

# Abbreviations / Acronyms List related to Ecommerce Website

| **Sr . No.** | **Abbreviation** | **Full Form** | **Description** |
| --- | --- | --- | --- |
|  | **ECOMMERCE & DTC ACRONYMS** | | |
| **1** | **AOV** | **Average Order Value** | **Average amount of money spent per purchase on a website or in a store** |
| **2** | **AVS** | **Address Verification Service** | **Software used to authenticate the address of a person or company for credit card transactions** |
| **3** | **DNVB** | **Digitally Native Vertical Brand** | **Company that operates primarily online and control at least a portion of its supply chain and production** |
| **4** | **eCommerce / eCom** | **Electronic Commerce** | **Buying and selling of goods or services over the internet, encompassing everything from shopping to payments** |
| **5** | **P2P** | **Peer-to-Peer** | **Digital marketplaces where users can purchase items directly from one another — e.g., Craigslist or eBay** |
| **6** | **PCI DSS** | **Payment Card Industry Data Security Standard** | **Set of security standards for organizations that handle credit cards from the four major card networks** |
| **7** | **PDP** | **Product Description Page, or Product Page** | **Page on a website that provides detailed information about a specific product — features, specifications, and price** |
| **8** | **PLA** | **Product Listing Ad** | **Individual ad unit within Google Shopping consisting of an image, description, price, and other extensions** |
| **9** | **0PD** | **Zero-Party Data** | **Data that is proactively shared by customers with a company — e.g., preferences, surveys, and quizzes** |
| **10** | **1PD** | **First-Party Data** | **Data collected directly from customers or users by a company for its own use — e.g., onsite or purchase history** |
| **11** | **3PD** | **Third-Party Data** | **Data that is collected, shared, and sold by companies that do not have a direct relationship with the end customer** |
| **12** | **DTC** | **Direct to consumer** | **When a brand or manufacturer sells its own products to its end customers.** |
|  | | | |
|  | **MARKETING & ADVERTISING ACRONYMS** | | |
| **1** | **CAC** | **Customer Acquisition Cost** | **Total cost of acquiring a customer, including marketing and sales expenses** |
| **2** | **CR** | **Conversion Rate** | **Percentage of website visitors or app users who take a desired action (small number divided by big number)** |
| **3** | **CRO** | **Conversion Rate Optimization** | **Strategies designed to improve the percentage of website visitors or app users who take a desired action** |
| **4** | **CPC** | **Cost Per Click** | **Amount of money an advertiser pays each time a user clicks on its ad in a PPC marketing campaign** |
| **5** | **CPA** | **Cost Per Acquisition** | **Is a marketing metric that measures the aggregate cost to acquire one paying customer on a campaign or channel level** |
| **6** | **CSE** | **Comparison Shopping Engine** | **Search engine that allows shoppers to compare product prices from multiple retailers on a single platform** |
| **7** | **CTA** | **Call to Action** | **Request for a user to take a specific action — e.g., signing up for a newsletter or making a purchase** |
| **8** | **CTR** | **Click Through Rate** | **Percentage of users who click on a particular link — e.g., an ad or search result** |
| **9** | **ESP** | **Email Service Provider** | **Platform that offers email marketing or communication services for businesses or individuals** |
| **10** | **GA** | **Google Analytics** | **Tracking service offered by Google that reports website visitors, bounce rate, user behavior, and other metrics** |
| **11** | **GTM** | **Go-to-Market** | **Strategy and tactics a company uses to bring a new product or service to market** |
| **12** | **CLV** | **Customer Lifetime Value** | **Total value a customer generates over the course of their relationship with a company; also used, CLTV or CLV** |
| **13** | **MER** | **Marketing Efficiency Ratio** | **High-level measurement of the overall performance of marketing efforts — aka, blended ROAS** |
| **14** | **nCAC** | **New Customer Acquisition Cost** | **High-level measurement of the overall performance of marketing efforts — aka, blended ROAS** |
| **15** | **PPC** | **Pay Per Click** | **Digital advertising model where advertisers pay each time a user clicks on their ad — c.f., CPC** |
| **16** | **ROAS** | **Return on Ad Spend** | **Revenue generated from advertising relative to the amount spent expressed as a whole number** |
