

## E-Commerce Site

What is an E-Commerce site?

A web site that allows your customers to purchase from you online. This can be a physical product, services, or downloadable media such as an e-book, or software package. An e-commerce site should be well planned, designed and implemented to instill confidence in your prospective customers. Consumers are very cautious when shopping online, as well they should be, and if they don't feel 100% confident in the professionalism of your site, they will take their business somewhere else. Many expensive and effective marketing campaigns have ultimately failed due to shoddy web site design and development, or checkout procedures that leave the customer weary of buying from you.

All of our E-Commerce applications are highly configurable and allow complete control over your inventory, purchasing trends, site layout and content administration, featured items, coupons, specials, sale items, and much more.

We are an Authorize.net development partner, and recommend them as a first class payment gateway to integrate and work with. We are also part of the Paypal development network and a Paypal development partner. Don't miss out on sales, offer as many payment options as possible!

Our E-Commerce applications and shopping cart integrations allow you to be in total control of your online store. You can configure automatic triggers for abandoned cart follow-ups, integrate newsletter or special offer emails to your customer base, track browsing and shopping habits, and fine-tune your site based on these trends.

User interaction is another key element to a successful E-Commerce site. You want to offer your potential customers many ways to find a product. Everyone shops online a little differently, and you want to give everyone a unique experience. Fully integrated search functionality, combined with multiple category inclusions, featured items, up-sell and cross-sell suggestions, and other spending habits based on similar products purchased will give your customers multiple opportunities to purchase that product they didn't even know they wanted.

Reports, statistics, and promotional tools are vital to your online business

Successful online shops leverages traffic trends, visitor statistics, and promotional tools to increase sales and deliver increasingly more effective ad campaigns. We provide several different reporting and statistical tools for you to use as well as promotional tools such as affiliate program options, integrated mailing lists, and keyword analyzers based on top selling products that you can use with online adword and banner campaigns.