Hosted Flexible Point & Click Designer with Google Analytics & Gateways

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Abstract— With our software users can edit, create and publish all kinds of contents of web including contact forms, surveys, customer testimonials, static pages, newsletters and others. Handy menu-builder makes the shopfront navigation clear and convenient to user’s web store visitors. Our software is the most appropriate cart solution for creating an ecommerce website of any size: from virtual shopping mart to a small web store. A readymade shopfront, support for many shipping and payment option, inventory control, unlimited products, promotional tools, and other ecommerce software. This ecommerce software gives user control over user’s products, fully customizable options to inventory tools and product rules. Make user’s products available wherever user’s customers are, including eBay and Facebook. Easily build an online store with point-and-click design tools, customizable CSS/HTML and themes. With coupon codes, discount, social media integration, an abandoned cart saver and an automatically customer lists generator. Application gives more marketing tools. Our search engine optimization (SEO) gives user higher search rankings which means more free traffic to user’s store. Our application helps in managing Website, Secure shopping cart, Domain name, Product catalog Email accounts, Marketing tools, Reporting, Payment gateway, and optimization.

Key words: CSS/HTML, Static Pages, SEO.

I. INTRODUCTION

An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. Retail success is no longer all about physical stores. This is evident because of the increase in retailers now offering online store interfaces for consumers. With the growth of online shopping, comes a wealth of new market footprint coverage opportunities for stores that can appropriately cater to offshore market demands and service requirements. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine. Once a particular product has been found on the website of the seller, most online retailers use shopping cart software to allow the consumer to accumulate multiple items and to adjust quantities, like filling a physical shopping cart or basket in a conventional store. A "checkout" process follows (continuing the physical-store analogy) in which payment and delivery information is collected, if necessary. Some stores allow consumers to sign up for a permanent online account so that some or all of this information only needs to be entered once. The consumer often receives an e-mail confirmation once the transaction is complete. A successful web store is not just a good looking website with dynamic technical features, listed in many search engines. In addition to disseminating information, it is also about building a relationship with customers and making money. Businesses often attempt to adopt online shopping techniques without understanding them and/or without a sound business model; oftentimes, businesses produce web stores that support the organizations' culture and brand name without satisfying consumer expectations. User-centered design is critical. Understanding the customer's wants and needs is essential. Living up to the company's promises gives customers a reason to come back and meeting their expectations gives them a reason to stay. It is important that the website communicates how much the company values its customers. Customer needs and expectations are not the same for all customers. Age, gender, experience and culture are all important factors. For example, Japanese cultural norms may lead users there to feel privacy is especially critical on shopping sites and emotional involvement is highly important on financial pension’s sites. Users with more online experience focus more on the variables that directly influence the task, while novice users focus on understanding the information. To increase online purchases, businesses must use significant time and money to define, design, develop, test, implement, and maintain the web store. Truly said, it is easier to lose a customer than to gain one. Even a "top-rated" website will not succeed if the organization fails to practice common etiquette such as responding to e-mails in a timely fashion, notifying customers of problems, being honest, and being good stewards of the customers' data. Because it is so important to eliminate mistakes and be more appealing to online shoppers, many web shop designers study research on consumer expectation.

A. Scope of the System

For Organizations- Provide better customer services. Simplify the business processes and make them faster and efficient.

- Reduces paper work a lot. Increased the productivity of the organization. Expand market to national and international markets
- Reduce the cost to create process, distribute, retrieve and manage
- Improves the brand image.
- For Customers- Review comments about a product .Provides option of virtual auctions.
- Readily available information. Increases competition among the organizations
24x7 supports. enquiry about any product/services provided by a company anytime. Application provides user more options and quicker delivery of products.

- Application provides user more options to compare and select the cheaper and better option.
- For Society- Services and products to rural areas. deliver public services like health care, education, social services at reduced cost
- Need not to travel to shop thus less traffic on road and less air pollution. Helps reducing cost of products.