| **17** | **SEM** | **Search Engine Marketing** | **Paid promotion of a website or product on search engines — i.e., Google Ads or Google Shopping** |
| **18** | **SEO** | **Search Engine Optimization** | **Practice of optimizing a website to improve its organic ranking in search engine results pages** |
| **19** | **SERP** | **Search Engine Results Page** | **Online listing of web pages generated by a search engine in response to a user’s query** |
| **20** | **SMM** | **Social Media Marketing** | **Promoting a brand, product, or service through social-media platforms — both paid and organic methods** |
| **21** | **WOM** | **Word of Mouth** | **Informal exchange between individuals, often used to describe the spread of news or recommendations** |
|  | | | |
|  | **BUSINESS & SALES ACRONYMS** | | |
| **1** | **ATC** | **Average Transaction Cost** | **Average cost of a transaction, including any fees or expenses** |
| **2** | **B2B** | **Business to Business** | **Transactions between businesses, rather than between businesses and individual consumers** |
| **3** | **B2C** | **Business to Customer** | **Transactions between businesses and individual consumers, rather than between businesses** |
| **4** | **BD** | **Business Development** | **Department or process of pursuing new revenue opportunities — e.g., partnerships, investments, and acquisitions** |
| **5** | **BOPIS** | **Buy Online Pickup Instore** | **Fulfillment method where customers order online, then retrieve their items at a physical store** |
| **6** | **BORIS** | **Buy Online Return In Store** | **Reverse logistics method where customers order online, then return items at a physical store** |
| **7** | **CPO** | **Certified Pre-Owned** | **Used product that has been verified by the manufacturer or a third party to be in good working condition** |
| **8** | **DST** | **Direct Sales Team** | **Individuals within a company responsible for selling directly to customers; more commonly, daylight savings time** |
| **9** | **EDI** | **Electronic Data Interchange** | **Digital transfer of business documents in a standard format — most commonly used in wholesale B2B** |
| **10** | **GMV** | **Gross Merchandise Volume** | **Total value of all products sold on a platform or through a company’s channels, excluding any returns or discounts** |
| **11** | **IPO** | **Initial Public Offering** | **First sale of stock by a company to the public, enabling the company to raise capital from public investors** |
| **12** | **MAP** | **Minimum Advertised Price** | **Lowest price a retailer is allowed to sell a product for as set by the manufacturer or distributor** |
| **13** | **NSO** | **New Store Opening** | **Process of launching a new retail location — scouting, designing, constructing, hiring, training, and marketing.** |
| **14** | **OTB** | **Open-to-Buy** | **Amount of money a retailer has to spend on inventory, based on sales projections and current levels** |
| **15** | **PO** | **Purchase Order** | **Commercial document issued by a buyer to a seller, indicating the types, quantities, and agreed prices** |
| **16** | **POS** | **Point of Sale** | **Where a transaction is completed — e.g., at a cash register in a store or checkout for an eCommerce store** |
| **17** | **PR** | **Public Relations** | **Building relationships between organizations and audiences, through communication and media outreach** |
| **18** | **SLA** | **Service-Level Agreement** | **Contract outlining agreed-upon services to be provided — e.g., response time and uptime** |
| **19** | **SSS** | **Same-Store Sales** | **Sales performance — growth or decline — of a company’s stores that have been open for at least a year** |
| **20** | **TAM** | **Total Addressable Market** | **Cumulative demand for a product or service, including all potential customers and revenue streams** |
| **21** | **ToS** | **Terms of Service** | **Legally-binding agreements outlining the rules and regulations for using a product or service** |
| **22** | **USP** | **Unique Selling Point** | **Is the essence of what makes your product or service better than competitors** |
|  | | | |
|  | **CUSTOMER SERVICE ACRONYMS** | | |
| **1** | **CCC** | **Customer Care Center** | **Location or department within a company that is responsible for providing customer service and support** |
