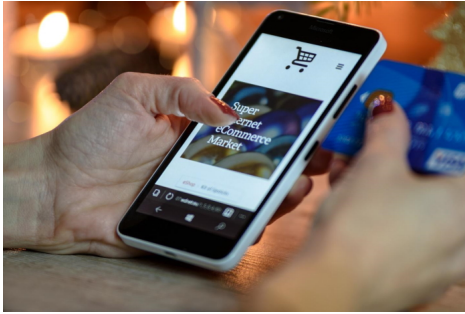


What You Must Know About E-Commerce Solutions

Written by News Company



To ensure the success of your e-commerce business, investing in the appropriate market while utilizing the right tools is very important. In this day and age, if you are planning to set-up a new e-commerce website, you would need to maintain a balance between your finances and the tools of your business.

Especially when it comes to e-commerce, one might find a variety of solutions that might vary in features such as price and methods of use. However, it is essential to optimize the use of e-commerce essentials with effective tactics and helpful insight.

One of the main aspects defining the correct business habits is to prioritize the activities and usage of tools to extract the best results out of them.

In this article we have discussed some of the must-have tools that constitute useful solutions via [ecommerce platform](#) ;

E-COMMERCE PLATFORMS

Once you have decided on your niche market, the very next step is to establish your e-commerce website. Some of the most popular web platforms for your business are as follows:

Big-Commerce

Big-Commerce offers its users very simple drag and drops features to create a fully customized website for their business. Also, it is one interesting feature that lets you run multiple stores with a single handle makes Big-Commerce the perfect e-commerce solution for those who wish to keep things organized. Moreover, the platform is equipped with all necessary tools and plugins such as review bar, product personalization, etc. that are offered at four different price categories.

Adobe Magento Commerce

An open-source and highly secure e-commerce platform, Adobe Magento Commerce, aka Magneto, offers free service to its users, featuring it as one of the most trusted platforms among its competitors. At Magento, you are only required to pay for the hosting of your website, and it is very suited for long scale e-commerce investment. The robust system of Magento offers 500+ add-ons with paid as well as free pricing plans. Similar to Big-commerce, Magento also provides access to its users to operate several sites under one account.

And, like any other website creation platforms, Magento comes with the flexibility to use the simple drag and drop feature to construct a website. On exploring, one may also find countless other interesting tools that can add to the convenience of a developer.

Shopify

These platforms are considered as one of the most user-friendly e-commerce web builders that enables the users to create their store without having to indulge in detailed technicalities. Shopify offers hundreds of themes and templates for your [e-store](#) from which at least ten are offered for free.

The themes at Shopify are sleek and give a purely aesthetic due to their product/services relevance. One can also create a custom website in Shopify with minimal effort thought-process. The platform also lets you buy your desired domain with just one click, which you can later use to configure with your website. The website creation portal in Shopify also offers numerous handy plugins.

Woo-Commerce

Those who have been using WordPress for website creation throughout their career and find it difficult to switch then Woo-commerce is their best resort. This is a [WordPress plugin](#) that allows the developers to create an e-commerce store without procrastinating over downloadable e-commerce templates, tools, and other technical elements. One handy aspect of Woo-commerce is that it allows you to optimize your website for Search Engine Optimization.

Another plus of the Woo-Commerce platform is that it does not require a one-time subscription, while SSL certification and other hosting facilities must be paid for. Also, it offers user-friendly extensions that can be integrated with third-party e-commerce tools.

TOOL FOR TRAFFIC GENERATION

Once you are accomplished with creating your e-commerce website with a suitable platform, the next step is to optimize it for traffic generation.

A well-optimized website, not one attracts a healthy audience but also ensures that you have organic visitors that can convert into potential sales. One of the basic and redundant tactics in this domain is the use of keywords for targeted marketing. But, there is a lot more to explore when it comes to traffic generation tools that can also help in improving the page load speed, plug-in performance, etc. Some of the major tools are discussed below;

Google Trends

Observing the global or local trends and utilizing them to generate maximum turnover is key to every e-commerce business success. This is where Google Trends comes in handy by enabling you to analyze the trends of the region based on your keyword search. From annual reports to monthly feedbacks, Google Trends will help you in evaluating the entire market picture stress-free.

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With its advanced algorithms and precisely filtered stats, Google Trends also gives product-related trends that you can use for intricate optimization. The tool is free for determining current trends while advanced features come with a small price tag.

Webmaster Powered by Google

Another free and highly valuable tool for website optimization is Google Webmaster. It gives you a thorough analysis of your e-commerce site, identifying any bugs, index issues, and broken links.

A balanced and well-sorted interlinking is fundamental for Search Engine Optimization of any website. It displays a detailed analysis of traffic on your website – exhibiting your site rank, keyword usage, CTR, etc. Webmaster by Google is a must-have for every website designed for business generation.

Moz for SEO

Moz provides a compact utility of [SEO tools](#) , enabling the users to find the most-suited keywords for their website in a flash. It also assists in link-building for your e-commerce site and gives a comprehensive analysis of your website. One interesting feature of Moz is that with page-on metrics, it offers a comparative representation of your e-commerce website against your competitor.

Gravity Forms

Another WordPress friendly plugin which is instrumental in capturing leads for your business in Gravity Forms. If you have a WordPress based e-commerce site, then this should be your priority in lead capturing tools. The form also grants you access to define the conditions for your advertisements to pop-up.

For this purpose, it has a sophisticated captcha technology to counter spams. The response generated in Gravity Forms is very natural and can surely give you good business.

CUSTOMER MANAGEMENT SOLUTIONS

Instant customer support defines the reputation of every e-commerce business. If your customer is facing issues in order placement or having difficulties in finding answers to his queries, then all your previous efforts might go down the drain. Therefore, it is crucial to resolve the issues of your customers at utmost priority or at least keep them engaged until you are online.

With customer management tools for e-commerce business, you can interact with your customers without any delay, ensuring premium support.

Nimble

It is one of the ideal customer support tools for e-commerce websites that enables you to handle all customer interactions at a single place. Whether the customer approaches you via email, chat or direct call, with Nimble, you can manage every mode in one place.

Its automatic add-on features to update the new details of customers without needing any manual input. Furthermore, it can be easily integrated with popular social media and marketing platforms such as Facebook, Twitter, Salesforce, etc.

AFFILIATE MARKETING & REFERRAL TOOLS

When beginning with your e-commerce business, you would want more affiliate marketers to promote your website and earn you more targeted customers. Affiliate marketing is a very effective tool with a substantial turnover. It is because when people already possess a reliable image regarding a certain channel in their mind, they would visit your brand with a similar

perception.

Through affiliate marketing, your business can grow tremendously without tedious efforts. You can collaborate with established networks and publishers who would promote your business at a fair price.

Conclusion

There is no denying the fact that e-commerce is the future of global business markets. And, if one has to survive the transition, he must keep up with the latest means of doing business and acknowledge the importance of adequate tools/solutions in the e-commerce industry.