

Intranet Services

E Commerce: A Complete Guide

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Ecommerce Services:

There is a variety of ECommerce services providers by which companies can make profit. In this rapid development environment as business grows and needs change, it is quite likely that ECommerce services provider will be changed. Customer base grows and the more money can be brought in, the more actively recruitment will be done by different ECommerce services providers.

Ecommerce Services help in Achieving Online Goals like Online catalogs are a great way for customers to view products. With such advanced features as wish lists and customization tools consumers can quickly browse and evaluate purchases much more effectively than if they were in a physical store. Online catalogues also help in organizing products and make them easy to find.

E commerce Web Design Services:

Its important ingredient for ecommerce services in order to attract more Customers and increase sales. Web usability is perhaps the most important factor in any web design. This is the driving factor, which keeps visitors coming back to website. Given below are a few points that need to be considered to increase website's usability. :

- 1.) Give your visitor what he is looking for.
- 2.) Tell your visitor that your site is all about.
- 3.) Provide site wide links.
- 4.) Provide a sitemap.
- 5.) Ensure that your website loads fast.
- 6.) Improve site's navigation using icons.

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Ecommerce Web Hosting:

There are several factors to be considered when creating a new website for ecommerce business. The cost of technology changes from day-to-day. In some cases, such as hardware, the prices have come down. In other cases, the cost of custom development has increased in the last few years. With this fact, alternative solutions are often looked for to help offset the cost of starting a new ecommerce website.

As time goes by, requirement for more and more robust platforms will dominate the ecommerce market place. New solutions to these problems, including managed services and hosted services are sure to become even more prominent than they are today.

Ecommerce Security:

Ecommerce security is extremely important when selling products or services online. Consumers often look to ensure that their connections are secure before entering personal information such as billing addresses, shipping addresses, and credit card information. Having a secure site can make the difference between a sale and a customer leaving the website.

There are several different providers of ecommerce security certificates, each of them has different types of services, and levels of security offerings. Some packages include a full range of features used for performing ecommerce transactions such as credit card billing and other bank transactions. Fully functional shopping carts can sometimes also be purchased from secure certificate vendors.

Most ecommerce security certificate sites offer 128-bit encryption, which is standard for most ecommerce sites. Packages generally range in length from one year to two years. Other types of certificates include code-signing certificates, which are designed to deliver code and content to web browsers as opposed to just certain information.

Other types of ecommerce security packages include secure payment gateways. Payment gateways include full payment processing, real-time account, and transaction verification.

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For example, McAfee releases Virus Scan with intrusion prevention.

This antivirus software released a new version of its Virus Scan Enterprise software contains so-called "intrusion prevention" features that can protect computers from attacks such as buffer overflows, which are often used by viruses, worms and malicious hackers to compromise vulnerable Microsoft Corp. Windows machines.

Ecommerce Software:

A crucial factor for both businesses and the users of ecommerce web sites is ecommerce software. A breach of a company's software could result in the loss of customers' personal information including credit card information. This would cause a serious breach of trust with the client/customer community.

As more and more products consumed by more and more users from the Internet, ecommerce software will be a crucial piece of success for any company. In today's environment, customers expect a company to have a web site for purchasing their products. The business community is responding with a rapid growth in online storefronts. The online market place is expected to continue to grow at double-digit growth rates for the near future.

Any business that intends on having a direct marketing and sales channel with its consumers will need ecommerce software. This field is expected to lead the growth in the overall Internet industry. As the need for web development grows so does the need for ecommerce software.

Ecommerce Solutions:

E-commerce is used for various purposes ranging from fund-raising to selling products online. Learning all the options and making the the right e-commerce solution choice is the key factor in any business. Any business will need to identify an e-commerce solution that suits its need, technology and budget.

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Ecommerce solutions are necessary for any business that wants to take its operations to the virtual world. Ecommerce solutions can range from logo design to full blown online applications. Ecommerce applications can help managing customer information, product inventory, and overall operations and invoicing.

Generally, internet users want a site, which answers their questions. If the website looks like a million bucks but functions slowly or not properly then users will not like to return to your site. Return visitors are essential to a successful online venture since they often purchase again if they return.

To be successful online, developing an effective and useful website is only half of what it takes. Ecommerce solutions also focus on application and database development to help make you successful. With the proper database, there are endless possibilities to the level of customer service, which can be provided to the customers as well as the information, which can be uncovered to help in taking better business decisions.

Ecommerce solution providers are merchant accounts, internet payment gateways, shopping carts, fulfillment and turnkey solutions...

For example **Verisign Payflow Option**

For a medium-sized business where e-commerce is not the focus of business but is an integral part of it, then solutions like Verisign's Payflow Link could be ideal. By using this option, one can develop own product database, product catalog, and shopping cart. Verisign will process payment.

This option is costlier compared to the storefront because of the development involved but provides better control over product, presentation and integration. Need to hire a web developer to assist if this option is being chosen.

Between Verisign's two solutions Payflow Link, will be good for medium budget businesses, which have less than 1000 transactions a month. Since the payment, processing is carried out in Versign's server, No need to host a site in a secure server. The other solution called Payflow Pro is costly but comes with full customization, administration and premium support.

Ecommerce Shopping Cart:

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For running an online store, an ecommerce shopping cart is necessary. An online store is about one thing, converting customers into sales. The backbone of this is having a stable functional ecommerce shopping cart. When you consider that Shopping cart is the thing that stands between yourself and a new customer, it has to be accurate and function properly all the time. A chance is not being taken that ecommerce shopping cart may let you down.

For example, **IMScart** is effective shopping cart software for complex enterprise e-commerce solutions and low-end e-commerce offerings. From small stores with few products, to stores & catalogs with thousands of products, this eCommerce cart can be effectively implemented at all levels