

▶ Ecommerce Website Features

1. Overview

- Easy text content modification using WYSIWYG tools
- W3C XHTML 1.0 compliance
- SEO friendly product catalog
- Web-based administration
- On-line payment gateways support
- Real-time shipping cost estimation based on product dimensions/numbers/price
- Inventory management
- Full Multilanguage/Multi Currency support
- Reports management

2. Design and Layout

- Easy-to-use web interface-Intuitive navigation
- W3C XHTML 1.0 Transitional compliant code
- WYSIWYG editor for product/category/manufacturer descriptions, language variables and static pages
- Automated product thumbnails generation with a sharpness filter
- Category thumbnail images
- Side-bar "mini-cart" viewable at all pages
- WYSIWYG text editor (webmaster mode)
- The possibility to find, create and modify static HTML pages
- Customizable heading tabs
- HTML emails

3. Customer Care

- All orders stored in Mysql database
- Customers can search & browse personal order history
- Integrated configurable store product search
- Real time order tracking
- Customer can choose between account registration and express checkout
- Fast Lane Checkout module for quick and intuitive checkout
- The possibility to disable checkout without registering
- Password reminder for customers
- Customizable e-mail notifications/invoices
- "Send to friend" section
- Ability to save the customer's cart
- Newsletter management for multiple lists, edit/import/export of subscribers, news archive for customers
- Printable versions of pages
- Multiple customer types w/unique pricing for every customer type
- "Clear cart" button
- Edit product options in cart
- Printable invoices
- Second address line for user profiles

4. Product Catalog

- Unlimited number of products
- Unlimited number of categories
- Unlimited category nesting
- Products can be assigned to unlimited number of categories
- Ability to modify multiple products simultaneously
- "Featured Products" box
- Automated display of bestsellers
- Related products, up selling and cross selling
- 1click enable/disable switch for products and categories
- Support for up to two different currencies in the products catalog (NOTE: payment processing is possible in one currency only)
- Automatic currency conversion
- Configurable search by title, description, category, SKU, price and weight
- "Stop words filter" for product search facility (a special filter ensures that service and link words occurring in the search pattern are ignored when searched by individual words is performed)

5. Product Details

- Unlimited product options/variants/properties w/optional price modifiers
- Unlimited custom input fields for products
- Customer-defined prices
- HTML-enriched product descriptions
- Unlimited number of product images
- Support for high quality and big size images (up to 2000 px size)
- Zooming and magnifying without image quality loss
- Unlimited number of images attached to a product

- Image dragging
- Stretchable Zoom window
- Support for skins
- Storing images in DB or on a file system
- List a product in several categories
- Manufacturer's module
- Ability to display product detailed images in popup windows

*For all image features above you need to have -GDLib 2.0 or higher installed on your server if you are hosting your website through someone other than ourselves.

6. Merchandising and Inventory

- Full inventory control
- "Out of Stock" Messages
- Quantity discounts
- Retail and wholesale price
- Limit minimal order amount

8. Sales Analysis & Tracking

- Comprehensive statistics:
- Number of orders
- Number of customers
- Product views
- Category views
- Products removed from cart by customers
- Sales by product / best sellers
- Total sales
- Client environment settings
- Statistics on search patterns customers use when searching products
- Searchable order data
- Order data is easy to print
- Printable shipping labels
- Search engine & incoming traffic tracker: the cart keeps referrer data for all customers
- Shipment/fulfillment interface
- Export sales & customer data for use in a spreadsheet
- Export orders to QuickBooks format

10. Search Engine Optimization

- Pages can be indexed by all major search engines
- Custom META tags for product, category and static pages
- Custom URLs for product, category and static pages
- Customer referrer info is stored in database
- Product catalog can be generated as static HTML pages for better website performance
- Search engine optimization options group
- Page contents is placed at the top of the page HTML-code
- Search Engine Friendly URLs for product, category and static pages

11. Database and Platform Compatibility

- Open source PHP code
- Support for UNIX/Linux, Windows and Mac OS X servers
- Powered by Mysql database
- Multi-language: your online store can work with unlimited number of languages
- Multi-lingual products
- Multi-lingual categories
- Multi-lingual product options
- Payment processing modules for all major gateways
- Flexible implementation: you can easily add new features and/or disable existing ones.

