How To Create Selling E-Commerce Websites Vol 2

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Summary : Free how to create selling e-commerce vol 2 pdf download - with more and more people reaching out for their smartphones and tablets to shop online mobile e-commerce is set to reach 86 billion by 2016 a development that brings along entirely new demands on e-commerce websites after our first e-commerce ebook was published four years ago we wanted to take a fresh look at the challenges that crafting online shopping experiences bring along today and equip you with the necessary know-how on how to deal with them effectively along the way our expert authors will guide you through the vital steps of planning a successful e-commerce website and explore the design decisions that have to be considered in order to achieve a pleasant and compelling user experience we ll also take a deeper look into the peculiarities of mobile e-commerce usability and cover tips on designing a better checkout process reducing abandoned shopping carts is also one of the topics that we ll dig into with real-life examples and insights into a large-scale usability study that dissects some of the biggest e-commerce websites out there this ebook will prove to be a valuable and practical source for all your e-commerce needs table of contents - how to plan your next mobile e-commerce website - exploring ten fundamental aspects of m-commerce usability - an e-commerce study guidelines for better navigation and categories - the current state of e-commerce search - better product pages turn visitors into customers - designing a better mobile checkout process - creating a client-side shopping cart - reducing abandoned shopping carts in e-commerce

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