E-Commerce Website Development and Its Prime Needs

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Ecommerce websites are becoming increasingly popular as people prefer to shop sitting in their homes and offices. It gives the customers the power to choose the best available deal online. As the competition intensifies most businesses look for perfect ecommerce solutions which put them ahead of their competitors. Now if you are planning to launch an online store you need to focus on a few important points which are the prime needs of an ecommerce website. Let us take a look at some of these things which add up to a robust ecommerce solution.

Product Display - You need to get a perfect structure for product display and categorization. Your homepage should list some of your bestselling, highest discount products and should be changed every few days. Also work on the product categories and sub-categories which make it easy for the customers to find products.

Search Function - Search is a key component of a good online store. Your search function should allow people to customize the search results based on price, brands, product categories and technical specification. This allows customers to zero in on the product they are looking for and increase the conversion rate.

Product Information - Customers take decisions to buy a product or service based on the information that you provide. The products listed in your store should have detailed information along with multiple images allowing customers to known all they want about product. Mention all sales terms and conditions and after sales supports terms etc. clearly.

Compare Tool - Customers often prefer to compare different products before making their final choice. It would be wise to have a compare tool as a part of the ecommerce website development to increase the smartness of your online store.

Carting Solution - You should make use of a shopping cart for your online store which should always be visible to the customers. They should be able to add and remove products from the cart without any hassle. They cart should let the customers know the total changes of the products along with the shipping charges and taxes.

Payment Options - One of the best ways to increase the conversion rate of your online store is to have multiple payment options such as Credit Cards, Internet Banking and PayPal etc. This allows you to reach out to a larger customer base and increase your sales. The Payment should be processed through a secured payment gateway to protect the financial privacy of the customers.

Live Chat Support - Last but not the least it would be ideal to have a live chat support to enable the customers to get the doubts resolved in real-time instead of writing an email. The chat service can be operational for 12 to 18 hours if not for 24 hours.

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PixelCrayons offers a custom ecommerce website development & designing services, online

shopping cart development, a Magento development services and other ecommerce software services.

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