



Tenacious Techies
An Entrepreneur Company

Learn about

100+

Must Have Features
For An E-Commerce Website By

TENACIOUS TECHIES



Dear Business Owners,

I believe you have downloaded the E-Commerce Guide, as you are looking to learn about E-Commerce and looking to take your business online. We have developed this **IN-DEPTH GUIDE**, to allow business owners like **YOU**, to **SUCCEED** online.

There are number of website solution available now a day, and this guide will **HELP YOU** to know what are the **important features which are required** for a good e-commerce website, and how they can benefit in your business operation.

We at **Tenacious Techies** are focused on helping **E-Commerce business owners** in setting up their online stores. We have covered various features we have developed for our clients in **WordPress, which is a technology powering over 34% of websites globally**, and the popularity of same is growing every year.

I want you to go through the Guide thoroughly, and if you have any different business requirement, feel free to contact me or my team to help you in your **NEW IDEA**.

With **more than 11 Years** in Digital Space, you will be working with a team of highly qualified and **experienced professionals** with background in Website Design, Apps, SEO, Digital Strategy and Automation.

Till date we have serviced clients across **15+ countries** and have **our authorized partners** across USA, India, Australia, UAE, UK and growing rapidly in other countries.

I look forward to help more entrepreneurs by providing right guidance and solutions.



Jigar Doriwala,

CEO, Tenacious Techies



01

ELEGANT DESIGN

— Be it a website or any application, if the design does not look appealing to the users; eventually they won't be able to connect to it regardless of whether the functionality is premium or not. So it has always been our primary concern to deliver to the user; the most incredible designs and we are sure you would love them!!

02

INTERACTIVE SLIDERS

— The purpose of sliders is to display the most important and engaging information. It might be some tagline, displaying new arrivals, best selling products, and even discounted items to direct the attention of customers to specific products. An engaging slider supports video embedding, video smooth transitions and design diversity to deliver engaging experiences throughout the website.

03

CUSTOMER LOGIN

- Having customer logins can help increase your customer focus by fostering a feedback loop between you and your customers. They allow organizations to collect feedback on their product or service as customers can vote on articles and comment on discussions.

04

WISHLIST

- Generally customers don't remember about the products they want to buy or keep checking the website every day, waiting for them to become available again. What they can do instead is keep the product in their wishlist and simply get notified when there's a discount available.

05

LOGO DESIGN

- Logo is the pillar of foundation for your identity, makes a strong first impression, is memorable, makes you stand out from competition, fosters brand loyalty. Therefore having an attractive and meaningful logo is always helpful.

06

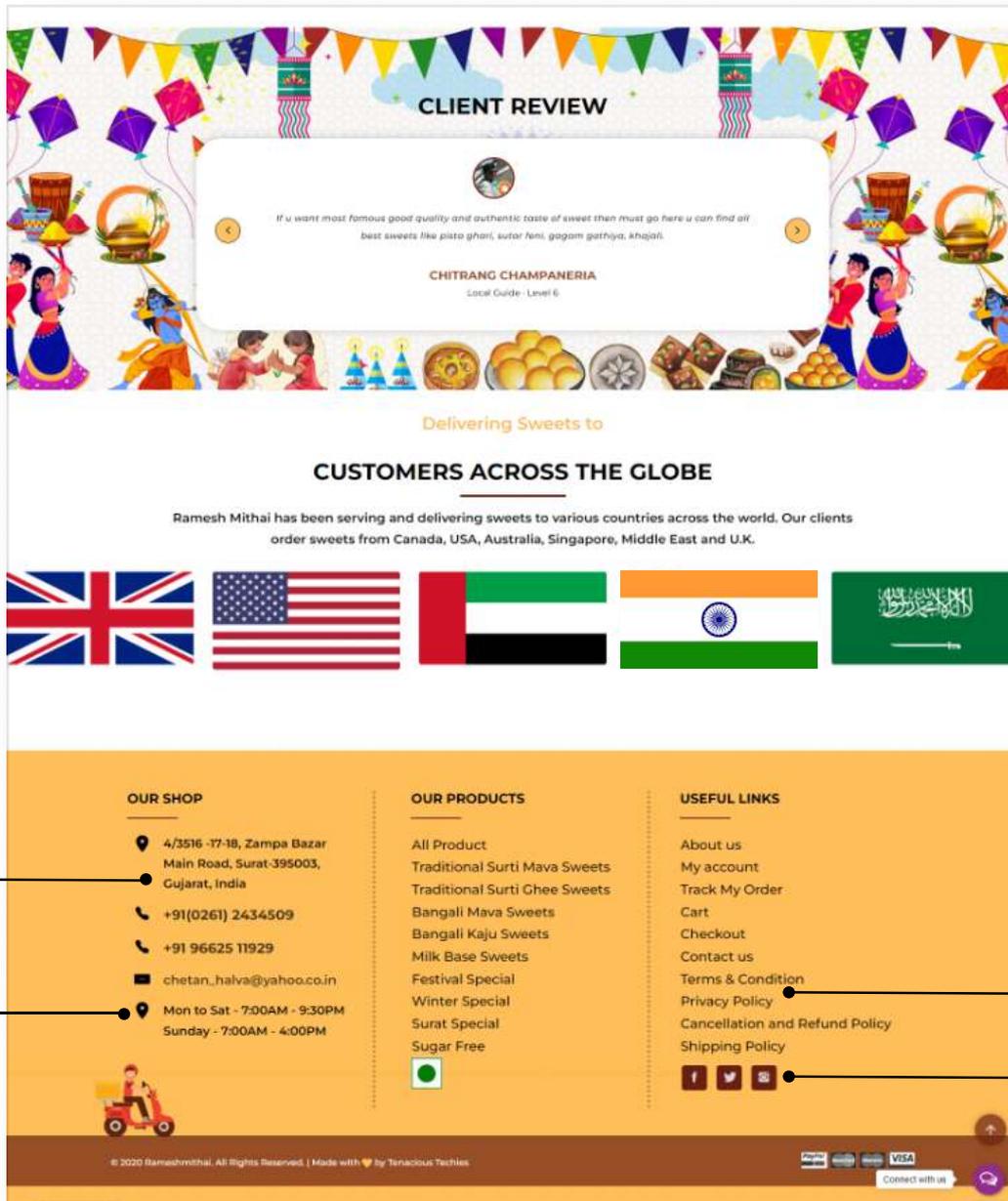
SEARCH FUNCTIONALITY

- Statistics suggest that around 80% of users prefer to use a search bar to navigate across the website. It creates a focused and quick user experience. So it has been an inevitable feature to accommodate the same; apart from the cases where the site represents a limited sized online store.

07

OUTSTANDING CTA (CALL TO ACTION) BUTTONS

- Buttons like BUY NOW or GET a FREE CONSULTATION should be placed at the most suitable places for obvious reasons. It is very crucial to decide the visibility, color, position and the text attributes on that button; depending upon the application. We personally believe in bigger sized buttons and positive colors!!

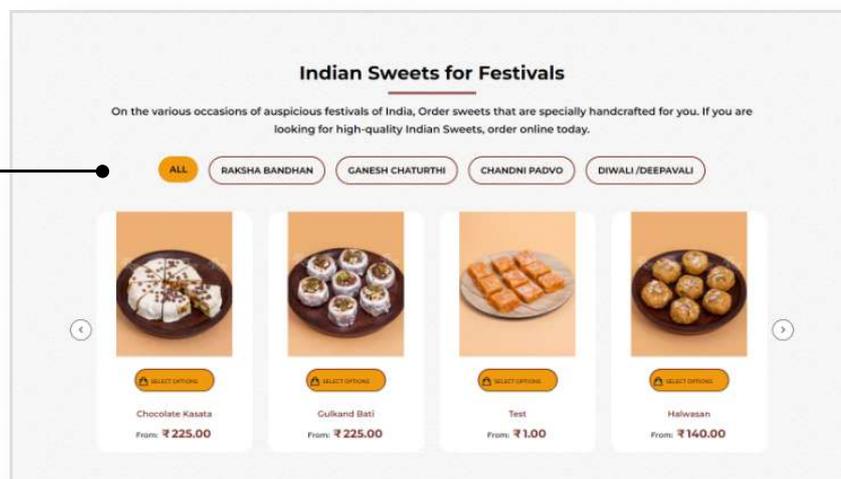


Contact information

Business hours

Terms & conditions, privacy policy

Social media icons



Product filtering & sorting

08

PRODUCT FILTERING & SORTING

- Majority of customers today know all the specifics about what they want to buy/know about on a specific website. Needless to say, powerful product filters are a must. Sorting, on the other hand, allows them to view products either in ascending or descending order of factors like price and rating.

09

CONTACT INFORMATION

- Contact information gives users a way to get in touch with you. Include a phone number and potentially a support or informational email address on your about page. This way, anyone who has further questions or who is experiencing issues with your product or service can make contact quickly.

10

BUSINESS HOURS

- If you have a physical storefront, or if you're only reachable at certain times, include this on your about page. Having hours clearly listed helps people know when you're more likely to answer their calls or process returns.

11

TERMS & CONDITIONS

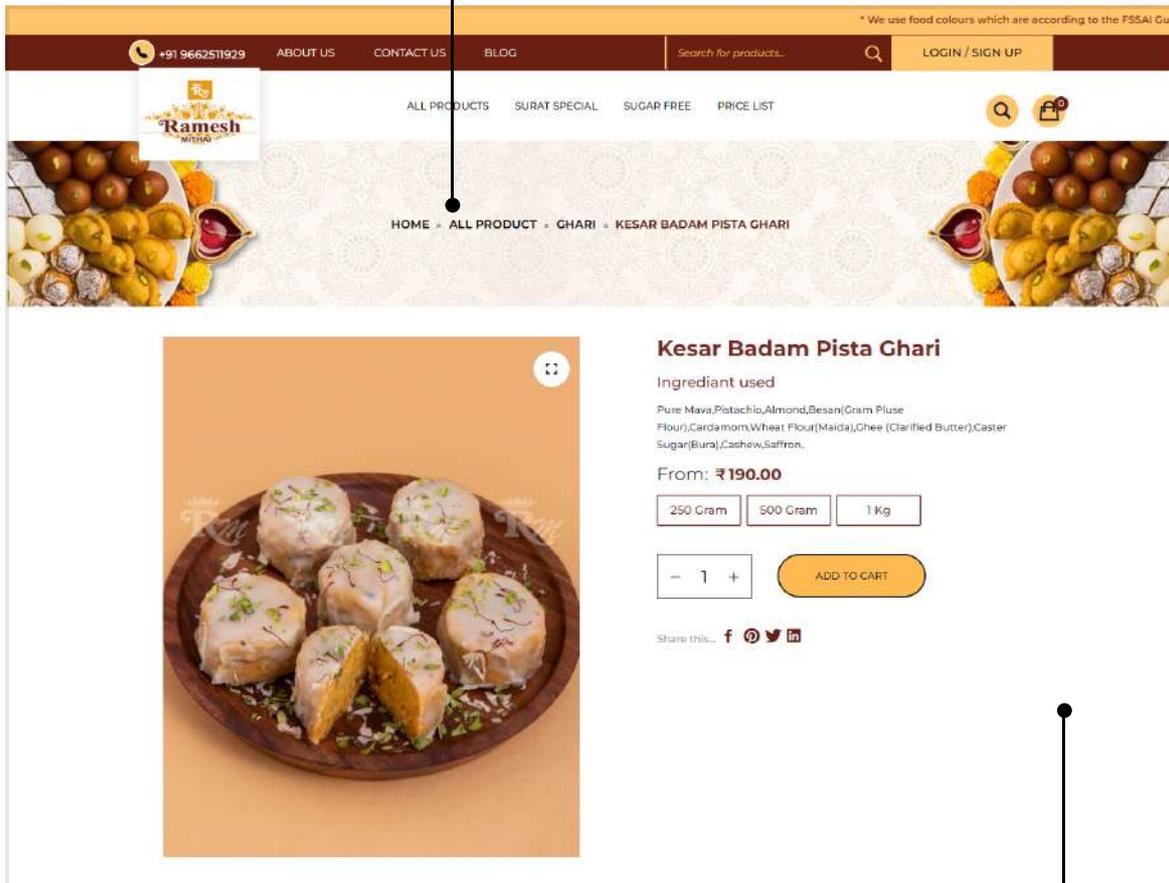
- Terms and Conditions have several benefits like claiming the content's ownership, preventing abuses, building liability, etc. It also helps us achieve higher ranking in search engines and also third party compliances.