| **2** | **CRM** | **Customer Relationship Management** | **Software used to operate customer interactions and data throughout the lifecycle — aka, CRM system** |
| **3** | **CRR** | **Customer Retention Rate** | **Percentage of customers who continue to do business with a company over a given period of time** |
| **4** | **CS** | **Customer Support** | **Assisting customers through various channels to answer questions and resolve complaints** |
| **5** | **CSAT** | **Customer Satisfaction** | **Measure of how satisfied customers are with a company’s products or services** |
| **6** | **CSX** | **Customer Service Experience** | **Overall experience of a person’s interactions with CS — needs met, problems solved, and emotions** |
| **7** | **CX** | **Customer Experience** | **Overall perception of a brand, product, or service — from initial contact to post-purchase** |
| **8** | **NPS** | **Net Promoter Score** | **Customer satisfaction metric (0–10) of the likelihood someone will recommend a product or service to others** |
| **9** | **QA** | **Quality Assurance** | **In software, ensuring that a product or service meets specified requirements and standards** |
| **10** | **QC** | **Quality Control** | **In retail, ensuring that a product or service meets specified requirements and standards** |
| **11** | **UI** | **User Interface** | **Visual and interactive elements of a software application, website, or other digital product** |
| **12** | **UX** | **User Experience** | **Overall experience of a person using a product, including both utility and emotion** |
|  | | | |
|  | **FINANCE & ACCOUNTING ACRONYMS** | | |
| **1** | **ARR** | **Annual Recurring Revenue** | **Projected revenue that a company expects to receive on a recurring basis over the course of a year** |
| **2** | **CAPEX** | **Capital Expenditures** | **Costs associated with acquiring, upgrading, or maintaining physical assets — buildings, equipment, technology** |
| **3** | **COGS** | **Cost of Goods Sold** | **Total cost of producing the goods that a company sells, including the cost of materials and labor** |
| **4** | **CPA** | **Certified Public Accountant** | **Licensed financial expert for consulting, compliance, and taxes; not to be confused with cost per acquisition** |
| **5** | **CVV** | **Card Verification Code** | **Three or four-digit security code printed on a credit or debit card to verify its authenticity during a transaction** |
| **6** | **EOD** | **End of Day** | **Close of business (COB), typically when daily or weekly accounting and processing tasks are completed** |
| **7** | **ETA** | **Estimated Time of Arrival** | **Predicted date at which a particular shipment or other item is expected to arrive at its destination** |
| **8** | **GMROI** | **Gross Margin Return on Investment** | **Profitability of a product or service, taking into account the gross margin and the amount invested in the product** |
| **9** | **MRR** | **Monthly Recurring Revenue** | **Projected revenue that a company expects to receive on a recurring basis each month** |
| **10** | **OE** | **Operating Expenses** | **Fixed costs associated with running a business on a day-to-day basis — salaries, rent, utilities** |
| **11** | **P&L** | **Profit and Loss** | **Financial statement (balance sheet) summarizing income and expenses over a specific period of time** |
| **12** | **ROI** | **Return on Investment** | **Total revenue from an investment against its costs, expressed as a percentage, ratio, or multiplier** |
| **13** | **VAT** | **Value-Added Tax** | **Consumption tax added to a product or service’s price, most common in European governments** |
| **14** | **YoY** | **Year Over Year** | **Comparison of performance for one year to the same period in the previous year to identify trends and growth** |
| **15** | **YTD** | **Year to Date** | **Period of time from the beginning of the current year up to the present day** |
|  | | | |
|  | **OPERATIONS & SUPPLY CHAIN ACRONYMS** | | |
| **1** | **3PL** | **Third-Party Logistics** | **External company used to outsource shipping and fulfillment to customers** |
| **2** | **BOM** | **Bill of Materials** | **List of the materials, parts, and components required to manufacture a product** |
| **3** | **ERP** | **Enterprise Resource Planning** | **Software that manages and integrates all core functions — e.g., finance, HR, and supply chain management** |
| **4** | **FIFO** | **First In, First Out** | **Inventory turnover based on a model of first products purchased are the first products sold** |
