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Start Your Individual Online Store by Umesh Ramidi

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The concept of online store or online purchasing and selling has been introduced first around 1990â€™s and now this is the most important facet of the internet. An online store, e-shop or online shopping center is also known as e-commerce website, where all the buyers can buy any product or services online quickly at finger tips over the internet, this is not possible over the street stores. Web design and development companies easily create these stores at affordable prices, where the sellers update their goods as per the customerâ€™s demands.

It has been estimated that over 20% of the internet (World Wide Web) users like to save their time and prefer online shopping. In order to increase the business as well as target the demanding and increasing trend of online buying and selling, businesses needs perfect e-commerce solutions for their individual online store which is not bound by time and geographic location.

The benefits of online store in terms of buyers and sellers:

1.Products or services are displayed and organized in a visually appealing way:

E-commerce developers manage the entire goods category wise, so that they arrange in a proper way, this will make easy for buyers to navigate from one category to another. Easy navigation with proper organized view helps to reach up to buyerâ€™s satisfaction.

2.Information about products or services helps customers to identify the quality:

Buyers get all the necessary information about the products or service quality

3.Online store provides text based information related to products which helps while pre-purchase search:

Internet users search about the product or series which they want to buy, text based information about any product or services give in short description when user reaches up to that product.

4.No geographical limitations like offline store

As you know offline store target customers to a limited area but there is no geographical barrier to online store. Businesses are able to reach their local and global customers around the globe.

5.Able to reach new customers through search engine optimization

Through search engine optimization techniques you are visible to your targeted audience in many search engines. When you have the first page position for any particular keyword with high search volume, the traffic on your website will increase.

6.Low cost internet marketing

Online store also requires marketing but not roadside marketing, it needs marketing over internet. Internet marketing includes SEO, SMO, SMM and PPC. The cost of all these are very affordable and the results give high ROI.

7.24*7 online shop

Online store is open all the time for buyers. Always open store is a great thing for customers and sellers also, as their money making machine is working 24*7.

8.Quality and price wise product comparison

Customers are able to browse through multiple e-commerce websites and compare the products or services before buying from the online store.

9.Online shop is economical and time saving when compared to offline stores like:

Labor cost

Delivery time

Document Preparation

Billing and payment

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Lexi-soft is a well known Web Design and Development Company offers high quality effective services.we offer professional e-commerce services starting from designing, developing and internet marketing for any online business.

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