

## **13.1 E-commerce Development Services**

Unisoftwares builds high-converting e-commerce stores optimized for sales and user experience.

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## **13.2 E-commerce Platforms**

### **13.2.1 Shopify**

**Best For:** Fast setup, non-technical clients, dropshipping

**Pros:**

- Hosted platform (no server management)
- 100+ payment gateways
- Extensive app marketplace
- Built-in POS for retail

**Cons:**

- Monthly fees (\$29-\$299/month)
- Transaction fees (unless using Shopify Payments)
- Limited customization without coding

**Our Services:**

- Theme customization
- App integration
- Product upload
- SEO optimization
- Custom coding (Liquid)

**Pricing:** PKR 150,000 - 400,000 (setup) + monthly retainer optional

### **13.2.2 WooCommerce (WordPress)**

**Best For:** Content-heavy sites, full control, existing WordPress users

**Pros:**

- Free core plugin

- Highly customizable
- Integrate with WordPress blog
- No transaction fees

**Cons:**

- Requires hosting
- More technical maintenance
- Security responsibility

**Our Services:**

- Custom WooCommerce theme
- Payment gateway integration
- Shipping setup
- Product variations
- Plugin configuration

**Pricing:** PKR 250,000 - 600,000 (includes hosting first year)

**13.2.3 Custom E-commerce (Laravel/React)**

**Best For:** Unique requirements, scalability, full control

**Pros:**

- Complete customization
- No platform limitations
- Ownership of codebase
- Scalable architecture

**Cons:**

- Higher upfront cost
- Longer development time
- Ongoing maintenance needed

**Our Services:**

- Custom design and UX

- Shopping cart & checkout
- Payment processing
- Inventory management
- Admin dashboard
- API development

**Pricing:** PKR 800,000 - 3,000,000+

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### 13.3 E-commerce Features Checklist

#### 13.3.1 Core Features (All Packages)

- Product catalog (unlimited products)
- Product categories and filters
- Shopping cart
- Checkout process
- Payment gateway integration
- Order management
- Customer accounts
- Email notifications (order confirmation, shipping)
- Mobile responsive
- SSL certificate

#### 13.3.2 Advanced Features (Optional)

- Multi-currency support
- Multi-language
- Subscription/recurring payments
- Product reviews and ratings
- Wishlist
- Live chat

- Abandoned cart recovery
  - Loyalty points program
  - Inventory tracking with low-stock alerts
  - Advanced shipping rules
  - Tax calculation by location
  - Gift cards/vouchers
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## **13.4 Payment Gateway Integration**

### **13.4.1 Pakistan Payment Gateways**

#### **JazzCash:**

- Mobile wallet integration
- Transaction fee: ~2-3%
- Setup: Merchant account required

#### **Easypaisa:**

- Mobile wallet + OTC payments
- Transaction fee: ~2-3%
- Setup: Business account

#### **PayFast (Pakistan):**

- Credit/debit cards + wallets
- Transaction fee: 2.5% + PKR 5
- Setup: Business verification

#### **Keenu:**

- Credit/debit cards
- Transaction fee: 2.9% + PKR 5

### **13.4.2 International Payment Gateways**

#### **Stripe:**

- Credit/debit cards worldwide

- Transaction fee: 2.9% + \$0.30
- Best for: International clients

#### **PayPal:**

- Widely trusted
- Transaction fee: 2.9% + \$0.30 (USA), higher internationally
- Note: Limited in Pakistan (often requires workaround)

#### **Authorize.Net:**

- USA-focused
- Monthly fee + transaction fees

#### **2Checkout (now Verifone):**

- Global payment processing
  - Supports 200+ countries
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## **13.5 Shipping & Fulfillment**

### **13.5.1 Shipping Carriers (Pakistan)**

- **TCS**: Nationwide, COD available
- **Leopards Courier**: Fast urban delivery
- **M&P (Pakistan Post)**: Economical
- **Call Courier**: Major cities