| **5** | **IMS** | **Inventory Management System** | **Software system used to manage and track inventory (goods and stock) in a business** |
| **6** | **ITR** | **Inventory Turnover Ratio** | **Measure of how efficiently a company purchases and then sells stock; COGS ÷ number of units** |
| **7** | **LIFO** | **Last In, First Out** | **Inventory turnover based on a model of last products purchased are the first products sold** |
| **8** | **MOQ** | **Minimum Order Quantity** | **Smallest quantity of a product that a supplier is willing to sell to in a single order** |
| **9** | **MPN** | **Manufacturer Part Number** | **Unique identifier (code) assigned by a manufacturer to a specific product or part** |
| **10** | **OMS** | **Order Management System** | **Software system used to manage and track orders and inventory in a business** |
| **11** | **OOS** | **Out of Stock** | **Product that is not currently available for purchase** |
| **12** | **SKU** | **Stock Keeping Unit** | **Unique identifier for a product in a company’s inventory used to track and manage stock** |
|  | **Website Re-architecture** | | |
| **1** | **CMS** | **Content Management System** |  |
| **2** | **WYSIWYG** | **What You See Is What You Get** | **Refers to software which allows content to be edited in a form that resembles its appearance when printed or displayed as a finished product, such as a printed document, web page, or slide presentation.** |
| **3** | **CDN** | **Content Delivery Network** |  |
| **4** | **GKE** | **Google Kubernetes Engine** |  |
| **5** | **PWA** | **Progressive Web Apps** |  |
| **6** | **POC** | **Proof of concept** |  |
| **7** | **CI/CD** | **Continuous Integration and Continuous Delivery** |  |
| **8** | **GCP** | **Google Cloud Platform** |  |
| **9** | **GMP** |  |  |
| **10** | **LB** | **Load Balancer** |  |
| **11** | **TBC** | **To Be Confirmed** |  |
| **12** | **SSO** | **Single Sign-On** | **It is an authentication scheme that allows a user to log in with a single ID to any of several related, yet independent, software systems.** |
| **13** | **K&C** | **Kinematics and Compliance** |  |
| **14** | **FCP** | **First Contentful Paint** |  |
| **15** | **LCP** | **Largest Contentful Paint** |  |
| **16** | **TTFB** | **Time to First Byte** |  |
| **17** | **FID** | **First input delay** |  |
| **18** | **PDP** | **Programmed Data Processor** |  |
| **19** | **PLP** | **Product Listing Page** |  |
| **20** | **VCAT** | **Visual Creatives Automation Tool** |  |
| **21** | **SSL** | **Secure Sockets Layer** |  |
| **22** | **CLI** | **command line interface** |  |
|  | | | |
|  | **Toolstation Doc** | | |
| **1** | **BE** | **Belgium** | **Region name used in app.** |
| **2** | **FR** | **France** | **Region name used in app.** |
| **3** | **NL** | **Netherlands** | **Region name used in app.** |
| **4** | **UK** | **United Kingdom** | **Region name used in app.** |
| **5** | **PDP** | **Product Details Page** | **Page to display product details.** |
| **6** | **PLP** | **Product Listing Page** | **Page to display product details.** |
| **7** | **IDE** | **Integrated Development Environment** |  |
| **8** | **ADL / PO\*** |  | **Please inform ADL / PO of any holidays (and add to team calendar when they have been approved)** |
| **9** | **DoD** | **Definition of Done** |  |
| **10** | **GCS** | **Google Cloud Storage** |  |
| **11** | **UID** | **Unique Identification** |  |
| **12** | **CBS** | **Core Business System** |  |
| **13** | **CRP** | **Conference Room Pilot** | **The name of the demonstration day to Travis Perkins** |
| **14** | **SOQ** | **Suggested Order Quantity** |  |
| **15** | **SRS** | **Stock Replenish System/Sheets** |  |
| **16** | **TSC** | **Toolstation Core** |  |
| **17** | **SQL** | **Structured Query Language** |  |
| **18** | **SSH** | **Secure Shell** |  |
| **19** | **SFTP** | **Secure File Transfer Protocol** |  |
| **20** | **VPN** | **Virtual Private Network** |  |
| **21** | **URL** | **Uniform Resource Locator** |  |
| **22** | **WSL** | **Windows Subsystem for Linux** |  |
| **23** | **SRS** | **Stock Replenish System/Sheets** |  |
| **24** | **SOQ** | **Stock Order Quantity** | **Stock Order Quantity is a set point designed to help companies minimize the cost of ordering and holding inventory** |
| **25** | **Z2D\*** |  |  |
| **26** | **ZPL\*** |  |  |
| **27** | **PIM** | **Product Information Management** |  |
| **28** | **SASS** | **Syntactically Awesome Style Sheets** |  |