12

SOCIAL MEDIA ICONS

- The power of social media marketing cannot be overstated. In order to get visitors over to your Twitter and Facebook pages, include social media icons on the homepage, or on the footer at the bottom of each page.

Breadcrumbs



Descriptive product page

13

BREADCRUMBS IN WEBSITE

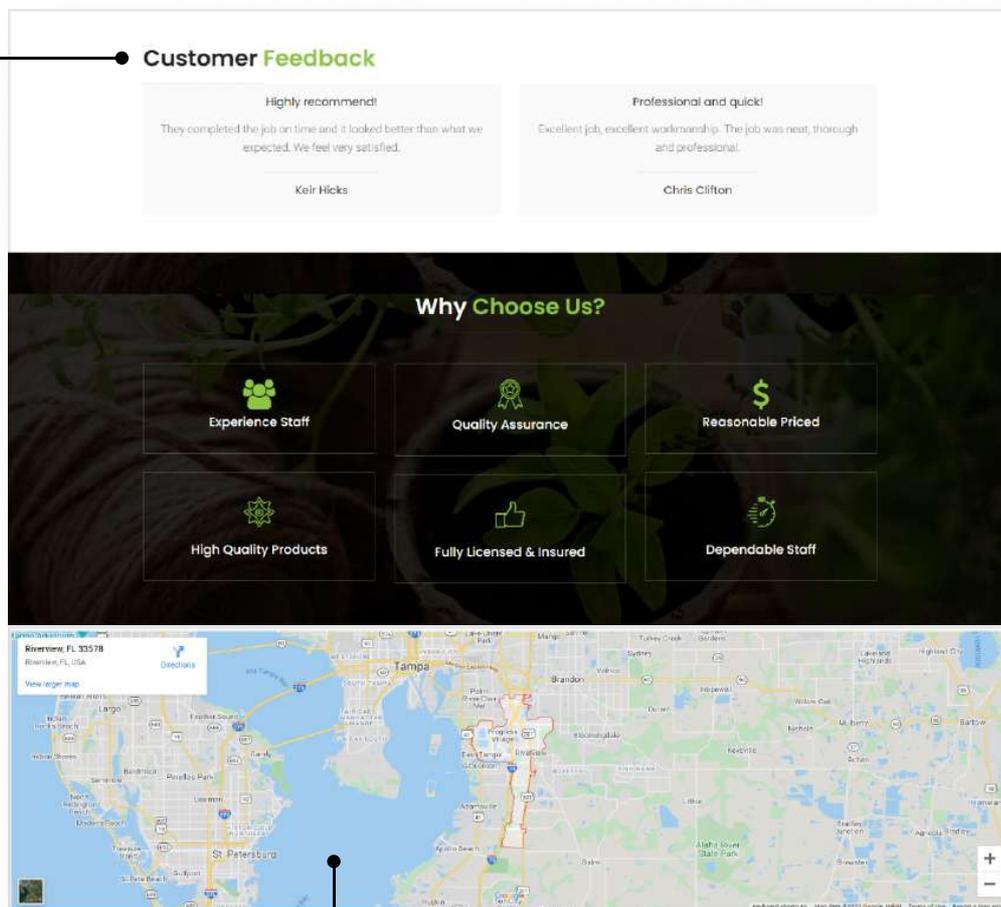
— This traditional strategy is very crucial in a website; because it helps the user navigate smoothly across the entire website and avoid getting lost in the path and getting frustrated.

14

DESCRIPTIVE PRODUCT PAGE

— We all know that the purpose of a product page is to provide customers with all the vital information about its features, capabilities, and benefits. That's why finalizing product page design that's visual yet highly informative and focused is critical for your online store's success!

Customer review



Map to your business

15

CUSTOMER REVIEWS

— It's human tendency to make sure that a product's reviews are good before they finalize and buy it. It has proven to be one of the biggest factors for gaining user's trust and influencing the decision of buyers.

16

MAP TO YOUR BUSINESS

— A map and address leads users to your office or store location. This helps them understand where to find you. A larger company with multiple storefronts may also include a search for users to find a location nearest them. A smaller business just needs to include the one or two addresses it has.

About Just In Time Lawn

At Just in Time Lawn Maintenance, we are proud to be a member of the community and to serve its residents.

At Just in Time Lawn Maintenance, we are proud to be a member of the community and to serve its residents. We strive to be the best provider of lawn maintenance services in the area by hiring only the most qualified lawn care professionals, investing in quality equipment, and implementing policies and procedures that help us provide an outstanding experience to every customer. Just in Time Lawn Maintenance is proud to provide quality lawn maintenance service to property owners. We have been servicing the state of Georgia and Florida with elite services that add value to many communities. Below are a few examples of recent work.



Biography

Testimonials

LISTEN TO OUR AMAZING CLIENTS

VIDEO TESTIMONIALS



17

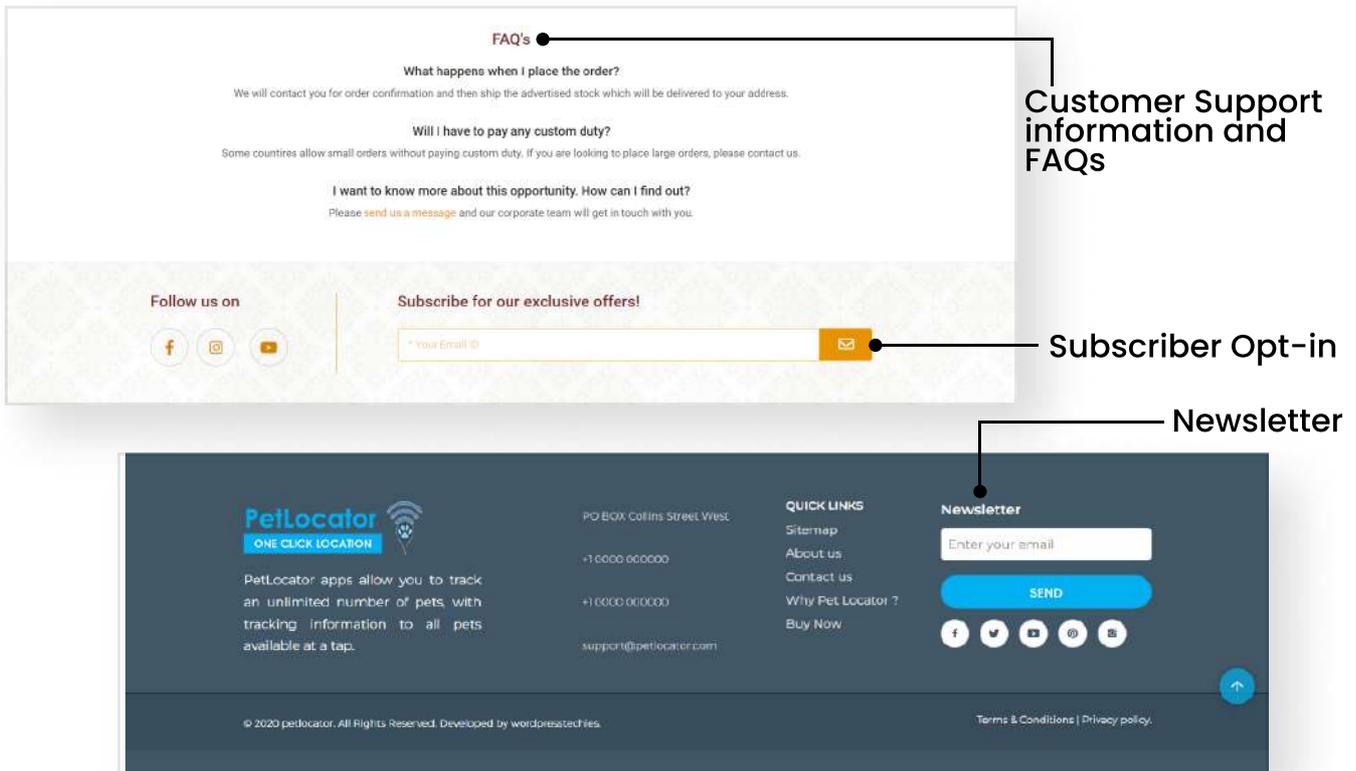
BIOGRAPHY

— A biography for your organization and its founders helps visitors better understand who they are doing business with. People love familiarity and feeling good about where they invest their time and money. A company bio can brighten up your about page with some storytelling and personal anecdotes.

18

TESTIMONIALS

— Every client is likely to buy an idea or product/service, if they find other customers buying the same. It is suggested that having testimonials in the form of videos and messages can be highly effective for any online portal.



Customer Support information and FAQs

Subscriber Opt-in

Newsletter

19

FAQs

— Here the customer can clear all their doubts and find similar questions raised by other customers in FAQs (Frequently Asked Questions) section.

20

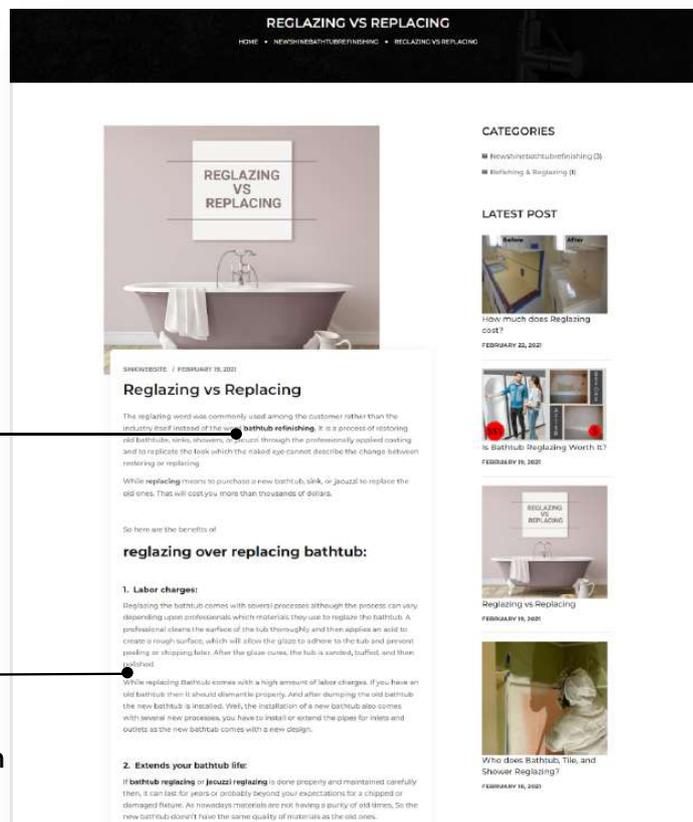
SUBSCRIBER OPT-IN

— Nowadays a lot of firms prefer to have an optin form for a pop-up that encourages visitors to sign up for the email/information in exchange for an incentive, such as a discount. We can do wonders through email marketing once we collect user information via these forms.

21

NEWSLETTER

— When you consistently deliver valuable, relevant information to your subscribers' inboxes, you boost trust in your brand. Well-written, informative newsletters lead customers to believe in and rely on your company as a source of knowledge, products, and services.



