**PAGES ON ECOMMERCE WEBSITE**

* **Home Page**
* **Shop Pages**
  + **Product Listing Page** (Category wise Product List) = The page where you see your products in Grid or List view for your selected Category/Sub-Category.
  + **Product Details Page** = A page that shows the details of your product.
  + **Wish List** = A Page that shows the list of products that you are liking/wishing to purchase in future.
  + **Shopping Cart** / Shopping Bag Page = Shows the list of Selected Products by the Customer.
  + **Checkout Page** = Receives Billing Address, Shipping Address, Payment Method, Shipping Cost etc from Customer.
  + **Order Lists** Page
* **User Pages**
  + **Registration Page**
  + **Login Page**
  + **User Profile**
    - Edit Profile Information
  + **Address Book**
    - Edit Address Book
* **Search Page**
* Important Pages for **Payment** **Gateway Approval**
  + Privacy Policy
  + Terms and Conditions
  + Return Policy
  + Legal

**ECOMMERCE PRODUCT TYPES**

**Featured Products** = The Products that we promote on our website, whether it is an old product or a new product.

**Best Seller** = The products that are sold maximum time on the Website.

**Hot Deals** = Products that are on High demanded, or promoted with Discount.

**New Arrived** = The products that has come just recently.

**Most Viewed** = The products that user has visited maximum time.

**Related Products** = The products that are related to the product that you are viewing on the Product Details page.

**Addon Products** = The "products" or "part of products" that are related to a "main product" and is shown when purchasing the "main product".

**MARKETING TYPES**

1. **Using Coupon Code:** Using a coupon you can get a discount.
2. **Upsell:** Encouraging to buy a better product is upsell strategy.

**Parts of an eCommerce Website**

* A Front-end Store
* A Back-end Admin Panel

**How eCommerce website Receives Payment**

* **Bank Transfer**
* **Cash on Delivery (COD)**
* **Mobile Banking**
* **Bank Gateway**
  + BRAC Bank
    - Debit/Visa Card
    - Credit Card
  + City Bank
  + DBBL
* **Payment Gateway:** The services who are legally authorized to carry customer’s cash.
  + Payza / AlertPay
  + Skrill / MoneyBookers
  + PayPal
* **Payment Processor:** The services that links different Payment Gateways in a centralized page where Merchant’s client can pay choosing any Payment option.
  + Bank Cards
  + Mobile Banking Accounts