

## E commerce product page based on Amazon :

How to sell online, try fba for free

Start

Back

Sell online

How to register as a seller

How to sell on Amazon.in

How to list a product

Benefits of selling on Amazon

Offers for new sellers

Grow

Back

Grow your business

Tools to grow your business

Amazon selling programs

Sell globally

Service Provider Network

Pricing

Back

Pricing

Type of fees

Compare fulfillment channels

Resources

Back

Resources

Learn

Get help

Sell on Amazon blogs

Feedback

Seller Central Login

Start Selling

All About Selling

The Amazon Seller Blog

How to Choose E-commerce Marketplace for Your Products

Awareness of your online startup's financial statements is important

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India's e-commerce revenue is expected to jump from \$39 billion in 2017 to \$120

billion in 2020 growing at an annual rate of 51%, which is the highest in the world.

Without a doubt, now is a good time to join this fast growing sector to potentially have

a profitable venture.

How to Choose E-commerce Marketplace for Your Products

Building an e-commerce business requires strategic thinking and planning. However, one major challenge is to choose the online marketplace from the 19,000+ existing platforms for your products. Why is choosing the right e-commerce marketplace so important? It is important because it directly impacts your business growth, operational costs, customer engagement and fulfillment of your business objectives. Each e-commerce marketplace has its own set of benefits that can help you with potentially increased sales. Some of the benefits are:

- Greater reach and wider audience
- Simple registration
- Categorized product placement
- Round-the-clock technical support
- Selling tools and analysis features

But, how can you tell which online marketplace is right for your business? Here are the essential features you should look for while choosing an e-commerce marketplace.

e-commerce marketplace

Ease of Use

The greatest advantage of selling your products on an online marketplace is the ease and simplicity of use. It involves a very simple process of registration that the interested sellers are expected to complete. Next is to manage your product listings – images, product descriptions and seamless handling of customer orders.

The right e-commerce marketplace should make seller registration easy and system navigation simple for both sellers and customers. Choose a marketplace that is easy to set up. It allows you to focus on business development rather than your store development and maintenance.

Why worry about how to present your product to your target group, when you can focus on your product itself? Let your e-commerce marketplace offer you ease-of-use by providing you with ready-made solutions that are SaaS-based and require no coding knowledge, web hosting, or technical teams on your end.

Design Flexibility

This applies to uploading or creating a listing for your item. Many online stores let you upload, drag and drop images to an HTML page. Your choice of e-commerce marketplace should give you flexibility to create and edit your listings. It should give you room to use various image resolutions, add what you like and change what you do not like.

SaaS-based e-commerce marketplaces have a responsive design that allows them to be available on a wide range of devices. Responsive design ensures that the website view is properly accommodated in different devices (mobiles, laptops, desktops, tablets, etc.). Over 1.2 billion people access the internet from their smartphones worldwide. So, choose the e-commerce marketplace that allows the website design to be mobile friendly; that is a critical feature you must consider while choosing your e-commerce marketplace.

Each website will come with a host of features for better control over selling and product listing management. This impacts the way you manage orders, returns and customer feedback.

You should choose an e-commerce marketplace that provides you with the best-integrated tools to help you with the following website features:

Content management system: It allows you to easily manage the website contents, such as logo, product descriptions, policies, banners, footer links, etc. The marketplace must ensure that you can easily upload high quality visual content with zero lag or errors.

User-friendly design: Shoppers must be able to locate the product they want to buy in a minimum number of clicks. A good website must have products listed in shopping categories, filters, comparison capabilities, etc.

Search engine-optimized code and layout:

This may help in attracting more customers, improving conversion rates, increasing brand awareness and potential sales.

Choosing a marketplace that is famous for selling your product category is also beneficial.

A flexible shopping cart: This allows both guest users and unregistered users to checkout easily and place orders with ease.

Integrated payment gateways: This offers multiple payment options for customers.

A wholesome order management panel:

This feature ensures that sellers have all the necessary information on order placement, cancellation, exchanges, refunds, and order status.

Secure servers: Security-focused servers do not store critical data pertaining to debit and credit cards as well as passwords in readable formats.

Scalable infrastructure: An e-commerce website should be scalable and must provide excellent uptime, ensuring that the website is available everywhere, all the time.

Mobile-friendly website design: This is a critical feature to deliver world-class customer experience

Reports: The e-commerce marketplace should come with reporting features, such as marketing tools and smart analytics, making business growth easier and faster.