22

BLOG

— Blogs are great for gaining user attention and they are also important from an SEO point of view. They are useful for any organization wishing to bring traffic to its site through unique content, or wishing to provide regular updates through published posts. Even if you're not particularly a blogger, having a blog on your site can still gather attention.

23

BLOGS INTERNAL LINKS

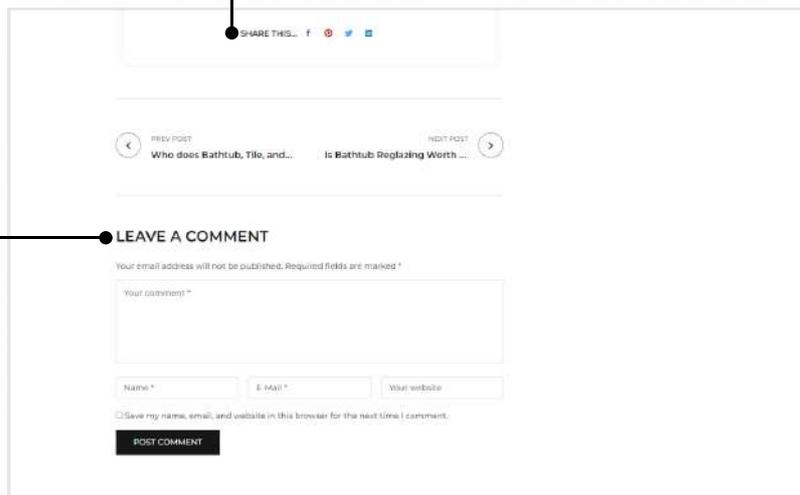
— If a visitor is interested in your blog, it is highly possible that they would be interested in a different blog; based on a similar topic. So we can take this opportunity and include a list of recommended content that could potentially keep them on your site for longer.

24

INFORMATION ORGANIZATION

— Information on your website can be organized in a number of ways, but what matters is the structure that they are organized into. Visitors should have a precise understanding of how your blog is organized and how they are only shown the content most relevant to their interests.

Share items



Comments

Although UI/UX writing is a specialised field, it is beneficial to have some knowledge of it. Microcopy is a significant tool for providing a positive user experience. When we use a digital product, they are the words we read or hear, and they are an important part of website navigation and the entire experience. We also provide placement to our trainees, don't wait to enroll today for our [ux design course with placement](#). Also avail best offers.

Internal links

25

SHARE ITEMS

— Users always find it convenient to have a share feature on their websites; be it a product/service or some information. Google determines search results listings by using many ranking signals, like number of times that content is shared, tweeted, liked, or posted to social media.

26

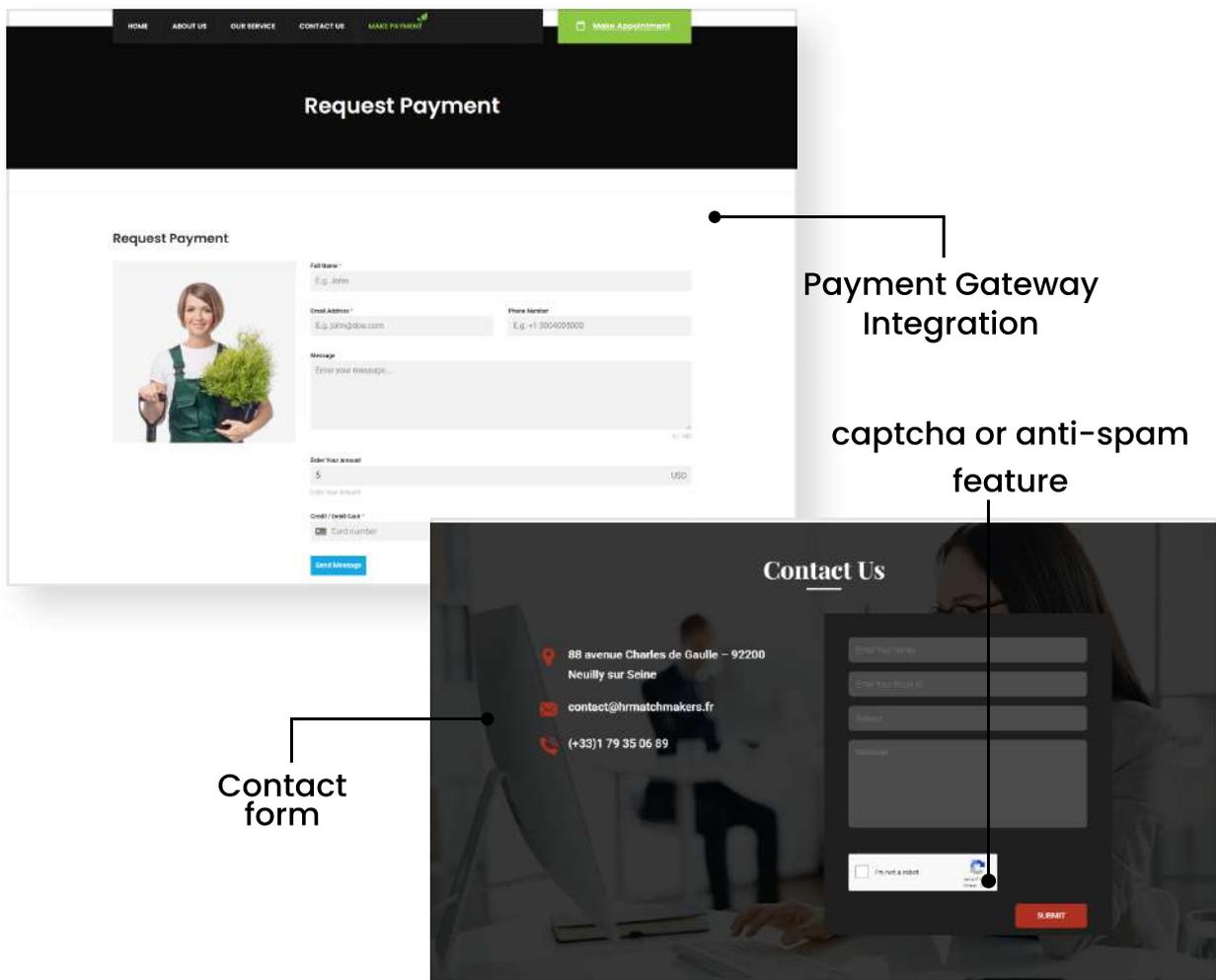
COMMENTS

— Comments can be useful for various purposes like question - answer sessions and they are excellent conversation starters. This interaction upon comments can make the website really engaging and encourage community building for people who have same interests.

27

INTERNAL LINKS

— The purpose of a website isn't just to get people to your homepage. Rather, use your homepage to spur visitors to other parts of the site. Advertise relevant spring styles, or provide links to recent blog posts. Internal links get users to stay on your page longer, which increases the odds they'll become a customer.



28

PAYMENT GATEWAY INTEGRATION

— Number of payment gateways in your website is generally a huge factor; thereby contributing to a good or bad customer experience(s)

29

CONTACT FORM

— A contact form is another way of making your company available to users. Contact forms gather an individual's information while giving them a message box where they can voice their concerns.

30

CAPTCHA OR ANTI-SPAM FEATURE

— Captcha or spam filters are now standard practice for websites. These make sure that only genuine visitors can reach you and complete the contact form – without it, you're bound to get a lot of unsolicited emails and spam.

Newshine's Reglazing and Refinishing Work



Gallery of work/portfolio

Featured posts Advertisement

Recommended



4-STEP GUIDE on How to Start your own Digital Marketing Agency
2 YEARS AGO



Top 15 Must Have Features in A Restaurants Food Ordering System
6 MONTHS AGO

31

GALLERY OF WORK/PORTFOLIO

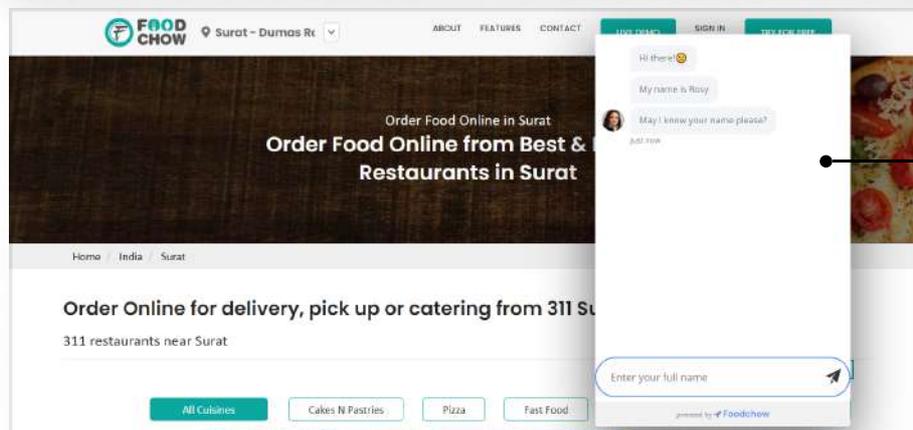
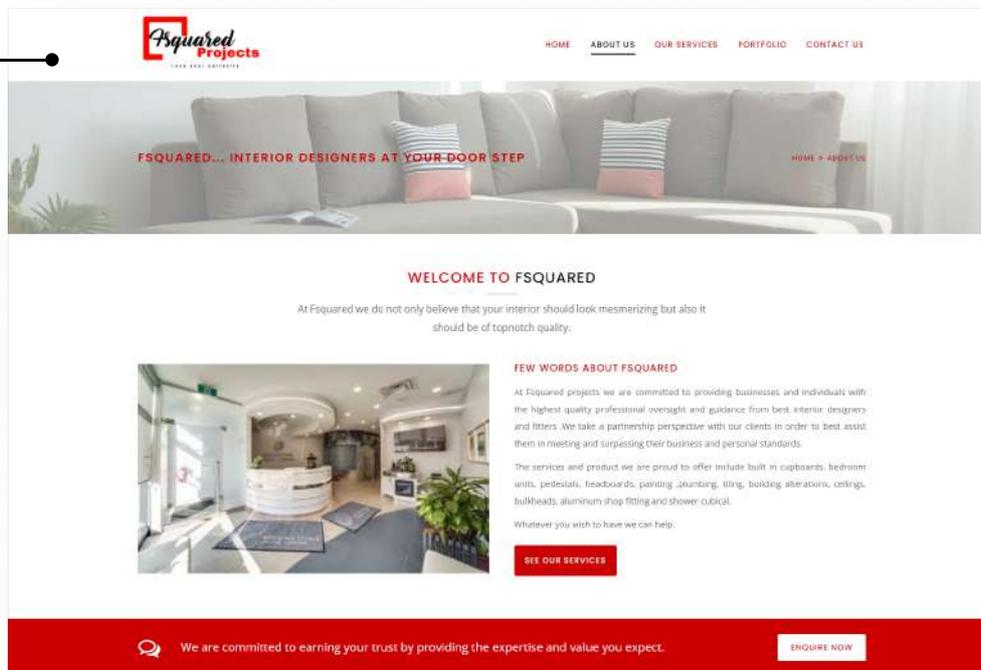
— A Gallery is something like a portfolio that presents your previous projects. Successful past projects will encourage customers to do business with you.

32

FEATURED POSTS ADVERTISEMENT

— The latest blogs and trending posts need a place on your blog to grab the attention of readers and direct traffic on the relevant piece of content. In case you are deploying a Wordpress like CMS for your e-commerce store to make blogging easy, it is amazing to have a theme that promises featured posts ticker!

