

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

E-commerce Solution: Shopping Cart or Web Store?

By Joel Walsh

If you're planning on opening your own online store, you should make sure that you learn all about e-commerce, so that you can select the best online store builder for your business. One big decision you want to make early on is whether you want your online store to consist only of a shopping cart, or if you want your online store to be your entire site, with shopping cart functionalities available to every page. Let's look at the options. Ecommerce Option One: Complete Online Store

Software that creates a complete online store for you, with completely integrated ecommerce capabilities, is arguably best for new websites, since it will save you the trouble of buying separate content management software and then integrating it with your current site.

Here are some things you can do with a completely ecommerce-enabled web store that you can't do with a traditional website that just has a CMS attached: Show a "in your shopping cart" list of selected items to users who add something to a cart, then continue browsing your site. Studies have shown that "shopping cart abandonment," in which users add something to the cart and then forget about it while browsing the site, is greatly reduced when users can see their shopping cart contents in front of them at all times. Feature a different product on your homepage each day, rotating based on a dynamic selection from your shopping cart inventory. Automatically recommend a brand new product to users who are browsing a related page on your site-without updating the code on that page. Remind returning visitors to your homepage of an item they added to a shopping cart on a previous visit but did not purchase. Manage your entire website's look and feel, including both the regular pages and the shopping cart pages, from a single interfaces, without having to copy changes in design from one to the other. Automatically remove a product featured on regular pages of your site when it is no longer in stock. Show an updated list of the latest additions to your inventory on the homepage or other non-shopping-cart pages. Display a signup form for users to receive email announcements of new products, dynamically generated from your web store. Ecommerce Option Two: Separate Shopping Cart

If you already have a website, transferring everything to a new web store system can be daunting. You may want to start your foray into ecommerce with a simple add-on shopping cart.

E-commerce Solution: Shopping Cart or Web Store?

But don't limit your possibilities for the future. You can still employ a full-featured web store now and simply use only its shopping cart functions. Simply set up the online store to show in a directory or subdomain of your existing domain, or host it off-site completely. Then link to the individual product pages on the web store from your existing site.

Users never have to know the shopping cart is actually a full-featured site with its own homepage-they'll never see those pages, and in many web store software packages, you can simply disable those pages from every being created.

After all, on the web you don't have to buy a bigger building to expand your store. Why limit your growth with less-fully-featured software? Choose ecommerce software that will grow with your business, and your store can grow as big as you can make it.

Joel Walsh is a writer and online business owner. Check out this affordable web store:

Ecommerce

Solutions

<http://www.easystorecreator.com>

Good Shopping Cart Scripts

By Vincent Murphy

You may be wondering what a shopping cart script is, could it be a script for a movie about shopping carts - not likely. Scripts track what a consumer chooses to buy from your online store. The scripts will track their choices all the way through to the checkout process. Often online consumers think that the shopping cart is a neat little icon that holds all their purchases until they are ready to checkout - just as they do in a real store but this is not the case. The shopping cart icon is used as the first part of the financial transaction. Then a gateway will send the information to the area where the customer will pay for the items that they have chosen. This process is completed through a secure connection.

The payment gateway will then send the requests, which have been processed thus far along with various other transfers throughout the financial networks as necessary. This includes the Internet merchant account that your bank has with the online store. When this is completed, the gateway will then send confirmation or denial to the shopping cart software. How do you know which shopping cart package is appropriate for your business? There are literally hundreds of packages to choose from, searching through them all can be time consuming as well as confusing, and then it may become more difficult to determine what is best for your online business.

Free or Premium Shopping Carts: Before you begin to look at what is available make sure you have a clear idea of what it is you want the shopping cart to accomplish. Look at your online business and the products you are offering. If you are just beginning, you may not need all the fancy extras that come

E-commerce Solution: Shopping Cart or Web Store?

with a high-end shopping cart package. If that is the stage you are at in your business, you may want to consider a lower end package. However, remember, nothing is ever truly free is it? Always read the fine print and acknowledgments before you decide on anything.

Free e-Commerce Solutions: Paypal is a great e-commerce solution. The services that Paypal offer have become quite popular among the Internet businesses. Paypal integrates the necessary shopping cart functions with the payment gateways and includes the merchant account. This is very convenient. The drawback is that your consumers are required to use Paypal and become Paypal account holders, this is not difficult because when they purchase your product they will automatically be taken to a page that will have them set up their Paypal account. The only cost to you is a small percentage that is taken out of each transaction and you pay no monthly fees for this service.

Vincent Murphy can help you to find the best home based business ideas and opportunities so you can work at home visit:

<http://www.HomeGrail.com>



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)

**Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**

