



Ecommerce Features Overview

Top Ten Ecommerce Features

01 Flexible Product Photo Display

Upload an unlimited number of product photos and display them in your store as a photo gallery. Thumbnail versions of your photos will be created for you automatically. Visitors can click a photo to see the larger version, which you can display in a popup window or in a lightbox-style window.

You can upload photos, specify the location of a photo on the Internet and even share photos between products. It's easy to display your products in their best light, resulting in more interest and more sales.

02 SuperZoom™ Photo Zoom

Provide a crystal-clear, zoomed version of product photos so shoppers can get a closer look at what they're buying. To enable SuperZoom™, simply upload a large product photo and our system will do the rest. SuperZoom™ takes your photos to the next level and increases interest in your products.

03 Sell on Facebook

By displaying a "Shop" tab on your Facebook fan page, SocialShop lets your fans, prospects and customers click on a product to purchase it from your store. They can also share your products directly through Facebook as part of their news stream.

04 Sell Products With Options

Sell products with different options such as apparel, computers, software and more. You can create as many options as you like, each with its own SKU, price, weight, image and stock level. You can also create configurable fields which the customer has to fill in when purchasing, such as engraving text for an iPod.

05 Automatic Inventory Control

Track inventory on a per product or per product option level. Inventory is automatically reduced after a purchase (and added after a return, if enabled) and products become unavailable for purchase when inventory falls to zero. You can set low inventory levels and will be reminded to order more products when stock falls below this level.

06 Flexible Returns System

The most flexible, automated returns system you'll find anywhere. You can enable/disable returns and completely customise every aspect of the returns system including return reasons and actions.

Customers can login to their "My Account" page to place a return request and will be updated via email when it's processed. You can offer a refund, replacement, store credit and more. You can even use the permission-based user system to assign RMA responsibility to one or more of your staff.



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07 Google Website Optimizer

Use both storewide and item-specific tests to improve the conversion rate of your online store. Does single page or multi page checkout drive more sales? Use Google Website Optimiser to find out. You can run six storewide tests as well as per product, web page and category tests to try different on-page elements such as product name, photo, description and more.

08 Search Engine Optimisation

Everything you need to rank at the top of the search engines, including custom page title and meta details for products, web pages, categories, brands and news items, as well as search engine friendly links, W3C compliant / tableless templates, proper use of header tags, HTML/XML sitemaps and custom image alt tags.

09 Promotional Banners

Easily create and display a promotional banner at the top or bottom of any page on your web site. Are you having a sale on all Gucci sunglasses for the next 7 days only? Create a promotional banner, assign it to the Gucci brand and set it to show for 7 days only.

Use promotional banners to advertise current specials, shipping discounts, coupon codes, special deals and more.

10 Coupons & Gift Certificates

Easily create trackable coupons which give customers a pound or percentage discount on their order. Coupons can be set to expire after a certain date or number of uses, and you can run reports to see coupon usage.

Customers can choose from a variety of gift certificate designs, which they can purchase through your store. The gift certificate is then emailed to the recipient and they can easily see their remaining balance from the "My Account" page.