About Us Page



33

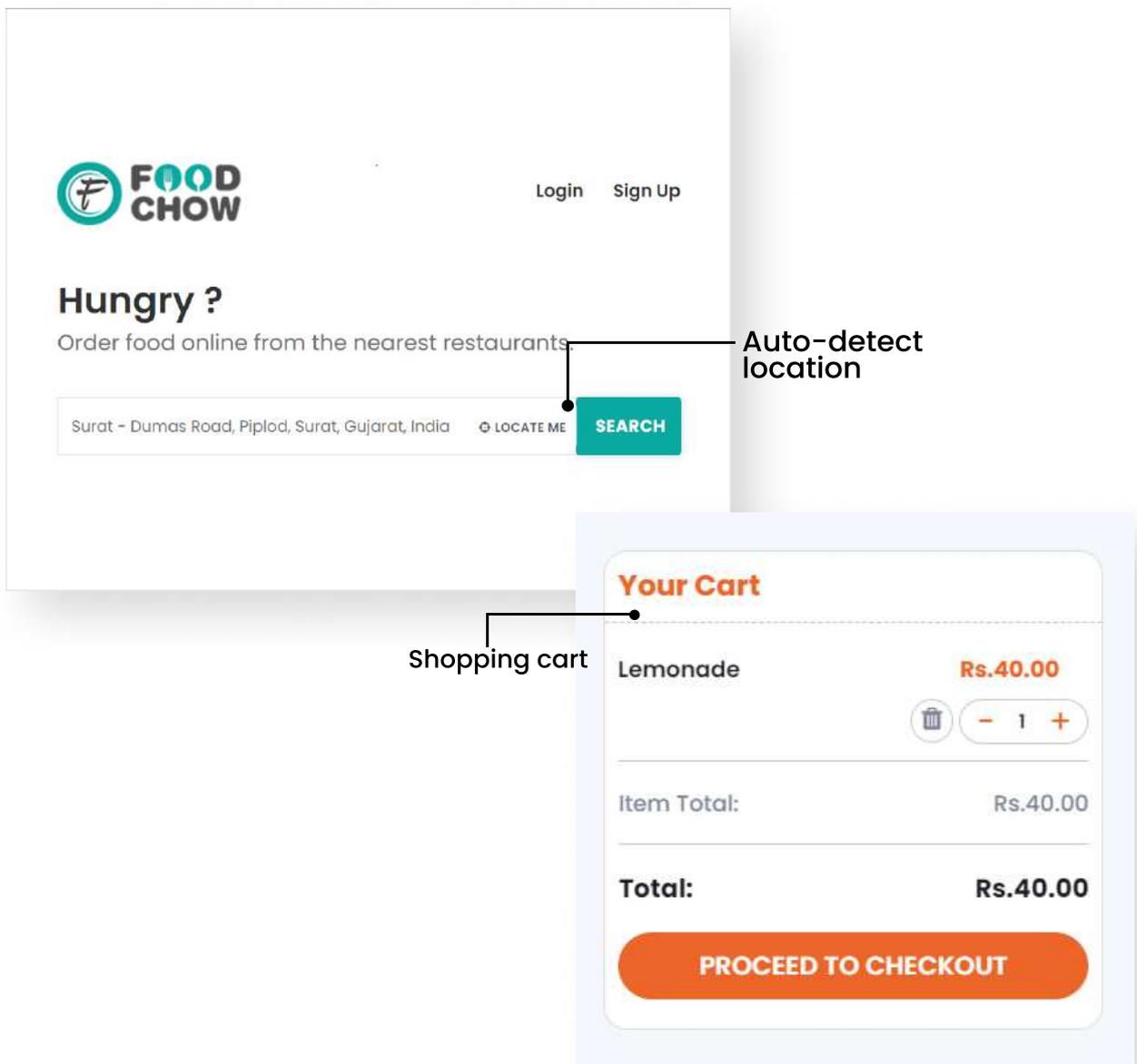
ABOUT US PAGE

— Your about us page is an introduction to your brand. Here, customers discover your company goals and objectives and what separates you from your competitors. You could include illustrations, videos and images, too. Alternatively, we can feature customer testimonials – brand recommendations from people who have used your services in the past.

34

LIVE CHAT

— More and more websites are utilizing live chat software as an opportunity to get in touch with site visitors and provide top-tier customer service. Well, the timing when the chat pop up arrives is a very important factor to consider while implementing the live chat service. It is advisable to make sure users are prompted after they are done visiting the homepage.



35

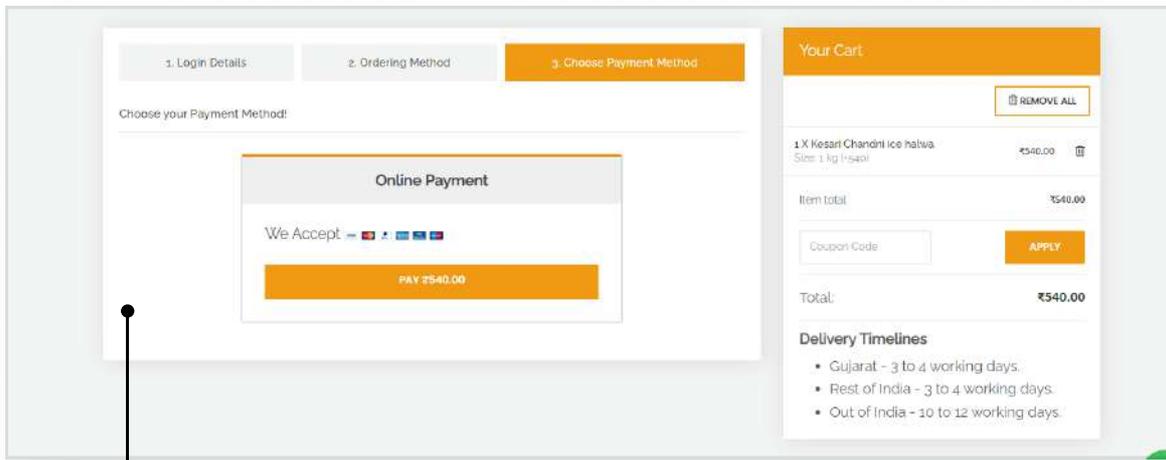
AUTO-DETECT LOCATION

— An online store capable of retrieving their customer's current location has the ability to customize the whole store experience. This feature is widely used by the majority of online shops to deliver wonderful shopping experiences, suggest better recommendations, and improve conversions.

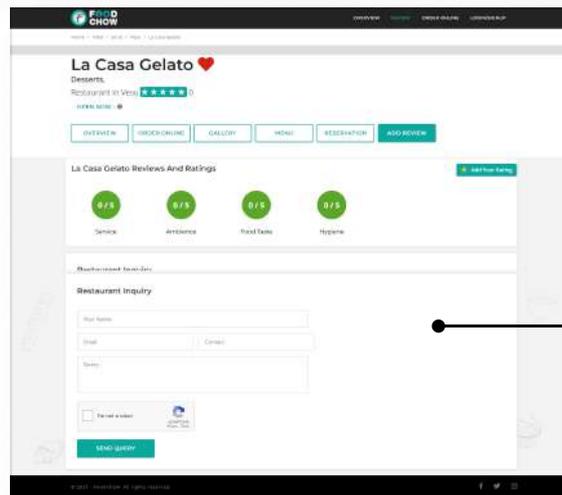
36

SHOPPING CART

— The design of the shopping cart is the thing that helps to complete the purchase and increase the conversion. Practically, customers might abandon the shopping cart at any moment, but an unclear shopping cart or a lack of features or information can easily add to the decision to leave. Thus, there is a need to think carefully about the design of the shopping cart and consequent checkout page.



Saved payment methods



Option to write a review

37

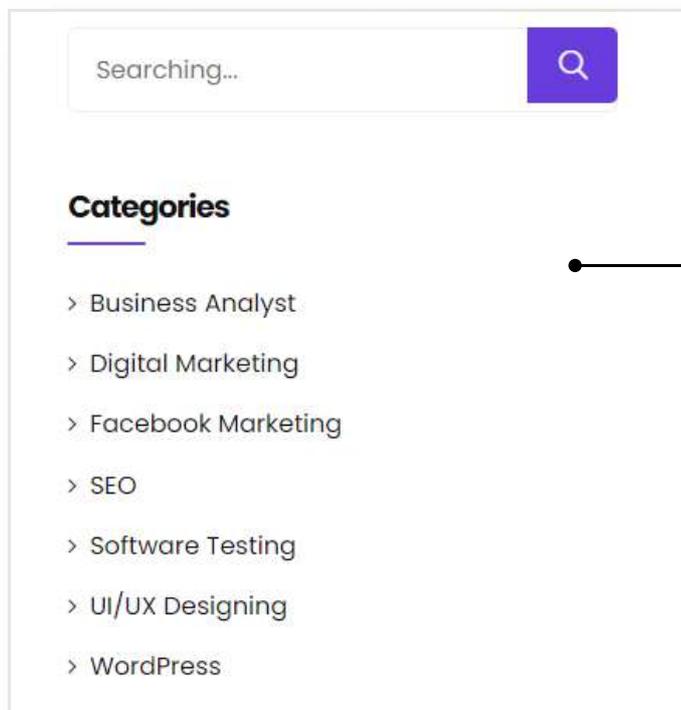
SAVED PAYMENT METHODS

— Adding an option to save a payment method during checkout lowers barriers for repeat purchases from your store . It is always flexible to give your customers an easy place to review and manage their stored payment information any time. This increases retention, customers' loyalty and provides a new level of speed and convenience while placing an order.

38

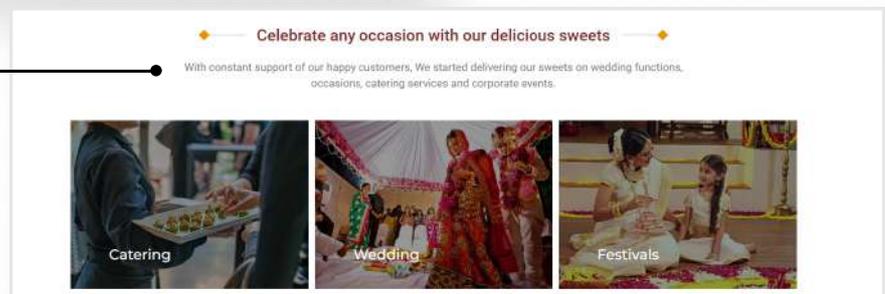
OPTION TO WRITE A REVIEW

— As reviews are one of the most important purchase decision factors nowadays, it is reasonable to encourage your existing clients to leave reviews for each item ordered. Clearly, the customer account page is a perfect place for that.



Categories & tags

Popular searches module



39

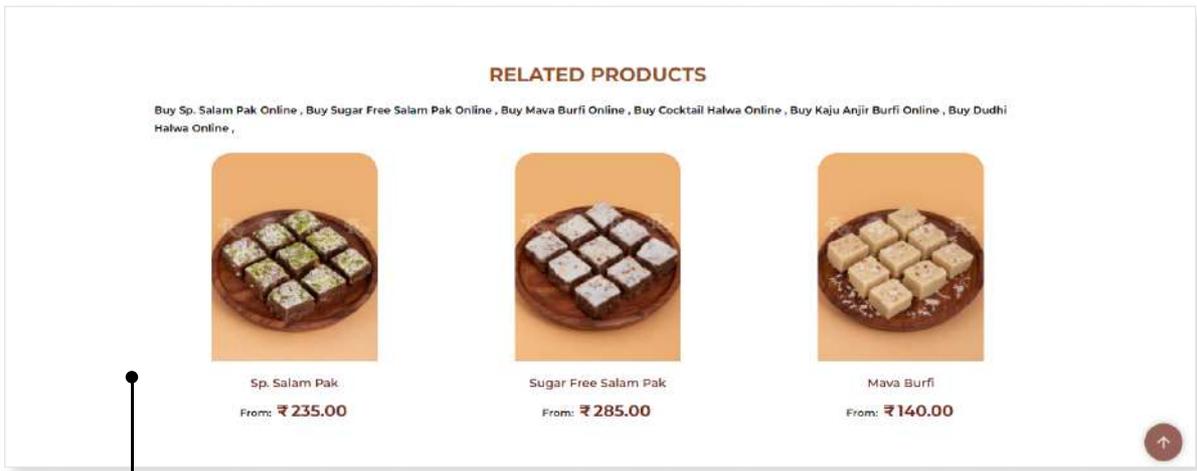
MAIN CATEGORIES

Categories and tags are additional e-commerce features that provide convenient and straightforward navigation on your blog. They improve user experience and can lead to conversion improvement on your website as well. You can categorize your posts depending on product category, area of usage, or other aspects specific to your business.