7. Shipping/Postage and Tax

- Unlimited number of custom-defined delivery methods
- Flat rate, weight, order total and per-item based shipping/postage
- Different weight limits for different delivery methods
- Markups for real-time shipping
- Mark your products as "free shipping" products
- Promotional "free shipping" coupons to your customers
- Add handling/freight charges
- Handle international, domestic and local shipping
- Ability to clone a zone and all zone information
- Restrict shipping by location
- Allow your customers to choose delivery methods
- Support for downloadable goods (e-goods)
- Customizable tax calculation
- Product-specific taxes
- Taxes & shipping fees depending on client's location
- "Tax exempt" feature

9. Payment Gateways & Methods

- Accept payments in any currency
- Allow payment via several online payment modules
- Payment systems (including PayPal payments)
- High variety of real-time credit card processors (over 100 payment gateways)
- Check processors
- Manual (offline) credit card processing
- PayPal payments
- Google Checkout as an alternative to 3W-Cart's standard checkout
- Predefined set of payment methods (offline): checks, purchase orders, phone orders, wire transfer etc
- Authorize/Capture processing mode for several payment gateways

Compatible with:

Paypal
Google Checkout
2Co Checkout
World Pay
Sage Pay
and over 90 more gateways worldwide

12. Repeat Customer Accommodation

- All customers' data is stored in database
- Greet regular visitors
- Registered customers can be offered discounts
- Registered customers do not have to enter their data again
- Registered customers can edit their profile
- Registered customers can access history of their orders
- Built-in newsletter engine
- Export of newsletter subscribers
- Real-time order tracking for registered customers
- Moderated product reviews and ratings

13. Web-based control panel

- Password-protected administrative access
- All changes are real-time
- Control your online shop from anywhere in the world using your web browser
- Unlimited number of admin accounts
- User-defined date/time format
- Ability for administrator to act on behalf of other users (e.g. to place phone orders for customers and use the 3W Online Shop as web based point of sale system)

14. Security

- Full HTTPS/SSL support
- Secure HTTPS/SSL administrative access
- Password-protected administrative access
- Strong Blowfish encryption for sensitive customer data
- PGP-encrypted e-mail notifications
- Real-time security notifications of all failed login attempts
- Anti-Fraud module validates customer's address during checkout
- Stop list module allows disabling shop usage from specific IP
- Backup sub-system
- System fingerprints: ability to compare the status of the store files before and after modification and to discover which files have been deleted, added or modified
- Protect registration pages and e-mail forms with a random-number image

Optional Extras and ad ons post website launch

Pricing based on individual requirements.

Project Management

- New Developments and Marketing strategy
- Management of overall team and development activity

Design / Branding / Customer Contact

- Banner Design – home page / category page
- Animation
- Email Campaign
- Special offers designs
- Landing Pages

Data Entry / Products review

- Supplier Feed upload
- Competition Price Review
- Google Product Feeds

Other activity

- Amazon/Kelkoo/Shopzilla/Ciao/Shopping.com and other new product feeds creation
- Offline Marketing
- Content Writing & Proofread

SEO

- Link Building offsite Activity
- Onsite Optimisation
- Google Products submission
- Google Analytics / Site Traffic monitoring
- Ecommerce Google Conversion Tracking
- Google Conversion Tracking
- Pay Per Click Management – Google / Yahoo / MSN

Maintenance & Support (Flat monthly fee)

Although the site is pretty much managed by the end user, because most of our websites are dynamic, database driven websites, maintenance of the underlying code on the servers is essential and required to ensure that the latest patches are applied etc and after upgrades the website still functions correctly.

Support covers areas such as software and/or hardware errors which could occur from time to time, user errors and usability questions.

Support can be accessed via telephone or email.

Standard supports hours are 9am – 5.30pm Monday to Friday.