II. MODULE DESCRIPTION

A. Analytics

Monitoring analytics in real time really has the ability to benefit other types of online campaign, as it will allow user to discover very early whether or not the campaign is generating the type of data that user’s after in Analytics. Our analytics tools put a wealth of information at user’s fingertips. View daily store snapshots or measure performance over time for:

- with the application the user can track the visitor details, e-com main option for plan and service
- application gives a detailed order management option
- live conversion rate, so that the user can have an idea about the business
- Revenue statists generated
- user can track order geographical locations, helps in proper delivery and service
- Google Analytics integration- With our application user can integrate with Google Analytics to run store & item-specific tests, or use Google Website Optimizer to see which product is favorite among the customers.
- Application user can easily import existing products or add them one at a time using a simple wizard option
- Application user have catalog options include buy online, email inquiry etc
- Application user can specify minimum & maximum quantity limits for purchasing

B. Organizer

Product management

- Application user can import products from user’s online store or POS
- Application helps in automatic inventory updating and synchronization when an order is placed
- Application helps in improving search rankings with custom page URL, name & meta details
- Application helps in bulk edit products in user’s web browser or via spreadsheet
- Give customers with unlimited product images that let them zoom in for a closer look before buying. Every image user upload is automatically resized to fit user’s store.

C. Optimization

Application promotion tools help create urgency, increase awareness and drive purchases. Simple sales to dynamic pricing rules that offer discounts for certain order amounts or customers, Application makes it all possible. Software offers a search engine friendly environment that involves customizable Meta elements tags, URLs & Google sitemap. It helps to the proper indexing of user’s web store and generally improves its ranking among the popular search engines like Google, Yahoo etc. SEO-

- Application includes everything user needs to rank highly in search engines like Google, Yahoo and Bing. Optimizing is easy-
  - Title and header tags
  - Meta descriptions and keywords
  - Custom page URLs
  - Image tags
  - SEO-optimized themes are available so that new users can easily optimize the business
  - Search engine friendly links

III. PROPOSED SYSTEM

Our application is proposed to give some advance features so set up by the end users are like click and do

1) No physical company set-ups.
2) Easy to start and manage a business.
3) Customers can easily select products from different providers
4) Faster buying/selling procedure, as well as easy to find products. ——
5) Buying/selling 24/7.
6) Reach to customers.
7) Low costs and better quality.

A. Existing System:

Existing systems have some drawbacks eg user usually has to wait long periods of time to receive user items. Sometimes, this can take up to a month or longer if being shipped from overseas. There could be delays on the delivery and miscommunications. Shipping costs on user item can be extremely high in comparison to what user paid for the item, sometimes making the purchase not worth it. Sometimes looks can be deceiving. User doesn’t get to test the product before user buys it. What might have looked beautiful to user in picture might not live up to users expectations once received. If it’s an online store that doesn’t have a local store in users area, returning the item doesn’t have a local store in users area, returning the item can be a hassle. Make sure before user purchase online that user is clear on the stores return policies. Make sure that no matter how good the deal is that user has the option to return if need be. User will have to pay the charge for shipping it back, repackaging, and stocking in most cases, unless it’s a manufacturing problem. Make sure every website user shop from is security verified secure and protected and has this information displayed clearly on their website. People worry about fraud or theft with credit cards purchases.
V. CONCLUSION

- Reduced overheads in general, an online shop costs less to set up and run than a physical store, although it's important to recognize that making ecommerce work requires continuing investment.
- Lower marketing costs with better targeting: online promotion can be more precisely aimed at potential customers than using conventional media. It's also much cheaper, for example, to send a marketing message by e-mail to 1,000 customers than it is to send 1,000 newsletters by post.
- Expanded geographical reach: a local business can become nationwide—or even international, just through having an effective ecommerce strategy. Being open for business 24/7: with automated order and payment processing, sales can be made at any time, and customers can buy when it suits them.
- Greater flexibility: an online store can be updated instantly and as often as you like—for example, to promote a 'deal of the day' on your front page, without the need for expensive printed display material.
- Broader potential customer base: an ecommerce business is an additional buying channel, capable of attracting customers who have not bought before.
- Improved customer profiling, with the opportunity to target products and services at specific groups based on buying data.
- Increased visibility for your business: with investment in search engine optimization and online promotion, an online shop becomes more accessible to customers.

REFERENCE