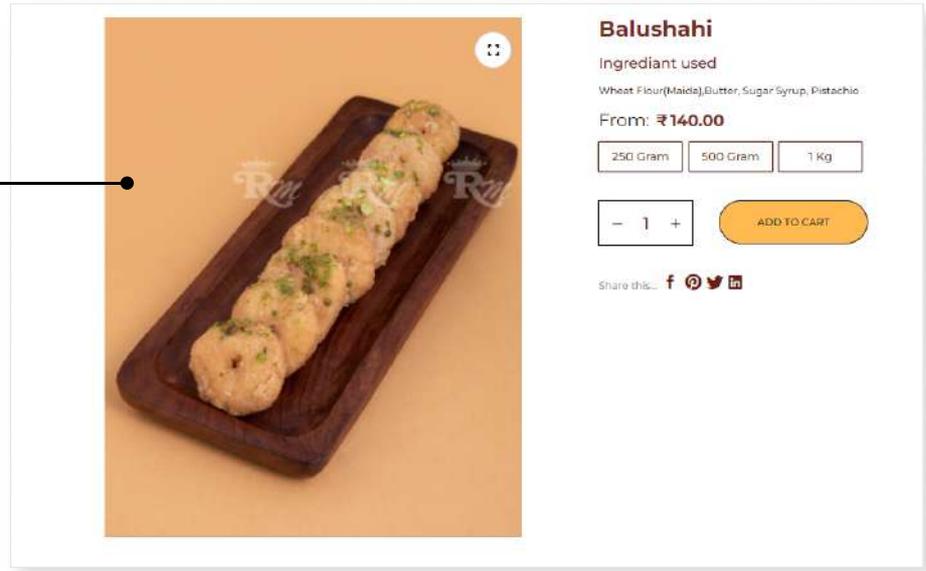
40

POPULAR SEARCHES MODULE

Festivals, seasons, and special occasions trigger the demand for specific products. That's why it makes perfect sense to add a popular searches module to your e-commerce website. Adding this feature will make it easy for shoppers to reach popular items on your online store. Pretty simple online store feature but creates a lot of value.



Retaled products



Product catalog

41

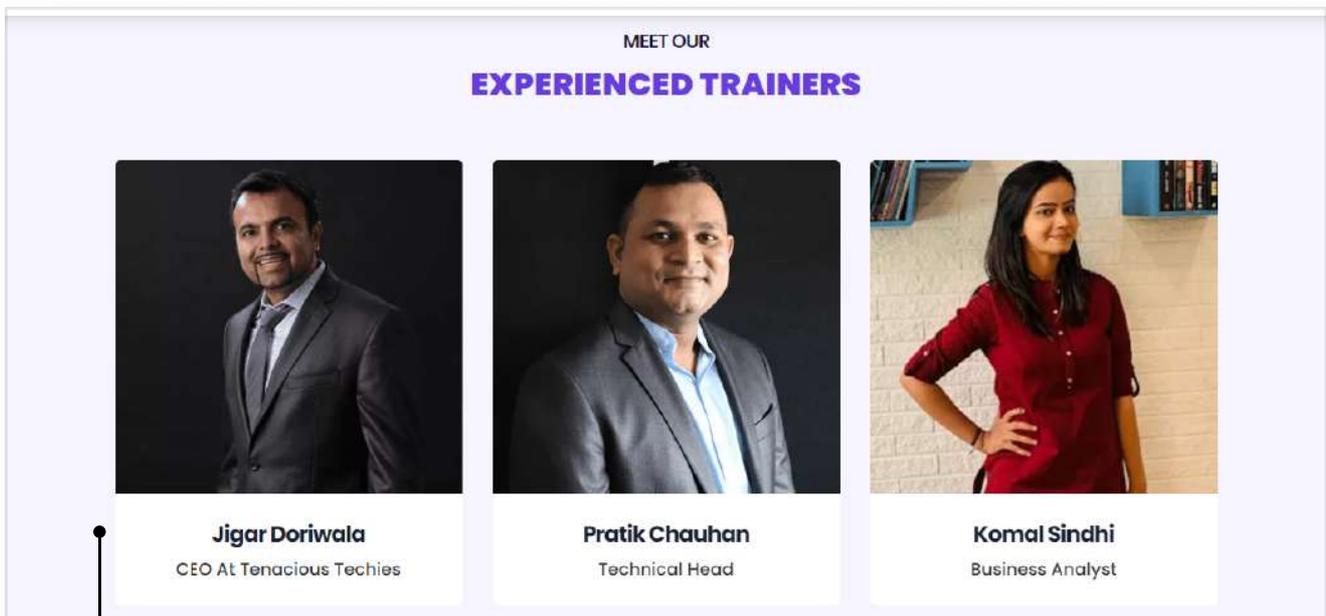
PRODUCT CATALOG

— Creating an information-rich product catalog is one of the key features of ecommerce websites and a major driver to customer conversion. A product catalog is a detailed document displaying a store’s inventory. It usually includes product images and descriptions, delivery options, price, order fulfillment charges, the available quantity of SKUs, etc.

42

RELATED PRODUCTS

— It is a popular human tendency to find options in every thing they pursue or buy and hence the most popular websites always show relevant products to the product that you are actually buying.



Teams and Employees



Simple messaging

43

TEAMS AND EMPLOYEES

— Employee pages often describe their team as in who does what, meaning they're listed in terms of their domain; i.e. marketing, sales, research, etc. These pages include headshots or other team photos, with the employees' names and titles. Teams will vary depending on how your organization is broken up and what teams you have.

44

SIMPLE MESSAGING

— Another most important features of an ecommerce website is a clear, simple message on the home page. Once a shopper is on your page, your goal is to guide them quickly and smoothly towards a purchase. The home page is where this process begins.



High-definition graphics

Item availability

Feedback/
suggestion corner



45

HIGH-DEFINITION GRAPHICS

— It is a well established fact that online shopping is not as satisfying as the physical one and therefore we need to check the products inside out before purchasing them. So this leads to the requirement of zoom features and photos from various angles. It is especially critical to have in case of clothing, art, handicrafts, beauty products, jewelry, shoes, and designer products.

46

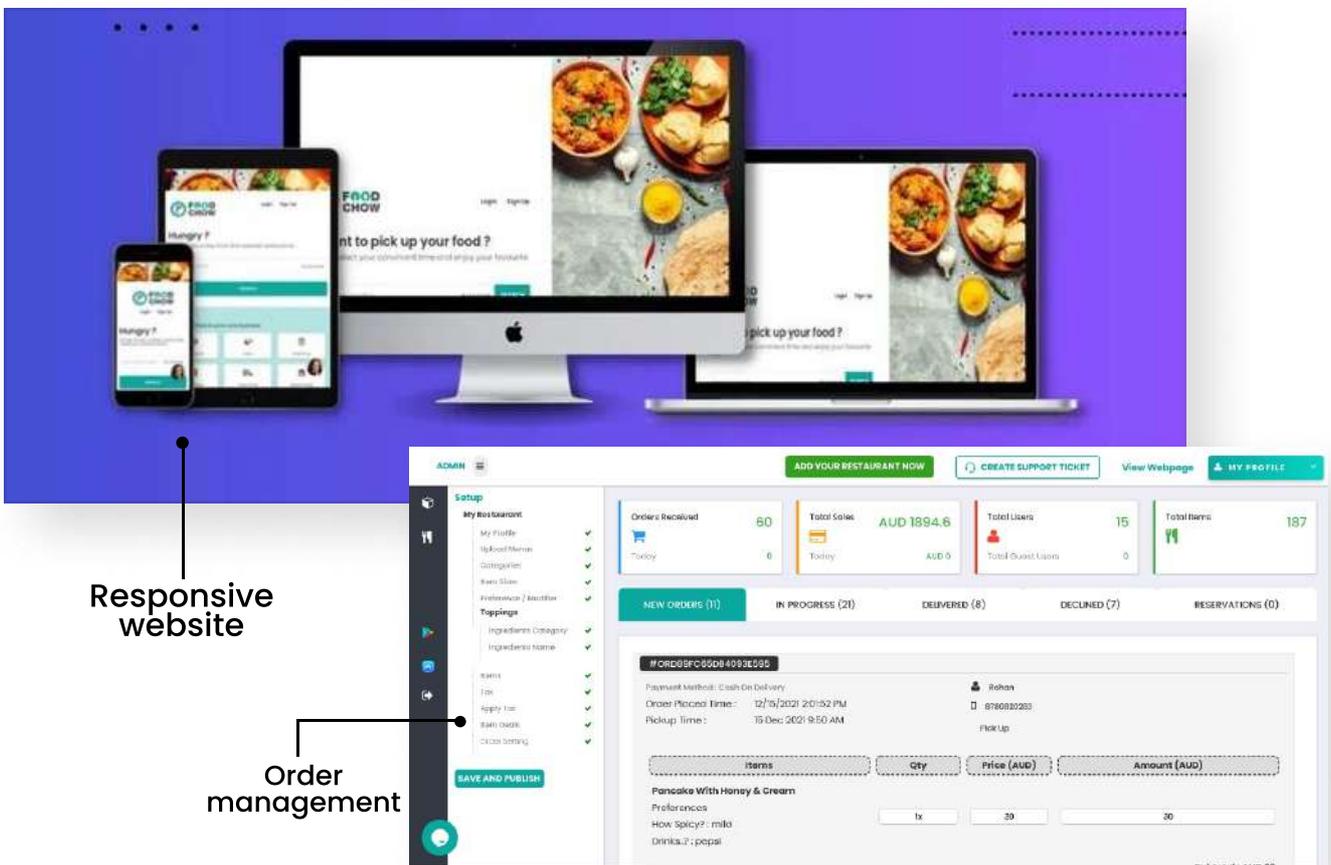
THE FEEDBACK

— Feedback/ suggestion is much more than it seems to do. Therefore, provide your customers with a corner for their feedback and suggestions and this would make them feel they have a medium to raise their voice and will make them know that you value your customers.

47

ITEM AVAILABILITY

— Few things in online shopping are more frustrating than deciding on a product – or even making a purchase – only to discover that the item you want is out of stock. You must re-evaluate your purchase decision or wait an unspecified amount of time for the company to restock.



Responsive website

Order management

48

KEEPING UP WITH THE LATEST TRENDS

— E-commerce business is evolving each day and we need to make sure we are following the latest trends in order to stay ahead in the game. So we got it covered in your maintenance program and keep your products and services updated accordingly.

