

## ***Magento Features and Techs:***

### ***2- SEO:***

- Automatically generate a Google sitemap.***
- Create search engine friendly URLs.***
- take full control URLs with URL rewriters.***
- create metadata, robot files, meta description, meta keywords for content pages.***

### ***3- Site Managements:***

- Use the content management system ( RSS, and Google gstatic).***
- Add CAPTCHA functionality.***
- CRM which Hubspot will be fine. Extension.***

### ***4- Catalog Management:***

- Automatically resize images and include watermarking.***
- Redirect search results if customers receive no results,***

### ***5- Catalog Browsing:***

- Present product category items in list format.***
- Static Block tool to create category landing pages.***
- Configurable search with auto-suggested terms.***
- Popular Search Terms Cloud in general in site not just products for videos and blogs too.***

### ***6- Product Browsing:***

- Show multiple images per product.***

- *Zoom- In on product images.*
- *Show pricing tiers.*
- *Present product ratings and reviews.*
- *Provide an option to add products to wish list.*

## ***7- Checkout, Payment, and Shipping:***

- *Automatically display shipping options based on checkout page will be enough.*
- *Display an order summary with product images in checkout.*
- *Show shipping estimates in the shopping cart.*
  - *Enable shoppers to create a customer account with one click on the checkout and thank you page.*
- *Get HTTPS support for front- end and back- end.*
- *Allow customers to save their shopping cart to complete their purchase later.*
- *Authorize and charge credit cards upon shipment and checkout.*
- *Integrate with multiple payment method and additional payment extensions.( Gateways).*
- *Securely pass credit card information directly from the client browser to payment gateway.*
- *Accept Bank transfer payments and COD.*
- *Integrate shipping with label printing for all major carriers. I will provide shipping company APIs.*
- *Provide on- site order tracking from customer accounts.*

## ***8- Order Management and Customer Services:***

- *View, edit, create and fulfill orders and/ or invoices from admin panel.*
- *Print invoices, packing slips, and shipping labels.*
- *Create custom order status labels to track progress.*
- *Enable customer service representatives to create orders and customer accounts.*

- Allow customer service to update products in customer shopping carts and wish lists.
- Email Notifications of Orders to the clients and to the main admin (Order History with Status Updates, and Order Tracking).

### **9- Customer Accounts:**

- View comprehensive account dashboard.
- Choose default billing and shipping addresses.
- See order status and history.
- Allow re- ordering from account.
- View recently ordered items.

### **10- Support for Global:**

- multiple languages and currencies, list of allowed countries for registration, purchasing and shipping, localization.
- Languages should included with Google HREF LANG are:

SPANI SH HREF LANG	HINDI HREF LANG	ENGLI SH HREF LANG	CHIN ESE HREF LANG	FREN CH HREF LANG	TURK YE HREF LANG	RUSS IA HREF LANG	PERSI AN HREF LANG
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### **11- Analytics, tracking, and Reporting:**

Search term reports.  
Total sales invoiced reports.  
Total sales refunded reports.  
Total sales return reports.

- **APIs:**

- (( Google Adword API)).
- Google Analytics.
- Facebook conversion tracking.
- CrazyEgg.
- Google conversion tracking and Importing.
- Google analytics estimating traffic.
- Google analytics campaigns.
- Twitter analytics.
- Facebook pixel.
- Google analytics with ads.
- Facebook domain insights.
- Facebook tag API.

## **12- Marketing and Ads ( integrations):**

- Doubleclick.com/ for campaign manager, Search, Creative solution toolkit, all for web.
- Adroll.com, Retargeting on the web.
- Criteo.com, Retargeting and search.
- Criteo.com one Tag for collecting user's intentions.
- Appnexus.com, for Publisher.
- Google AdSense.
- Twitter ads.
- Facebook customer audience.
- Appnexus.com segment pixel.
- Facebook exchange FBX.
- Google remarketing.
- Retargeter.com, Contextual targeting.
- Email: Google apps for business and SPF.
- rubiconproject.com for automation cloud, if not expensive.
- YouTube live streaming.

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- Google tag manager for Management.

- YouTube to embedded on the site and YouTube Iframe API.*
- Google maps embedded on the site.*
- Web master registration with Google webmaster.*

### ***13- Mobile:***

- Google viewport.*
- Mobile not scalable content ( Apple).*

### ***14- Blogs:***

*integrated with blog portal.*

### ***15- Social media integrations.***

### ***16- Mail integrations:***

*Google apps for business and SPF.*

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