E-Commerce website feature: -

1. Responsive Web Design

Mobile devices are an important part of everyday life. According to a report by Adobe, 88% of consumers say they multi-screen, and use an average of 2.42 devices at the same time. People want to be able to browse the Internet, and access the information they need, from their favourite devices without any headaches or second-guessing. Responsive web design automatically adapts a web store to the mobile device that's being used without distorting the view.

2. Attractive, Easy-to-Navigate Web Store Design

Attraction equals persuasion. A good-looking online store supports customers throughout each step of the buying journey: from first enticing a shopper to check it out, to inspiring them to explore the store and its products, to finally charming them into purchasing. Making your online store layout intuitive for the visitor is a valuable way to draw their attention to the right places. For instance, organizing your products into logical categories and sub-categories, and making sure those categories are highly visible, will help shoppers quickly find the products that interest them most. Displaying multiple large, high-quality product images on the home page and individual product pages arouse curiosity and temptation. Incorporating images of the product both on its own and in use helps customers to better visualize using the product themselves. Showing related products is also helpful in persuading shoppers to purchase. If they're looking at a product they like, then chances are they're going to be amenable to looking at more. Posting clear calls to action throughout your web store is also critical. Don't make shoppers guess at what they should do – tell them what to do. Have a loyalty program that offers great deals once a customer signs up? Have a new sale that's going to end soon? Offering an awesome discount? Tell the customer to click here to sign up for the loyalty program; to click here to see the products for sale; to use this code for this discount.

3. Speedy Page Loading

Online shoppers want convenience – and they won't stick around if a page takes forever to load. The online shopping experience should be seamless and easy. If load time is too long or functionality is clunky, shoppers will be gone with a quick click of the mouse. According to Adobe, 44% of people will switch devices if content takes too long to load; 39% will stop engaging altogether.

4. Product Details

Online shopping can be a leap of faith – a shopper can't physically pick up and feel merchandise before they buy, like they would in a brick and mortar store. But shoppers still want to familiarize themselves with what you have to offer.

5. Search and Filter

Some customers know precisely what they're looking for – which is why it's important to provide them with a focused shopping approach with searching and filtering functionality. A search bar or box helps customers instantly locate what they need. Other features such as search word auto-fill and searching by the most used words support efficient searching. The ability to filter products by different attributes also helps to quickly narrow down products to meet a customer's desired criteria.

6. Customer Reviews

Shoppers want to hear from real people about their product experiences to see if the product fits their desires and expectations. According to Kissmetrics, 55% of shoppers say that online reviews influence their buying decision. Build trust with your shoppers by posting customer product reviews on your site. And while positive reviews are helpful, don't be afraid to post negative reviews, too – your transparency creates credibility on the honesty of your brand.

7. New Promotions

Shoppers are always on the hunt for a sweet deal. According to an Emarketer Report when asked about shopping habits and preferences for saving, 23% of U.S. Internet users say they would do pretty much anything to receive significant saving. Posting new promotions on widgets and web banners across your site help customers see (and share) the latest special offers. Other promotional features, such as a countdown clock signalling when a special offer begins or ends and bundled promotions, are also helpful in spurring customers to act now. The ability to create unlimited promotions by order, category, shipping method, item, etc. with an ecommerce platform helps you effectively target shoppers along each step of the customer journey.

8. Powerful Shopping Cart

A shopping cart isn't just a place for customers to store items pending checkout – it's another important touch point that can deliver additional conversion opportunities. Cross selling at checkout helps target customers more precisely with products they are likely to be interested in based on the items already in their cart – which can in turn increase the purchase total. Total visibility into the products awaiting purchase and their costs (including shipping and sales tax) keeps customers aware, and decreases the likelihood of abandonment. Baymard states that on average approximately68% of online shopping carts are abandoned.

9. Simple Checkout

Don't let a complicated or lengthy checkout process make customers abandon their shopping cart at the last minute. Eliminate friction with an easy checkout that allows customers to quickly fill out only the most necessary information. Fields that the customers can fill out by choice on the form (such as signing up for a newsletter); pre-filling forms; a progress bar for multiple steps/pages; and the ability to store credit card information for repeat shoppers helps to minimize frustration.