49

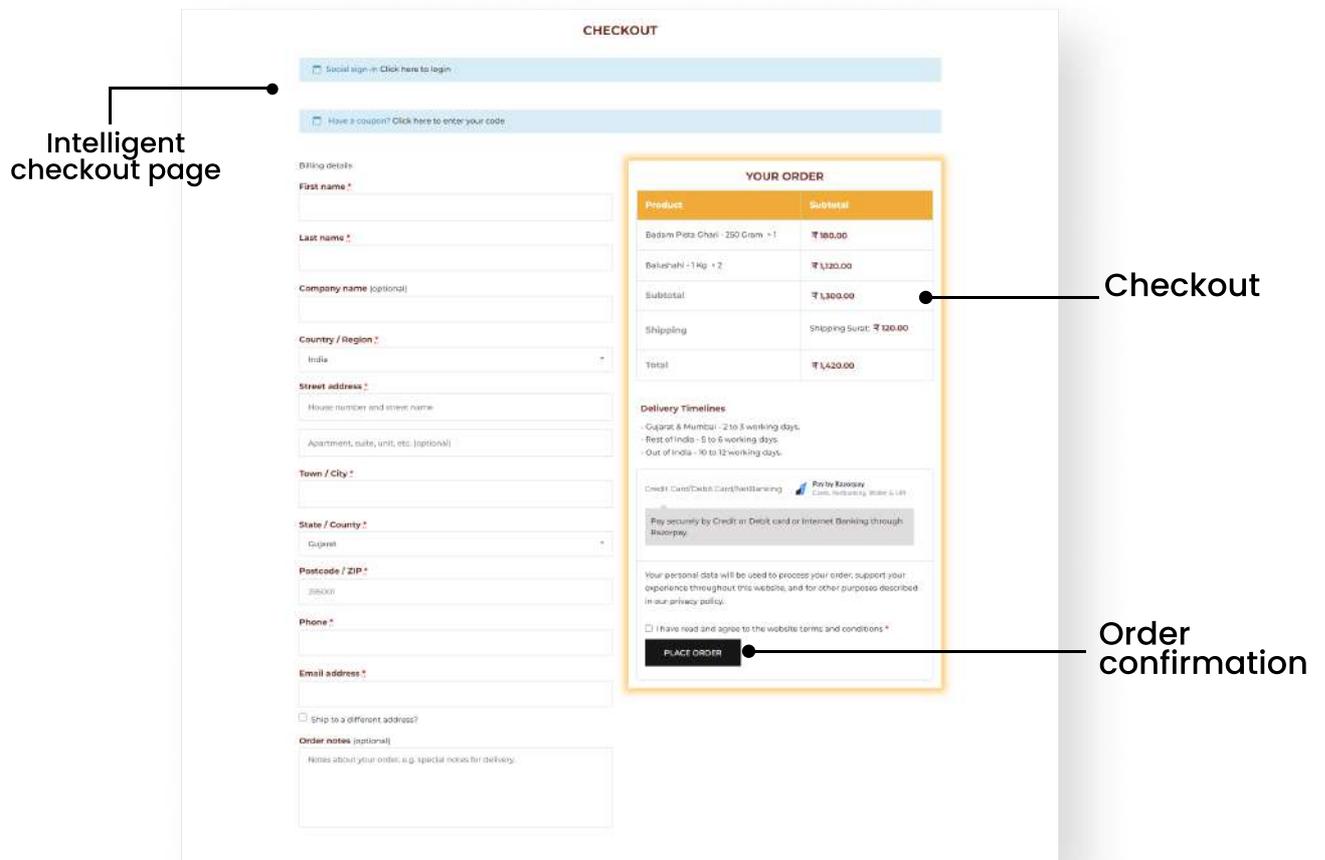
MOBILE-FRIENDLY/RESPONSIVE WEBSITE

— From online education to entertainment and shopping, everything is happening on smart phones. It is important to keep all the devices in mind while getting your website product built; so that it looks good on all of them. This is what having a responsive web design does for you. Moreover, it does not make sense to launch a whole mobile application after building it from scratch.

50

ORDER MANAGEMENT

— Every client would want to know the broader picture or you can say order related statistics, i.e. which orders are delivered, which ones are in process and the ones that are canceled. So we provide you with a dashboard where you can have a look at all such statistics.



51

INTELLIGENT CHECKOUT PAGE

— Since check out pages involve so much information to be taken from the user like personal information, shipping, payment, etc ..it becomes irritating for the user. For this reason, it is always better to plan the user interaction along the check out page and utilize some intelligent form filling features available.

52

CHECKOUT

— This is an important step to review all items being purchased, the shipping info, payment method, discounts, and extra costs like taxes or express shipping. Its always beneficial to make sure it's clear that this is a review step and that the main call to action is to submit the order.

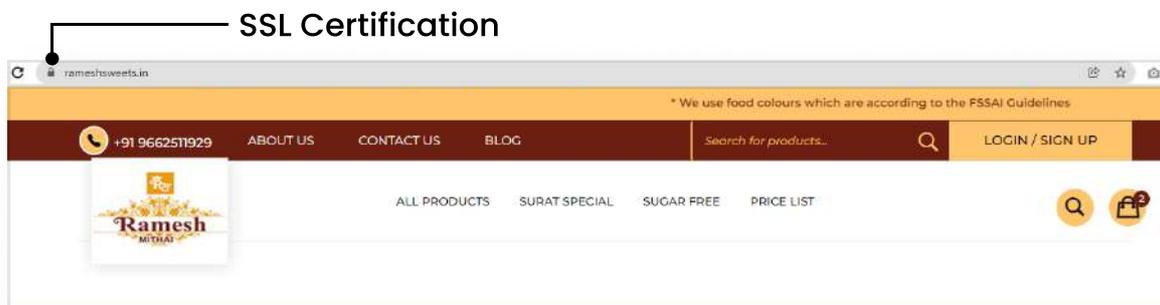
53

ORDER CONFIRMATION

— Once the customer submits the order, give them a nice thank you message and confirm that they submitted their order successfully. It's helpful to display the order details and info on how to modify the order if the user catches a mistake after submission.



Highlighted UVP



SSL Certification

54

HIGHLIGHTED UVP

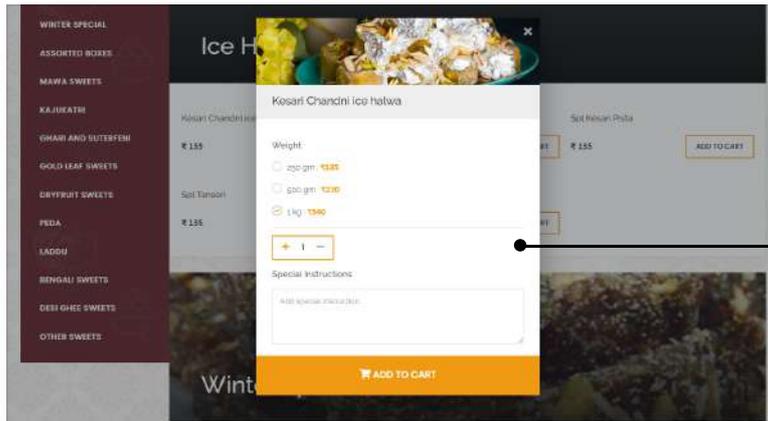
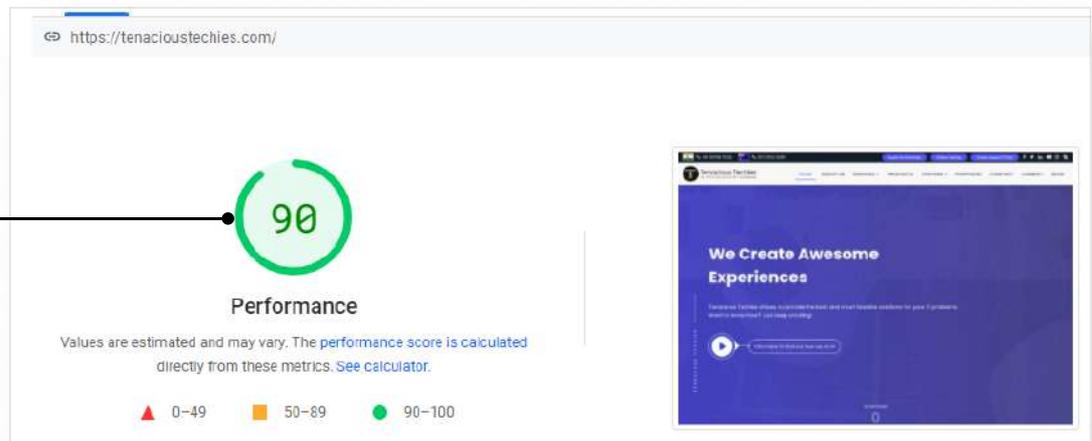
— Why should a customer buy from you and not your competitors? We need to use Unique Value Propositions or UVPs that mention those things about your business that make it special.

55

SSL CERTIFICATION

— Websites that don't have the SSL certification flash the 'not secure' message alongside the search bar. Even Google has made it a higher priority that websites must have SSL certificates. It is as compulsory as wearing protective eyewear while watching solar eclipse. Some browsers don't even open such websites citing security concerns. Therefore, it is of utmost importance to make sure that your website has the SSL certification.

Better loading speed



Pop-ups module

56

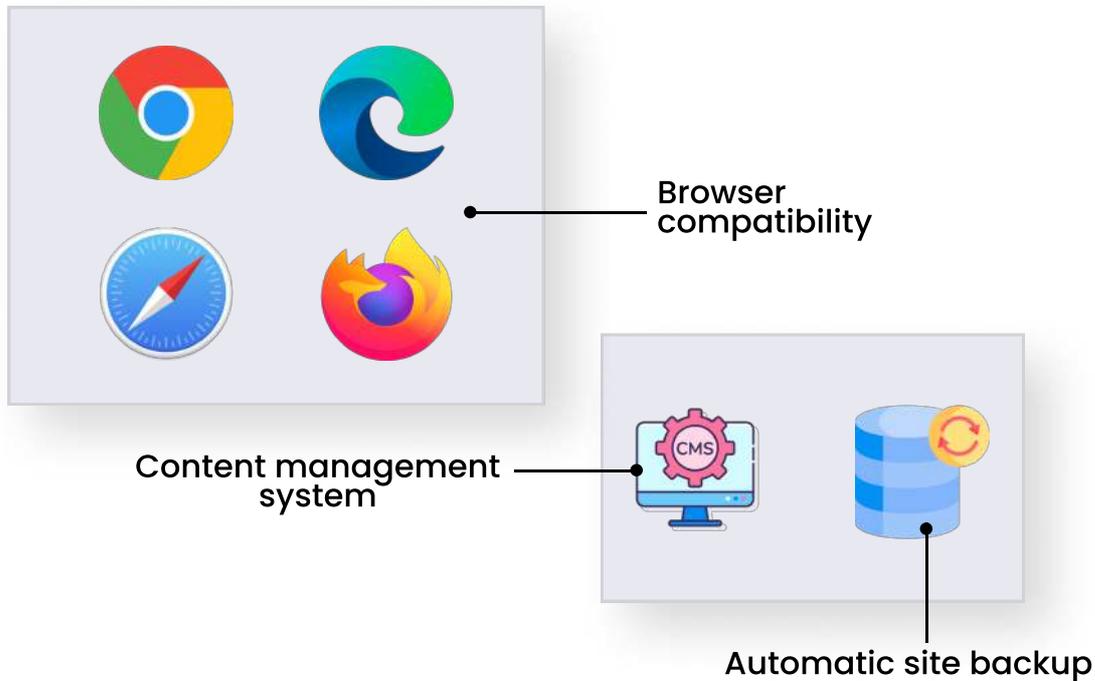
BETTER LOADING SPEED

— Sources say that if your website takes more than 3 seconds to load, then there is a huge possibility that you will be pushing away 40% of your visitors at the same moment. So speed optimization is a must.

57

POP-UPS MODULE

— Popups are highly effective to introduce visitors to new discounts, notify about upcoming sales, and gather emails. That's why it's highly important to add a popup module that makes it super easy for you to create and edit pop-ups that can be flashed at specific pages or throughout the website.



58

BROWSER COMPATIBILITY

— The term browser compatibility refers to the ability of a website to fully function on all the browsers available in the market. Owing to the variety of browsers coming up these days, it has become regular to write your scripts and codes that make a website work in all browsers.

