (e.g. ordini@yourstore.it).

Up to 250 products
We load your catalogue, photos, options and prices with VAT.

Updates and support
We keep the store updated and secure and change products and offers for you.

Privacy and cookies
Privacy notice and cookie consent for your country.

Ready Site price

Setup
£79 · US$99
Delivered faster than a custom build

Monthly
£44 · US$55
Hosting, SSL and business email included

Pay yearly
2 months free
10 × the monthly fee, plus a free domain

Ready Site prices for the E-commerce Store package, November 2026. Prices in EUR and other currencies on pentaservices.co.uk. 12-month minimum term from go-live. Platform plan fees, payment provider fees, courier contracts and e-invoicing service fees are separate.



Recensioni di esempio per il negozio dimostrativo.

What we need *and what we do*

What we need from you

- Logo and colours, if you have them (otherwise we design them)
- Business name, VAT number, REA number and PEC
- Products, photos, options and prices (including VAT)
- Shipping zones, rates, times and your courier
- Your platform choice and payment provider
- Withdrawal and returns policy, and your story

What we do

- Adapt the design to your brand, in Italian and if you like English
- Load your products, categories and options
- Set up shipping rules, personalisation and gift options
- SEO, structured data and Google Business Profile
- Test on phones, tablets and computers
- Go live on your domain, then look after it

TAILORED TO YOU

Every store is adapted to your products and your customers: your categories, your options, your delivery zones. We send a clear proposal with no obligation.



NEXT STEPS

Ready for a store that *sells in Italy?*

1. **See the demo**
   Open the demo on your phone. Configure a plate with your name, calculate shipping to your postcode, go through checkout, build a set and book a workshop visit.

2. **Talk to us**
   Message us on WhatsApp or email: we show you the store and answer every question, with no obligation.

3. **Send us your details**
   Logo, products and prices, VAT number, REA and PEC, shipping and returns policies.

4. **Approve and go live**
   You get a private preview link, approve it, and the store goes live on your domain or platform.

Contact Penta Services

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pentaservices.co.uk · Live demo: negozio.pentaservices.co.uk

penta SERVICES

Penta Services: websites, online stores, apps, SEO and GEO, hosting. 15+ years across 50+ business sectors. Offices in London, Italy and Pakistan.

One store. The story of every piece, the real price with VAT, and the rules done right.