1O. PAYMENT GATEWAYS

Payment Gateway is the most essential component of the online business website as this is the primary way to make payments for the products or services being bought from your online business website. Online payment has taken the world market by storm as it has made it easier to make huge amount of payments, not possible in cash always. This also helps in making the customers feel convenient while shopping as they just have to enter their bank details and the payment is done. Payment gateways are one inseparable part of any online shopping website and if your website doesn't have it, then you will lose customers for sure. So make sure to have different payment gateways and display them in the form of icons for better understanding of the users.

11. SOCIAL MEDIA INTEGRATION

Social media is one of the most powerful things on internet today. Social Media is used by maximum of the world population, making it the most widespread platform for promotion as well. So if most people use it, wouldn't you wish to display your business and products on social media for maximum audience outreach? Of course, yes. Thus to make sure that you reach maximum people and get maximum amount of sales, social media integration is must in your business website. Having your business profile on all big platforms like Facebook, LinkedIn, Instagram, Pinterest and Twitter etc, helps you stay in touch with your customers always.

12. LOGIN AND SHOPPING CART

Providing the users with their own user account on your website serves two big benefits. The first benefit of this is that the management of users and their order becomes really very easy. Second benefit is that you can gather the emails of the customers to send the newsletters and promotional emails to stay in regular touch with your customers, which helps in better conversion rate & improved sales.
Having a clear shopping cart is also very essential for your website as it allows the users to select all the products they wish to buy and store them at one single place. The shopping cart should be persistent i.e. if the customers added a product to cart and closes the website, then the product should

stay in cart only the next time customer accesses his account. This helps in compelling customers to buy products and hence is beneficial for your business.

13. CONTACT DETAILS

One of the most essential aspects of website to build trust amongst the customers is showing the contact details clearly on the website. While shopping online, most people are worried while placing trust in any website and if your website has kept its identity anonymous then surely they are going to abandon your website. So it is always advised do display the company name, contact number and address of main office to make people believe that it is actually a genuine company. There should even be a contact us page with live chat functionality available for customers to ask questions and clear their doubts anytime. This also helps in increasing sales as we all have a lot of questions in mind before we purchase online and if those doubts are not cleared, we mostly abandonthe products. Thus contact details and chat functionality is extremely important.

14. PRODUCTS DISPLAY

It is a well-known fact that we can only see products while buying online we cannot touch or feel the products physically. So we always rely on the images and written details about the products. But the quality of the way products are being displayed also matters a lot. Displaying a product in a single image, which is of low quality, is surely going to shut away your customers. On the other hand if you display a product in multiple high quality images and a 360- degree view of the product, the chances of customer engagement and product sales become a lot higher. Displaying the demo videos of products also help a lot in compelling customers to take profitable actions for your business (CTA). These videos provide the customers with a far better idea about the product than a static image. 15. RELATED PRODUCTS Many times we search for a product and after a significant amount of time we find the product but a huge problem occurs i.e. either the product is out of stock or the product is not available in size. So at this point of time, the customers feel disappointed and they abandon your website. But if you display related products along with the product customer is checking our currently, it increases the chances of sales even if the other product is not available. If related products are displayed along with the main product always results in better engagement of customers, which ultimately leads to increased rate of conversion and higher business sales.

16. PRODUCT REVIEWS

Human beings have the tendency to believe in something more, which has been experience by someone already rather than experimenting themselves. It is the case with the online commerce websites. Most people buy those products which have been reviewed by other people who bought those products earlier and this is done through rating and reviews. Having rating & reviews not only help in better sales but also in building trust among your customers by keeping everything transparent. This makes the decision making process even easier for the customers

Project time line

Task	Days
Theming/Templatimg	15 to 25
Backend Development and configuration	25 to 30
Payment getaway Integration (paypal, master card, Esewa)	25 to 30
Testing and server configuration	15 to 20
Writing manual guide	7 to 10

Project beget

Task	Price (Rs)
Theming/Templatimg	50000
Backend Development and configuration	60000
Payment getaway Integration (PayPal, Master Card, Esewa)	40000
Testing and server configuration, data upload	35000
Writing manual guide	15000

Data upload
1. **Category upload**
2. **Product upload**
3. **Banner upload**
4. **Design less then 10 banner photo**
5. **Design Advertisement banner**

Free support 3 months.