59

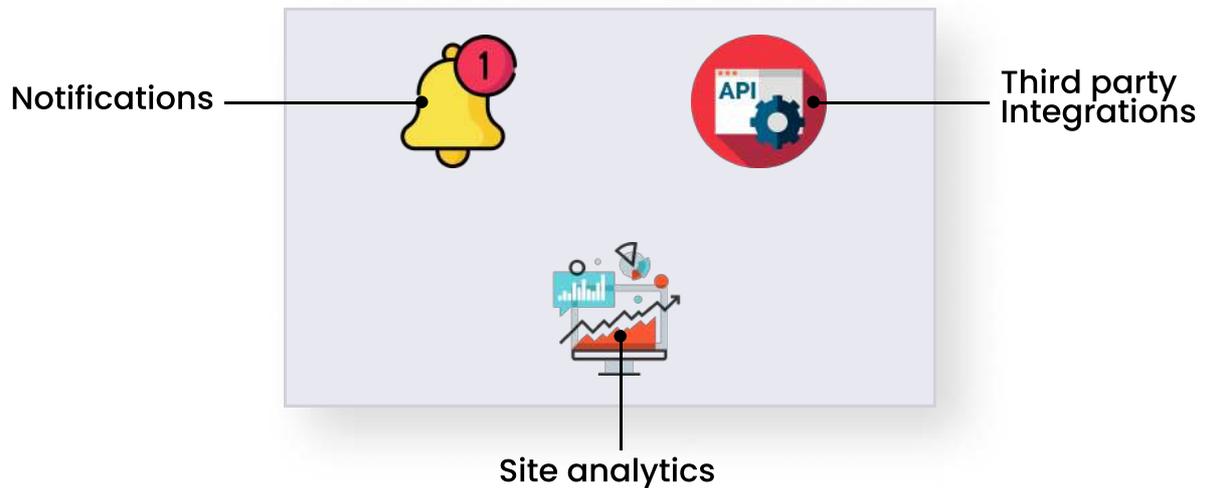
AUTOMATIC SITE BACKUP

— We never know what can go wrong with your website at any point of time or the worst is; some sort of malfunction can happen. So it is essential to take backups at every stage in order to ensure no losses or recovery from already occurred losses. So automatic website backup is essential.

60

EASY CONTENT MANAGEMENT SYSTEM

— Owing to the dynamic nature of data, the system under development must be scalable enough and easy to add/delete information as and when needed. For example you need to close some offers or choose to stop selling certain products during holidays and bring them back when needed, it's always possible with the help of a CMS tool.



61

NOTIFICATIONS

— This generation is getting so used to getting notifications on their smartphones; it has become an essential feature to append into your website business. It keeps users reminded about your presence, special offers, their orders status, their favorite products information and much more.

62

THIRD PARTY INTEGRATIONS

— Users are always wondering if a certain software tool is compatible with something they already use. Including integrations on the features page is a good way to address these questions early, as well as increase traffic to your website by including the names of popular tools.

63

SITE ANALYTICS

— Imagine if you get to see who is visiting your site and how much time they spend. Well you can always keep track of it; all thanks to website analytics. It is useful to understand whether our content strategies are successful or not and most importantly; points from your visitors dropped off, if they did so.



64

SETTINGS

— Consumers want to know they have control over the settings and interactions with your website and brand. At some point they may need to change account information like the name, email address, password, newsletter subscription preferences, and more. So it is reasonable to provide a straightforward interface and clear options for doing that in the customer account.

65

INFOGRAPHICS

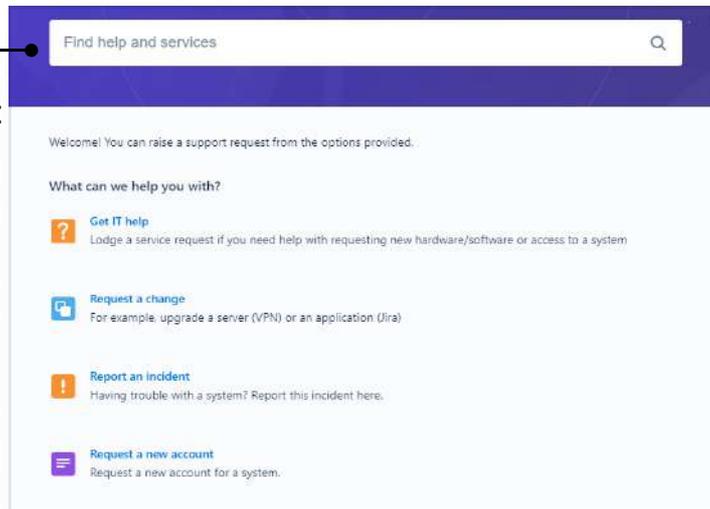
— Pictures speak louder than words and following this philosophy we always try to incorporate textual concepts or information in the form of pictures. This eventually grabs more user attention and improves visibility of the website.

66

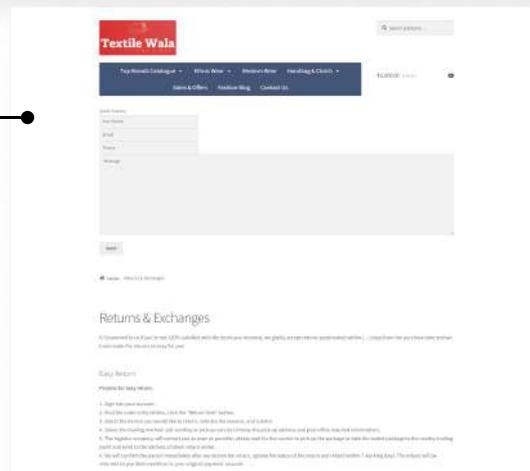
TRUST SIGNALS

— Even though ecommerce has seen a tremendous amount of growth in the last decade, first-time shoppers are apprehensive of making purchases online, especially from lesser-known online stores. This is where trust signals come into action. Showing data security certifications can prove that whatever details they provide are secure enough.

Customer support information



Product returns



67

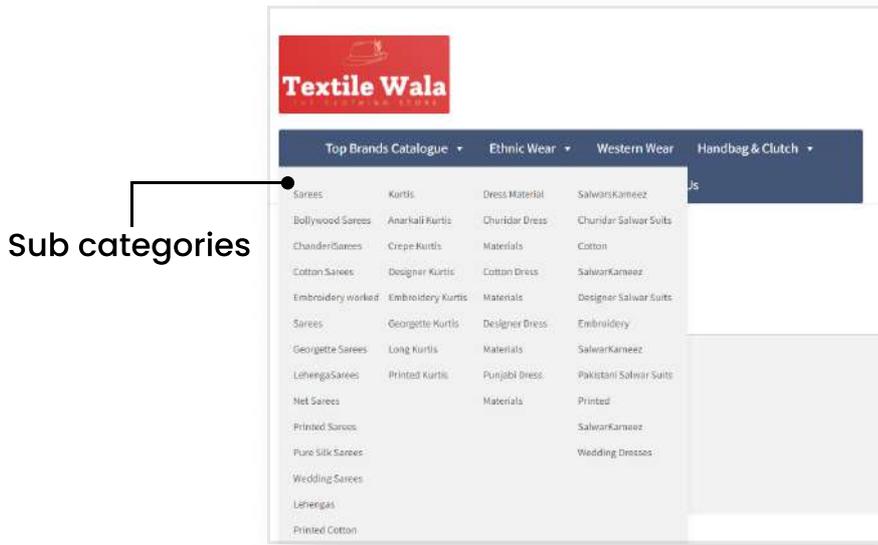
CUSTOMER SUPPORT INFORMATION

— Visitors often find it difficult to raise their queries as far as online shopping is concerned. So it is advisable to have a section that is dedicated to customer support.

68

PRODUCT RETURNS

— There can be numerous reasons why a customer no longer wants something they ordered. Hence, you have to make justified returns as simple as possible. It is always advisable to gather information about the reason for returns, simplifies decision making, and facilitates faster returns.



Suggestion

69

SUB CATEGORIES

— When there is a hierarchy of products that are being represented in a website; we need to categorize them properly and show appropriate sub categories to which a product belongs to. This is very important from an organization point of view.

70

TAGS

— Tags are usually used to mark specific brands and models. This way people can easily find reviews, instructions, and other content they are interested in.

71

SUGGESTION CORNER

— User stories are the best way we can learn how to improve a business and one of the ways we can utilize this fact is by taking suggestions from users on any issue that they have or a general suggestion related to our business.



"Love the iPhone App provided by FoodChow Team. My customers are coming back and ordering consistently from the app developed for my restaurant. I am able to increase my sales by running promotion during quiet times. I will highly recommend to try FoodChow Risk Free Restaurant marketing system"

Restaurant Owner - Ms. Carrie
Pittsworth Chinese Restaurant - Australia



"I have seen improvement in my sales, new customers acquisition, positive feedback from my clients since I implemented online ordering solution and app for our business. We are looking forward to start exporting our sweets to clients across the world."

Restaurant Owner - Mr. Brij Mithaiwala
24 Carats Sweets - India

Want to
IMPROVE your
Sales, Profit and
Productivity?



Your story

Shipping integration






72

YOUR STORY

— "Is there an interesting anecdote about how the business started? Share it. A good story puts a human face on what might otherwise be a sales pitch or impersonal About page," advises Susan Greene, a copywriter who helps companies create better web pages. "Facts are important but stories get remembered and help you connect with your customers."

73

SHIPPING INTEGRATION

— If you don't integrate your store with any shipping service provider, your customers won't be able to track the live status of the product. When several other ecommerce businesses are offering this service, you will be left out of the race.

Consistent thumbnail image size



Carousel for featured posts

74

CONSISTENT THUMBNAIL IMAGE SIZE

— Thumbnail image size in any website needs to be enough to show basic features of the product like shape, color, and design, and catch consumers' attention, motivating them to proceed to a product page. Each e-commerce platform provides its own recommendations regarding product image and thumbnail image sizes. We try our best to follow these recommendations.

75

CAROUSEL FOR FEATURED POSTS

— E-commerce merchants have a wide variety of options about how to name this block on the homepage and what products to associate with it. Whether it is Featured products, New arrivals or Best selling products block, these features of an e-commerce website are intended to increase sales offering items that may interest your target audience most.

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
RAMESH MITHAI - Buy ... from Ramesh Sweets	1.9K
Buy All Product Sweet a...e at best price per kg	1.5K
Buy Ghevar Sweet and M...e at best price per kg	1.4K
Ghari from Ramesh Mit... Order Sweets Online	1.3K
Cart - Buy Indian Sweets from Ramesh Sweets	1.1K
Buy Sutarfeni Sweet and...e at best price per kg	883
Checkout - Buy India...s from Ramesh Sweets	827

[View pages and screens →](#)

Visitors information



SEO services

76

SEO SERVICES

— There is no use of an excellent website but not having enough visitors or people knowing about it. SEO practices improve the user experience and usability of a website. Users trust search engines and having a presence in the top positions for the keywords the user is searching, increases the website's trust.

77

VISITORS INFORMATION

— Who would not like to know where their visitors are from, who they are and what they do. Such information is always helpful in changing your business strategies and moving ahead accordingly. Also, you can collect the emails, create relevant groups and set up email campaigns for further marketing.

https://rameshsweets.in

RAMESH MITHAI - Buy Indian Sweets from Ramesh Sweets

Sweet manufacturing is our family-owned business, we have been manufacturing sweets since 1966 and are one of the oldest sweet manufacturers in Surat, India.

