

TravisBead

eCommerce

An Overview

Most businesses in the UK are now either currently using eCommerce solutions for their business or intend to in the very near future. With over 800 million users on the Internet, Businesses are now waking up to the fact that that Internet has become the largest global market. Doing business on the Internet is no longer the future; it is the present.

eCommerce allows businesses to have an online shop window open to the world where Internet users can purchase goods or services 24 hours a day, meaning you are earning money while you sleep. Travisbead offers clients a number of eCommerce solutions enabling them to administer their own eCommerce website without the need for additional software or technical knowledge. The content within the website can be updated by anyone at any skill level wherever and whenever they need.

What is eCommerce?

eCommerce is the sale of products and services over the Internet. It has become one of the fastest growing segments for both consumers and businesses, enabling even the smallest businesses to reach global market with their product or service. eCommerce is helping to transform the Internet from a simple source of information and entertainment to a channel for commerce with an opportunity for increased profit and cost saving potential. It has redefined the marketplace, transformed business strategies, and allowed universal competition between local businesses.

Using eCommerce has lessened the disadvantage that small businesses have faced for years when competing with larger businesses. Inexpensive information processing and electronic media can help most small businesses provide better, faster customer service and communication. An eCommerce site from Travisbead can successfully supplement the sales of an existing established retail store. Our eCommerce solutions offer a number of features:

Our eCommerce Solution

Travisbead's eCommerce solutions empowers business users to contribute and publish products regularly themselves. The intuitive nature of browser interfaces makes it easy for anyone who has used standard office applications to create catalogues with any number of products.

Ease of Use

Achieving great results using simple systems is one of our great achievements. We have struck a balance between

offering a highly technical solution and simple administration within a controlled environment.

We continue to develop our admin area to offer a simple yet effective system. For both users, creating products and visitors, purchasing products online, our eCommerce solution offers an easier approach with impressive results.

Planned integration into businesses

We work with our client to explore their business system; working with them to tailor their eCommerce requirements to offer a bespoke creation and editing area where order processing, invoicing and accounting can all be automated and integrated. Businesses are able to view order receipts and status dispatches of products they have sold.

Flexible option

Our solutions are designed to suit your objectives, your timeframes and your budget. We can provide a full design and managed service or we can offer support and help to enable businesses to run their eCommerce solution themselves. Within our eCommerce packages, we provide our clients with a number of features that can enhance the site including vouchers, search, quick buy etc. For more information on these features or to discuss bespoke features, please contact us.

Security

To give our clients and their customers' piece of mind, we will ensure all sensitive data incorporates SSL (Secure Socket Layers).

Useful metrics

We understand the need for businesses to achieve real results, which why we not only guarantee great results but we will give you the best tools to see your eCommerce site really works. Our statistics are simply to use and understand but offer useful and intuitive details rather than hundreds of facts and figures that are irrelevant. One of the most valuable metrics we use is conversion ratios (sales/ visits).

Conversion ratios

This is the number of orders compared to number of visitors of a site. This ratio is invaluable to companies who want to understand their sales, where conversion ratios fluctuate repeatedly over time. Our eCommerce packages provide our clients with the information to act on these fluctuations, conversion ratios are an evolving objective for businesses.

Grows with the business (Scalability)

Travisbead's eCommerce solutions can develop with your business. The structure of our solutions allows for simple version upgrades. Our eCommerce sites have unlimited pages with high endurance to site 'traffic' allowing for a large number of visitors to successfully view the site and complete online transactions.

Online marketing

Combined with an online marketing strategy, having a strong eCommerce site can help drive targeted visitors to your desired objectives. Our range of managed online marketing services including eMarketing and Search Engine Optimisation services, allow businesses to develop an effective Internet strategy. Using online marketing with an eCommerce site offers businesses a powerful tool.

Search Engines

We aim to get a great conversion ratio for our clients, through increasing relevant and valuable traffic to our client's eCommerce site. More than 84% of all Internet users are now searching for what they require using a search engine. We follow best practice guidelines for our eCommerce sites that allow search engines to better understand the contents of our eCommerce sites and therefore rank the website higher in the Search Engines.

Support

Assisting and helping our clients has been essential to our growth. Our support and training services offer the highest level of client service. Combined with the extensive knowledge of our diversely skilled team, this enables us to give our clients ongoing support. For our eCommerce solutions we offer a number of support packages for our clients.

Why use eCommerce?

Consumer behaviour and expectations are changing with UK retail growth up 0.2% on the high street compared to a massive 50% on the Internet in recent years; the Internet is being used more and more. Businesses are recognising that things done today can be done much more efficiently using the Internet; it enables companies to connect with their customers and suppliers helping to create closer relationships. This can make the whole process of providing information and selling products and services much more efficient. eCommerce offers business users a number of benefits these include:

- Focusing on Internet can reduce the costs involved with workforce and premises
- An online 'store' can open up a company's market to over 800million Internet users
- With an increased market, companies can achieve increased sales
- Instant product and stock updates available
- Improves customer loyalty through efficient provision of goods and services online
- Closer relationships with your customers and also your suppliers.
- New information and sales vehicle for your company offering many more benefits to the traditional methods of trading

What next

For more information on how Travisbead can help your organization or clients communicate more effectively using the internet, please contact our sales department on +44 (0)1908 231401 or email us at info@travisbead.com.

About Us

TravisBead is an ideas led design consultancy based in Central Milton Keynes, offering full service print and web design solutions to enhance and promote your business profile.

We focus on producing emotive work that communicates effective business-building messages in a professional, contemporary and attractive way, thus by design our clients become inspired to win the trust and acclaim of their customers.

Our diverse client base ranges from Blue Chip Companies other large commercial organisations, the public sector and a variety of SMEs.