#### **Integration:**

- API integration for real-time rates
- Manual rate setup (flat rate, free shipping thresholds)

### **13.5.2 Shipping Strategies**

**Free Shipping**: Over PKR 2,000 order value (increases average order value) **Flat Rate**: PKR 150-250 nationwide **Calculated**: Based on weight/location **Local Pickup**: For local customers

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## **13.6 E-commerce SEO**

### **13.6.1 Product Page Optimization**

**Title Structure:** [Product Name] - [Key Feature] | [Brand]

- Example: "Nike Air Max 270 - Running Shoes for Men | Unisoftwares Store"

**Meta Description:** Include price, key features, CTA

- Example: "Buy Nike Air Max 270 running shoes for men at PKR 12,999. Free shipping over PKR 2,000. Shop now!"

**Product Description:**

- 300-500 words
- Include target keywords naturally
- Bullet points for features
- Use cases and benefits
- Size guides, care instructions

**Images:**

- High resolution (minimum 1000x1000px)
- Multiple angles
- Lifestyle images
- Alt text with keywords

**Schema Markup:**

- Product schema (name, price, availability, reviews)
- Breadcrumb schema
- Review schema

### **13.6.2 Category Page Optimization**

- Unique descriptions (200-300 words)
  - Faceted navigation (filters)
  - Internal linking to subcategories
  - Optimized URLs (e.g., /men-running-shoes/ not /category-id-123/)
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## **13.7 Conversion Rate Optimization (CRO)**

### **13.7.1 Best Practices**

#### **Homepage:**

- Clear value proposition above fold
- Featured products/bestsellers
- Trust badges (secure checkout, money-back guarantee)
- Social proof (customer reviews, testimonials)

#### **Product Pages:**

- High-quality images (zoom functionality)
- Clear pricing
- Prominent "Add to Cart" button
- Urgency (limited stock, sale countdown)
- Cross-sells ("Frequently bought together")

#### **Checkout:**

- Guest checkout option
- Progress indicator
- Multiple payment options
- Security badges
- Exit-intent popup (abandoned cart)

#### **Mobile Optimization:**

- Thumb-friendly buttons
- Simplified navigation
- Fast load times (< 3 seconds)

### **13.7.2 A/B Testing**

We can test:

- CTA button colors and text
- Product image layouts

- Pricing display (was/now)
  - Free shipping thresholds
  - Checkout flow (one-page vs multi-step)
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## 13.8 E-commerce Analytics

### 13.8.1 Key Metrics

#### Sales:

- Total revenue
- Average order value (AOV)
- Number of transactions

#### Traffic:

- Sessions
- Unique visitors
- Traffic sources (organic, paid, social, direct)

#### Conversion:

- Conversion rate (% of visitors who purchase)
- Cart abandonment rate
- Checkout abandonment rate

#### Product Performance:

- Best-selling products
- Products with high views but low sales (CRO opportunity)

#### Customer:

- New vs returning customers
- Customer lifetime value (CLV)

### 13.8.2 Tools

- **Google Analytics 4:** Traffic and behavior
- **Google Search Console:** SEO performance

- **Hotjar:** Heatmaps, session recordings
- **Platform Analytics:** Shopify Analytics, WooCommerce Reports

**Q1: Which e-commerce platform is best for me?**

A: Shopify for quick setup and ease. WooCommerce for flexibility and content. Custom for unique needs and scale. (Source: E-commerce\_Solutions\_Guide.pdf, Section 13.2)

**Q2: What payment gateways can you integrate?**

A: JazzCash, Easypaisa, PayFast, Stripe, PayPal, Authorize.Net, and more. (Source: E-commerce\_Solutions\_Guide.pdf, Section 13.4)

**Q3: How much does an e-commerce site cost?**

A: Shopify setup: PKR 150-400K. WooCommerce: PKR 250-600K. Custom: PKR 800K-3M+. (Source: E-commerce\_Solutions\_Guide.pdf, Section 13.2)