Ghari · Bangali Kaju Sweets · Chhappan Bhog Thali · Churma Ladoo

Content meta description

Inventory valuation & management

Item (sneakers)	Purchase (no.)	Rate(each pair) (\$)
January	100	30
March	150	31
July	100	31
October	110	31
December	90	35
Items purchased	550	
Items sold	500	
Items unsold	50	
Inventory value	50 *? (\$30 or \$31 or \$35)	

78

CONTENT META DESCRIPTION

— On the back-end, your website should offer you the option of adding meta descriptions to content and updating its title. This is useful for improving SEO, as adding in certain words in the meta description will make your site appear in certain searches.

79

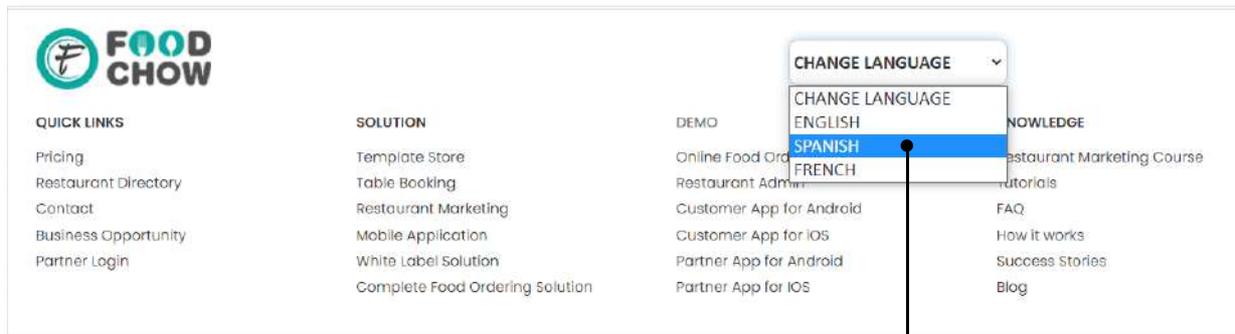
INVENTORY VALUATION & MANAGEMENT

— Inventory measurement and tracking is critical to make sure that correct product availability data goes on the website. In the absence of a powerful inventory valuation feature, you will have to spend a lot of time understanding availability and site updates. This feature is especially critical for megastores!

80

PREPARE APPEALING META DESCRIPTIONS

— A meta description is a snippet of text that appears under your page's URL in search engine results. One should include relevant keywords but avoid stuffing with too many of them or making the description too long. The text should tell the reader what they will find when they click the link and encourage them to do exactly that.



Language option



Easy explanation of digital products purchase

Email integration management



81

MULTI-CURRENCY AND LANGUAGE OPTIONS

— Multi-currency and language options are very handy e-commerce features for merchants who work in multi-language countries or who sell internationally. Letting shoppers see prices in their currency and viewing the information in a native language, establishes a certain level of trust between them and your business.

82

EASY EXPLANATION OF DIGITAL PRODUCTS PURCHASE

— If a customer purchases an online product like a voucher, he should be given sufficient information like how he will get access to it and how he can share that.

83

EMAIL MARKETING INTEGRATION

— Usually, backend management platforms can have email marketing features integrated into it. Sorting and storing customer emails and sending personalized emails are very useful to increase conversions.



Keyword research



Register on search engine tracking tool

84

KEYWORD RESEARCH

— It is a crucial part of SEO and it takes much research to decide what keywords user would choose to search about your business. What we do is make a list of important, relevant topics based on what you know about your business and find keywords that fit your goals. Include your target keywords in the right places (title, metadata, etc.) so that your website ranks higher in search engines results pages (SERPs).

85

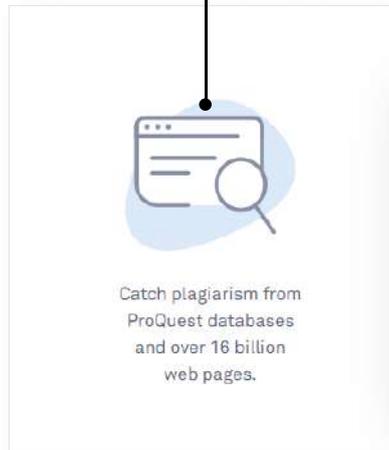
REGISTER ON SEARCH ENGINE TRACKING TOOLS

— In order to track the performance of a website in terms of SEO, it is important to register it on search engine tracking tools. You can use them to monitor your website's search engine visibility, crawl errors, and other important data, as well as get helpful advice on how to improve your SEO results.



Brainstorming

Check plagiarism



Prototypes

86

BRAINSTORMING BEFORE EXECUTION

— In today's world, smart web content development is all about — proper planning. If done right, a good content development plan will ensure a stellar performance, one in which your website plays the starring role. This all starts with a blueprint, a map you follow to take your website from concept to completion.

87

PLAGIARISM CHECK FOR WEBSITE CONTENT

— Content is the king and it is the reason why content is being copied from competitors sites and firms nowadays. Every website needs content which is 100% original and rich in value. So plagiarism check is a necessary step to conduct.

88

BUILDING PROTOTYPES BEFORE WEBSITES

— Without a prototype, you can end up going down an unclear and expensive path when you're developing your mobile app or product. That's why prototyping is a crucial part of creating a website.



Personalisation

Brand identity



89

PERSONALISATION

— 80% of consumers are more likely to purchase from a company that offers personalized content and promotions – this typically leads to a 20% uplift in conversion rate for the website users who are shown personalized content.

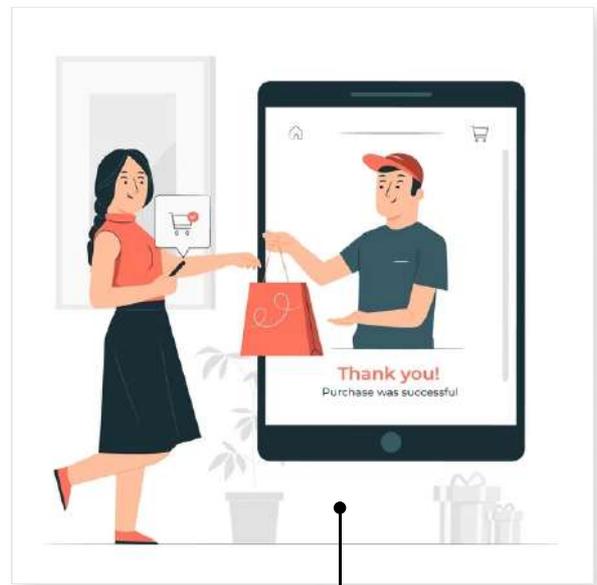
90

BRAND IDENTITY

— Before website development, we need to clearly document what message your brand will portray. We always need to keep in mind the color scheme, font, the type of graphics and photos, how much content and empty space you'll use. All of these things go into creating a cohesive identity that will subtly inform your visitor of who you are and what you do. A confused brand identity will leave your visitors unsure of and unable to relate to your company.



Administrator Management



Customer Management



Payment Management

91

ADMINISTRATOR MANAGEMENT

— Usually, a website will have a number of managers. You as the owner should be able to decide who can access which part.

92

CUSTOMER MANAGEMENT

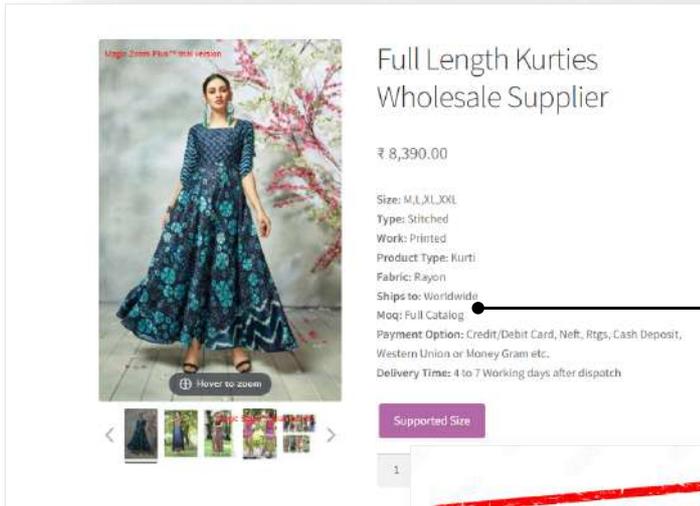
— Managing customer orders and their account information is a mandatory feature. It's better to store the customer's search history too. That may help you to provide personalized offers to frequent visitors.

93

PAYMENT, TAXES AND LOCATION MANAGEMENT

— Your site's backend platform should be easily able to manage different payment processes, calculate and apply taxes, and determine the price structure based on locations.

service area name



Extensive product information



Inventory status

94

URL WITH SERVICE AREA NAME

— A local business is generally tied to a specific broad location and covers a few service areas. When it comes to SEO, it works well to have a page for each of your service area locations. For example: if one of your service areas in Melbourne, the location page URL should be something like domain.com.au/service-area/melbourne

95

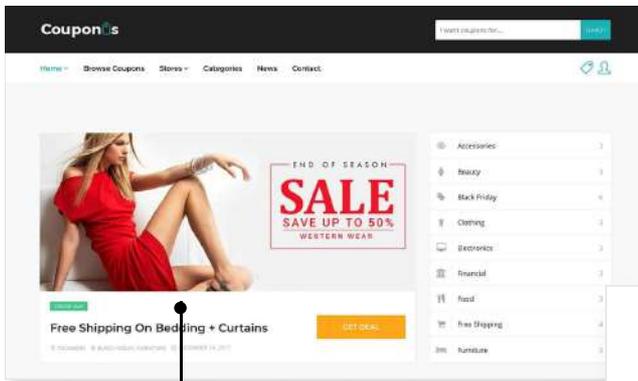
EXTENSIVE PRODUCT INFORMATION

— Shopping online has become extremely common, but many consumers still feel hesitant about making online purchases — especially from smaller brands that they may be unfamiliar with. In order to convince your customers that your product is high-quality and worth their money, be sure to offer as much product information as possible.

96

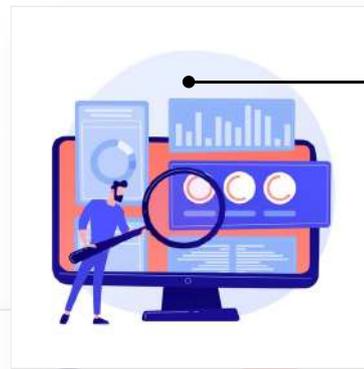
SHOW INVENTORY STATUS (AVAILABILITY)

Shoppers expect to see inventory on product pages, so this should be a key element of your e-commerce website. This informs your customers that their orders will not be delayed, and if something is out of stock it gives them the option to set up email notifications for when that item becomes available again.



Discount coupons

Technical support



Reporting & management



97

DISCOUNT COUPONS FOR WEBSITE

— Coupons are the best strategy to attract customers to buy products and even drive new customers to the business. Customers always tend to buy a product which is more profitable. So launching discount coupons never turns out to be a bad idea.

98

TECHNICAL SUPPORT

— Technical support means customers can get help and find answers to technical queries & questions as soon as they come up in real-time. We offer support through chatbots, a knowledge base, live chat, or an embedded messaging.

99

REPORTING AND MANAGEMENT

So once the site is up and running, how do you keep tabs on all the sales you are bringing in? You MUST HAVE reporting! You can run reports to see how much profit is coming in during specific time periods and which products are your top sellers so you can use that data to drive your future promotional efforts

Product information exchange



100

PRODUCT INFORMATION EXCHANGE

— What if someone wants to feature your product in their store? Make it easy for them by including an import and export product function on your website. It's good business to allow other stores to showcase your own products. Who knows what fruitful partnerships may develop thereon?

Interested in Developing
Your Own-Ecommerce Website?

Keep Reading.....

Let us work on your next **BIG IDEA** to
promote your business online

Contact Tenacious Techies Today

[GET A FREE QUOTE](#)

Visit our site www.tenacioustechies.com



Tenacious Techies
An Entrepreneur Company