E-commerce work methodology and guidelines

Customers build up a sense of loyalty to those e-commerce websites that offer them a good user experience, and that transmit to confidence and reliability. There are various factors that influence this: how easy it is to find the product they are looking for, how easy/difficult it is to make the payment, how fast the order was executed. All of these factors determine whether the customer will shop at that website again or not.

In general, potential buyers are more and more impatient, which means they do not have much time to find what they are looking for, or to receive a positive first impression.

Our e-commerce module, which is part of our Content Management System, takes these needs into consideration and as well as others.

Attracting and retaining customers

Gaining high visibility on search engines is key to attracting new customers. This is why our e-commerce projects make the Google indexation easy, as well as that of the other main search engines.

With regards customer retention, our Content Management System includes some online Marketing and customer services, such as forums, e-magazines, surveys, etc., and also recognises returning customers in order to facilitate the payment process, and thus help with customer retention.

Searching in an easier way

Our approach is customer-focused and geared towards intuitive web browsing, which combined with a customizable search helps new and returning customers to find the products and services they need, quickly and easily. We also integrate suggestions about similar products to promote other products and increase sales and orders, and thus improve the e-commerce’s profitability.

Potential customers will not wait

When new customers go onto a website that is slow to load, they are quick to get impatient and leave the site. Our e-commerce projects guarantee quick loading, as we use stylesheets (CSS) and files which have been size-optimized. Our servers also allow for boosting hosting capacity on days with high traffic, such as the first day of the sales.

Peace of mind for customers

Many users are cautious when shopping online, especially given the regular coverage of online scams on the news. As a result, the web design, usability and content of an e-commerce business needs to offer customers complete peace of mind and convince them of the company’s reputation and integrity. We can write or advise you on what to say about customer security on the site. If done well, this will help you increase
conversions and the site’s overall profitability.

Simplicity within the payment process
We have spent a lot of time researching and testing usability within the payment processes, in order to guarantee that it is simple, logical and based on common sense. Simplicity is our main motto for e-commerce payment processes. We advocate not requiring clients to register before starting the payment process as obliging them to do so can be discouraging.

Security and reliability
Our e-commerce module is a trustworthy, secure and user-friendly system that is able to handle high levels of traffic to your website. The payments are made in a very secure way and there is an online tracking facility for the orders. Our specific e-commerce development is user-friendly and can be integrated into any administration system, even with those used by the logistics companies you work with, thus reducing costs and maximizing profits.

Using intelligence for evolution
For an e-commerce business, measuring performance and success using KPI indicators is key. By combining Google Analytics with the company’s data obtained from surveys, as well as the data from our Content Management System, we get a good perspective on clients and their behaviour when visiting our website. This information is of great value to customer services, and it makes it possible to improve the general performance of the online shop and any digital campaigns.

Web design, usability and natural positioning within search engines
We combine attractive web design for users, simple web browsing, where customers can easily find what they are looking for, with coherence with the company brand image. We have managed a large number of successful e-commerce projects, and in each of them we have adapted our skills in order to meet the client’s needs.

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