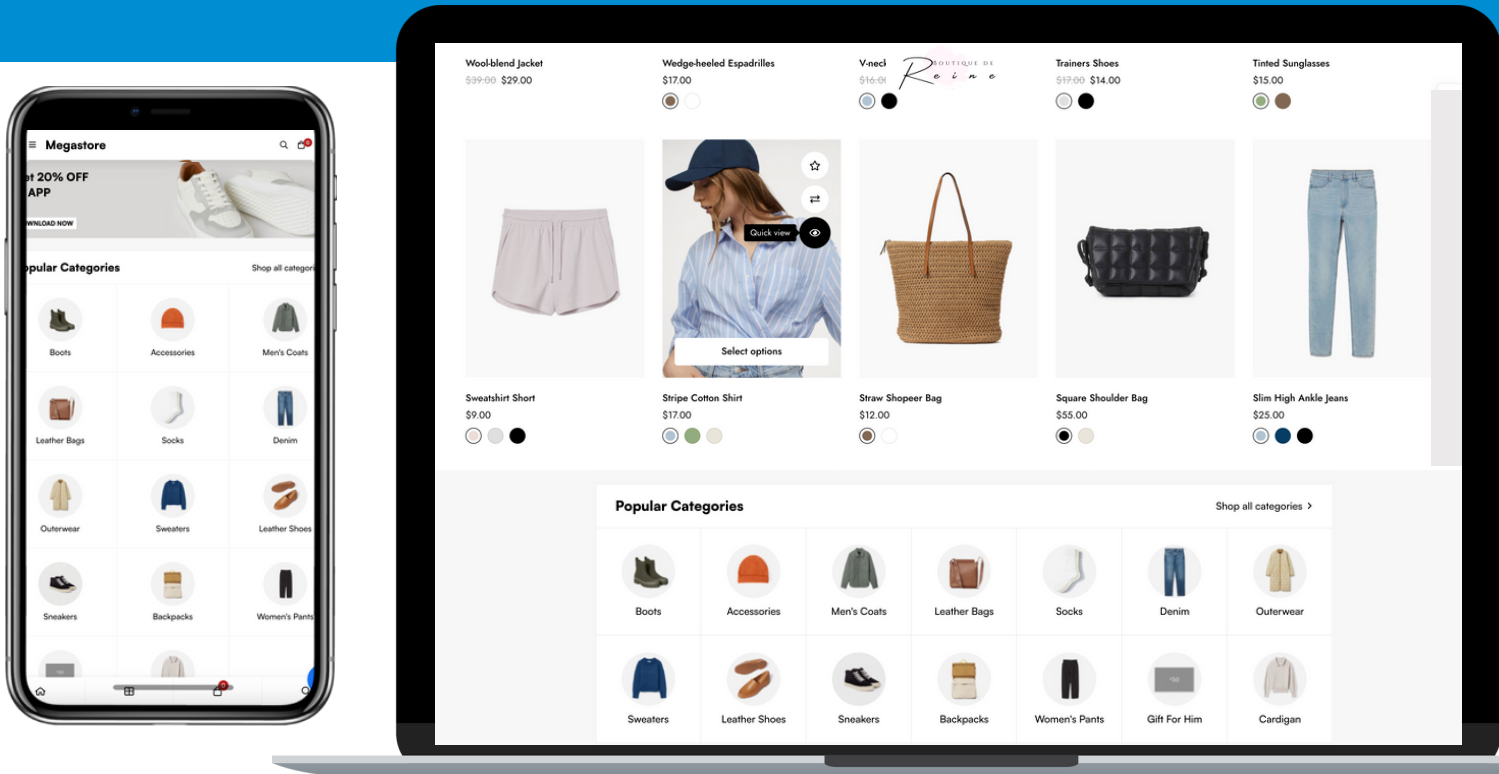# THE ULTIMATE E-COMMERCE GUIDE

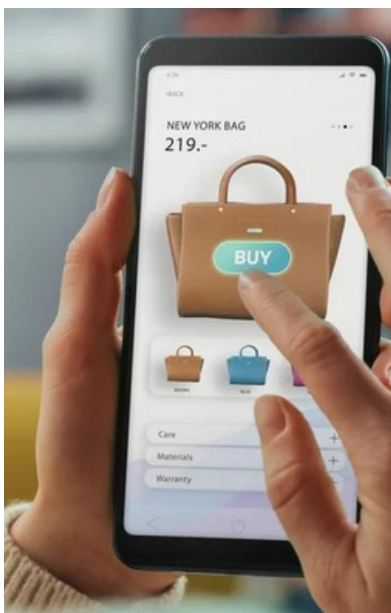
29 MUST HAVE FEATURES

FOR A POWERFUL ONLINE STORE

THE ULTIMATE E·COMMERCE GUIDE

What You Need To Know

In order to build successful online operations that drive your business to the next level, you need to be present through a solid website with professional systems where you expose your brand, and design the exact experience you want your audience to go through.

That's why it's crucial for you to be aware of the essential and latest features that should exist today in a professional e-commerce store, and how they work together to turn your site into a selling machine.

Running a powerful online store opens the gate for you to lots of dynamic functions. The Checklist below puts in the palm of your hand the main systems to be featured in your next e-commerce site.

- An elegant design with a simple -not sophisticated- look.

- Advanced high-speed web hosting for a satisfying user experience.

- Security certificate.

- Mobile optimized to serve the 92% of mobile users.

- Intelligent Search bar for instant results.

- Products arranged in proper categories.

- Easy to navigate shop.

- Clear and organized menu.

- A captivating home page that entices users to surf more products.

- Filtering system to quickly and easily find desired types, colors, or price ranges.

- Full Inventory Control and live availability updates.

- Product pages showing full details (description, images, sizes…).

- Product Variants details (colors, sizes,…).

- Easy Payment methods (Bank Cards + Cash on Delivery).

- Sales, Discounts & Coupon Code systems.

- Multi-Product Comparison system for an even more satisfying customer experience.

- Quick View Popup system that instantly shows product descriptions, without loading new pages.

- Professional mailboxes under your brand/corporate name.

- Contact Forms that collect emails for future email marketing.

- Automated email responder that follows up on uncompleted purchases, and closes much more sales for you on autopilot.

- the Easy-to-Purchase oriented process.

- Upselling system that exposes customers to exclusive offers while checking out.

- Tracking On-Site Behavior of Visitors, to know their best interests and what to optimize.

- Retargeting Ads via Facebook/Instagram & Google, to interested people who already visited specific product pages.

- Showcase specific Featured Products, and Latest Arrivals.

- A blog page can be added to keep audiences engaged with new and continuously updated articles. Moreover, the blog makes your website more vital with those active changes, and widens the probability to the max for Google to find related keywords to people searching online, inside specific articles displayed on your site.

- Detailed sales reports and analytics, so you keep on tracking your business growth.

- Social media direct links

- Direct social sharing buttons

Need To Know How They Work within Your Site?

After you have explored the main features not to miss in your upcoming online store, go ahead and click the button below to discover how these functions work in real operations, and how they can scale your business in both aspects:

1. GROWING SALES AND REVENUE

2. DRIVING THE BUSINESS TOWARDS PROFESSIONAL CORPORATE OPERATIONS

Click Now

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