The success of an e-commerce website does not only depend on the quality of its content, but there are many other factors. Two of the most important are how the site is marketed and how it is designed.

Here are few important feature that can help website to achieve success in the market

# Home, Header & Footer Features List

### **Top Level Domain With Https**

An ecommerce site must have a top level domain with a secured connection. If your site exclusively serves a certain country, then use a country code domain.

### **Business Logo**

A business logo works as a communication tool which is crucial to make a strong first impression. Place your business logo in a prominent position on the header. Preferably near the left is considered an ideal spot. Consider the size, background and format as well.

### **User-Friendly Navigation**

A clear navigation bar improves the UX of your site – mandatory for every page. A simple navigation structure makes your website understandable as it requires less effort and brain work. However, it requires careful consideration to design your website navigation.

### **Wishlist**

Sometimes, a customer may be interested in a product but decide to buy it later. Or a customer may find a product interesting and want to check that later for more details. A wishlist allows them to store a list of these products so that they can easily find them the next time they visit your site.

### **Customer Login**

Your site should definitely let the customers register and log in. The login features assist customers in tracking their products effortlessly. It’s best to place this on the top bar for easy access.

### **Store Finder**

If your ecommerce site has physical stores or pick-up points, a store locator at the top bar can make them easy for your customers to find. They might look for the feature to confirm details like holiday closings, business hours or other location-specific amenities.

### **Language Options**

If your ecommerce site has multiple versions for different regions, then you can include language options to let users switch between different languages/regions.

### **Shopping Cart**

Obviously, the shopping cart is an integral part of any ecommerce site. This feature works as an intermediary between the product page and the checkout process. The best position to place it is in the upper right corner.

### **Search Bar**

If you optimize your search bar properly, it can become a powerful tool for conversions. Alongside helping your visitors to find what they need, a search bar will let you understand what people want from you.

### **Customer Care Phone Number**

Whether it be enquiring about a particular product or clarifying business hours, customers may need to call you for various reasons. Mentioning the contact number at the top makes this easy for them.

### **Highlighted Uvp**

Why should a customer buy from you and not your competitors? Use Unique Value Propositions or UVPs to mention those things about your business that make it special.

### **Offers**

Include a few good risk reducers, such as free shipping and return offers, at this point to attract your potential customers. Because online customers now expect free shipping and returns as standard.

### **Loyalty Program**

Mention things like reward points and other special offers for your long-time customers. Include a link that takes them to a more detailed offer page.

### **CTA To Push People To Product Collections And Important Sales Pages**

Include important product categories and relevant Call To Action buttons here. Use wordings that describe what the CTA does, like “Add to cart”, “Buy Now”, or “Checkout”. You may also provide links to sales and special offers pages.

### **Featured / Best Selling / New Arrivals**

You may manually add featured products or automate the process to show a list of best-selling products here.

### **Personalized Items**

You can show potential customers items based on their search or purchasing history. This is a very effective way to increase sales and revenues significantly.

### **Text Content**

From an SEO perspective, including some description of your business is important. Also, a potential new customer will be able to quickly know about you from this.

### **FAQ, Returns And Exchanges, Store Locator, Shipping Information, Order Tracking Etc.**

These pages are important for your customers. So provide links to them at the footer with a title, something like Customer care can be appropriate.

### **Contact Us**

It’s good to provide several ways to contact your business to make it very convenient for your site users to get in touch with you. Phone, email and inquiry form submission are three common ones.

### **Newsletter Signup**

As a modern ecommerce site, you should have a newsletter signup form that collects your customers’ email addresses. You can send them special offers and inform new product arrivals.

### **Payment System Icons**

It’s customary to include payment system icons at the bottom of the page. This lets your customers quickly know which payment systems you accept.

