ecommerce updates

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Online Shopping

If you built a website with Reason8 for your online ecommerce business then exciting times are afoot. With Reason8's addictive penchant for development, it's no surprise that the shopping basket wizard was next in line for a facelift. As these exciting developments get under way, we would very much appreciate some suggestions and feedback from you. Tell us what features and improvements you would like to see. Click our comments link below to send your suggestions.

If you've been thinking about adding a shopping basket facility to your business website then now's the time to seriously start planning it. The development team have some great ideas for improvements which could include some really funky new features like product zoom – allowing your customers to zoom into your product images and get up close and personal, stock control – new flexibilities to allow you to control your stock easier, spreadsheet uploads – to save you time when inputting products and data, new and improved management for very large shops, on click sort & filter to help you and your customers find specific products quickly and easily etc., etc.

Plan your Shopping Basket

You can make life a lot easier for both yourself and your customers with a little planning. Decide on your main categories and which products will go into each category. Make sure you have good quality photography ready. Good quality images make ALL the difference. Have

all your prices, products names and descriptions ready. It will save you loads of time if these are already prepared in a word or text document and then all you have to do is copy and paste them in. Work out what you are going to charge for postage aswell, as this is one of the settings you'll do right at the start when you set up your Mals Ecommerce account. Being prepared is going to save you a lot of time and will make for a better, smoother shopping experience for your customers.

To add your shopping basket now, all you have to do is click the Add a Shopping Basket button in the left hand column of buttons in your main control panel window and follow the steps. Click to Switch On your shopping basket and you'll receive step by step instructions in an email. With just a few simple steps you'll have a user friendly, world class shopping basket system at your fingertips. It's built into your website and makes setting up your online shop very simple indeed.

Current functions include: the ability to quickly add, remove or even hide items, which maybe out of stock temporarily. Move items between groups to help you organize your stock, add choices and options for each of your items such as size and colour, offer other relevant products at the checkout point to maximise on sales and offer special discounts for bulk purchases.

Check out some of the tutorials on how to get the best from your shopping basket wizard.