### **Social Media Links**

Providing links to your social media accounts at the bottom of the page lets your customers stay connected. Adding social media links improves your digital presence while getting the user interaction right.

### **Link To About Pages**

Shoppers who are interested in the company’s mission often tend to navigate to an About us page. Here you may include a link to your more detailed About us page, including affiliate, press and career pages.

### **Terms And Conditions, Privacy Policy, Sitemap**

Look for the clearest and most prominent placement where it will be easy to notice and always be attainable. These standard documents and the sitemap can be placed at the bottom of the page.

### **Live Chat**

Live chat is common on many ecommerce sites nowadays. When it comes to providing high-quality customer service, adding a chat service does the best. But to implement and maintain a proper live chat option requires careful planning and resources.

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# **Product Category Page Features List**

### **Product Image & Description**

The product images on a category page should have a consistent size. It’s not just about the resolution; they should have a similar amount of whitespace at the borders too.

### **Breadcrumb Navigation**

Breadcrumb navigation helps visitors easily browse through product categories. You can include it right below the main navigation bar.

### **Product Filtering And Sorting**

Product filtering allows customers to filter products based on different attributes. For example, a clothing store may use gender, size, color etc., as its filtering options. The sorting allows viewing products in ascending or descending order of price and arrival.

## **Page Description Field**

In this part, include a short general description of the category. This is mostly for search engines as it helps to rank in search results. So you can optimize your page description with any targeted keywords while providing important information about the category page

# **Product Page Features List**

### **Product Title**

This is simply the name of the product. The name of each product should definitely be unique, but maybe with different colors and sizes, if applicable.

### **Good Quality Images With Zoom-In Functionality**

On the product pages, there should be high-quality images that can be zoomed in to view particular parts of the product.

### **Pricing Information With Potential Sales Or Discounts**

Apart from mentioning the product price, it’s a good idea to mention if there are any discounts or promotional offers. The common practice is to strike through the previous price and write the new price with the discount percentage in brackets.

### **A Field To Change Purchase Quantities**

Just below the product price, there should be an option to change the product quantity. That way, the customers can easily select the number of items they want to buy.

### **Product Variables (If Necessary)**

Some variables, like the color and size of a physical product, should be selectable right from the product page.

### **Add To Cart Button**

The Add to Cart button should be prominently displayed beside the product image. The option adds more charm to the customer’s online shopping experience.

### **Trust Signal Around The “Add To Cart” Button**

It’s a very good idea to mention a few trust signals near the Add to Cart button. This influences the subconscious of the customers in making the purchasing decision.

### **Add To Wish List And Compare Button On Each Product Page**

A wish list enables customers to store a product if they want to buy one later. It ensures that they can come back later and quickly find it with little time, and this results in fewer returns. A compare feature can also be very useful for them.

### **Social Share Buttons For Each Ecommerce Product**

Let your customers share their favorite products. Adding social share (and sending links via email) buttons is a really great way to reach more people. You can implement the buttons beside the multimedia views of your share-worthy products.

### **Product Description**

Product descriptions and specifications are absolutely essential parts of the page. Try to include all the essential information a customer may look for. Use natural language and powerful words, and focus on the benefits.

### **Consumer Reviews On Products**

This part will let the customers read, rate and give reviews of products. As we have shown, the average rating and number of reviews should also be shown right below the product name above.

### **Related Products**

Include a list of related products at the bottom of the page. Using related item recommendations will provide a more satisfying and personalized experience. This may prompt the customer to find the product that he/she wants.

# **Customer Checkout, Shopping Cart and Wishlist**

### **Accept All Payment Methods**

Your ecommerce site should accept most of the payment methods that are popular among your customers. Provide the option to generate the invoice and accept payment instantly.

### **Cart Details**

Mention all details regarding what the customer has in the cart. It should definitely be the product name, price and quantity of individual products.

### **Final Price**

Obviously, after mentioning the price of each individual product, your checkout page should also mention the total price. Don’t forget to mention the individual amounts of discount, shipping cost and tax.

### **Shipping Method (Offer Low Shipping Cost)**

Your customers will find multiple shipping options very convenient. There should be at least one low-cost shipping option.

### **Billing Address And Shipping Address**

It’s common to have two address fields. One for the billing address and another for the shipping address. For many customers, these two are different.

### **Security Seals**

Show security seals near the field where the customers enter their credit card information. These security seals or trust badges help to convince your customers about the security of your site and the payment process.

### **Include An Area To Punch In Promo Codes**

Your business may occasionally provide promo codes to customers. This field is where customers may apply the promo codes to get discounts or other privileges.

### **Have The Option To Change The Quantity Or Remove Items**

Also, provide an option to edit and remove items from the checkout page. Note that there should be an option to save the cart for placing the final order later.

### **Allow Items To Be Saved For Later**

If, for any reason, a customer doesn’t want to go through the payment process at this stage, provide them with a way to store their cart in case they want to come back later.

# **Blog Features List**

### **Sidebar: Blog Search, Categories, Popular Posts**

The sidebar of your blog page should have a search bar, a list of categories (organizing the blog posts) and a list of the most popular posts. This can be placed at the top left of your web page’s primary content area.

### **Social Share Buttons**

Let your readers share the posts they like using social share buttons. Maximize your social media exposure on your blog and increase your blog traffic as well.

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# **Back-end Features List**

### **Dashboard/Reporting Tools**

The dashboard should allow you to view all ecommerce metrics in a summarized way. It should be customized to meet your specific business needs.

### **Administrator Management**

Usually, a website will have a number of managers. You, as the owner, should be able to decide who can access which part.

### **Customer Management**

Managing customer orders and their account information is a mandatory feature. It’s better to store customers’ search history too. That may help you to provide personalized offers to frequent visitors.

### **Store Management**

Product specifications, like – categories, colors, descriptions, sizes etc., should be very easily editable from the backend of your site without assistance from a developer. You should also be able to select the featured products.

### **Content Management**

The pages of your site, their layouts, your blog and other contents of your site should be manageable from the backend without any manual change in the code of the site.

### **Order And Shipping Management**

At any certain time, an ecommerce site will obviously have lots of orders in the process at different stages. It also needs to handle different shipment processes. All of these should be easily manageable from the backend.

### **Payment, Taxes And Location Management**

Your site’s backend platform should be easily able to manage different payment processes, calculate and apply taxes, and determine the price structure based on locations.

### **SEO Management**

Aspects of SEO, like URL editing, title tag, meta description management etc., are common parts of an ecommerce backend platform.

### **Email Marketing Integration**

Usually, backend management platforms can have email marketing features integrated into them. Sorting and storing customer emails and sending personalized emails are very useful to increase conversions.

### **Discount And Promotion Management**

Applying varying discounts and introducing different promotional offers becomes a lot more hassle-free if your backend provides these facilities.

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### **Tracking Code Integration**

You should have the ability to upload files like robots.txt, tracking codes and other third-party verification codes without help from a developer.

### **Responsive Design**

It should go without saying that designing a responsive website is a mandatory skill for any Melbourne web design company. Regardless of device size, your site should be flexible enough to provide the best user experience.

### **Browser Compatibility**

Make sure your site is properly rendered in all major browsers. Otherwise, it will be challenging for your users to engage with content, and this will impact your conversion rate and site traffic.

### **Fast Loading**

Page loading speed is a crucial factor both from the perspective of user experience and SEO. Customers will definitely leave a site if it takes more time to load.

### **For Digital Downloads, Explain How They Receive Products**

If your ecommerce site is selling products as digital downloads, explain to your customers how they are going to receive the product (i.e. direct download, email etc.).

### **Multilevel Security**

Security is always one of the most important aspects of any ecommerce business. Apart from SSL certificates and PCI compliance, your site should have a strong firewall and layers of security on login and contact forms.

### **Automatic Site Backup**

Your site should be automatically backed up to prevent any accidental mishap. For an ecommerce site, it’s very important to always remain live.

So these were the most important features of an ecommerce site. Of course, depending on your business type and products, you may modify these features or add other ones. Nevertheless, this infographic will give you an essential overview of things that a standard ecommerce site should have.

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# Sitemap for Ecommerce Website

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