Web Ecommerce Eshopping Software Development

Rapidsoft engineers have been working on developing ecommerce and e-shopping software for over a decade now. Having developed numerous ecommerce software applications, **custom ecommerce software development** has become one of our key areas in the web development. So much so that we have become one of the leading custom ecommerce solution providers. Our ability spans creating simple ecommerce site - with just a few specialized products on a single page to large ecommerce sites with tens of thousands products and product groups. Rapidsoft Systems capability is to take any size project. We have designed, developed and delivered some of the most innovative and comprehensive ecommerce software solutions on the web today.

Ecommerce Operations Management and Marketing

Growing at more than 25 percent per year, e-commerce gives consumers a lot of what they want: broad assortment and convenient shopping any time from anywhere. To successfully compete with the bricks, all e-commerce has to do is stock the "long tail," ensure order accuracy, ensure nearly instant gratification with overnight shipping and keep shipping costs down.

Ecommerce, it's not enough to simply have a web store anymore. Consumers have become savvier and expect a great customer experience. If you don't meet their expectations, they will abandon your site. Our ecommerce consulting and ecommerce optimization services leverage best practices and over a decade of ecommerce experience to evaluate your exiting website and analytical data to minimize abandonment and improve conversion rates.

Figure 1: Typical Ecommerce Software Functions

I. Attract Shoppers

Ecommerce is a numbers game, the more traffic you can attract to your website, the more opportunities you have to sell. Attracting customers to your website starts with an understanding of the Ecommerce Purchase Funnel and how the different stages of a purchasing cycle affect traffic to your website. Knowing when, where and how to engage potential customers is the first step.

II. Convert Them To Customers

You have potential customers coming to your website, now what? Today's web shoppers have become accustom to ecommerce websites and in the process have come to expect a great user experience. Your web store must meet these expectations if you are to receive maximum conversion. By optimizing your web store you can remove barriers that would otherwise have resulted in a lost sale.

Website design plays a critical role in converting shoppers into buyers. Usability, colors, layout, button placement and highlights all contribute to making or breaking a sale (conversion). You may be saying, "But my site looks professional." However, ecommerce optimization requires more than a good looking site. Did you know that where an "add to Cart" button is placed on a page can dramatically affect the conversion rate? Understanding the subtle factors of online selling is what ecom enterprises has spent the past decade perfecting. We ensure your ecommerce website is designed for maximum conversion by approaching the design with conversion as the top priority.

III. Grow Your Revenue

Even the simplest of changes to a ecommerce website's conversion rate can have dramatic effects on your revenue. For example; if your ecommerce website is generating traffic of 10,000 users a day, with a conversion rate of 1% and your average order value is $100 that means you are generating about $300k a month in sales. Now, if the conversion rate of your ecommerce website were to go up by as little as 10% to 1.1% of total traffic that would mean your monthly online sales would go up $30k or $360k for the year! In many cases our ecommerce optimization services can increase conversion rates by double-digits, as much as 50% or more.

Our expert ecommerce development skills includes:

- Enterprise ecommerce software solutions
- Ecommerce website design
- Multi-tiered pricing structures
- Shared, multi-store shopping cart applications
- Ecommerce tax engine software
- Ecommerce software and accounting integration solutions
- Search engine friendly ecommerce software
- Business-to-business ecommerce software solutions
- Business-to-consumer ecommerce software solutions
- Multi-channel retailing solutions
- LDAP & Active Directory integration
- Yahoo ecommerce shopping cart migration
- Amazon, Froogle, eBay integration
- UPS shipping calculation software
- USPS shipping calculation software
- Downloadable software sales
- ColdFusion Shopping Carts
- QuickBooks integration

Our commitment to excellence ensures your ecommerce software solution will deliver a complete on-line experience -- one that can be measured in orders, customer retention and a clear ROI. An ecommerce software application developed by ecom enterprises is a complete and comprehensive ecommerce solution. Call us today to learn more about our ecommerce development abilities.

Ecommerce shopping cart solution are one of the basic advantages of online services, giving the real opportunity to online ventures to expand their existing businesses by reaching out to millions of unknown users. Being a great means to approach mass people, the greatest advantage of using web ecommerce solutions is their 24x7 availability and revenue generation opportunities.

Features of Shopping Cart Solutions:

- » Search-engine friendly
- » Convenient shopping experience
- » Storefront software with high configuration
- » User-friendly
- » Easier product and service search
- » Support from payment gateways
- » Reliable technical support
- » Additional features
- » Control & management
- » Embedded marketing and promotional tools
- » Back-end goods support system

Rapidsoft Systems: a premier web ecommerce shopping cart solution company:

Rapidsoft Systems is a leading name in offering comprehensive web based solutions. At Rapidsoft Systems, we design & develop ecommerce shopping cart solution by using all the latest programming languages such as PHP, ASP, ASP.NET and others. Our specialty is to create customized ecommerce solution that can be integrated in any business working model and thus, help in revenue generation. We offer a complete functional online store for companies to enjoy commercial transactions uninterrupted.

Ecommerce shopping cart solution from Rapidsoft Systems ensures;

- » Complete computerized system of carrying out transactions
- » Helps in introducing better and effective marketing strategies and methodologies
- » Economical mode of gaining high profitability

- » Flourish business interests beyond boundaries
- » Analyzing competitors' strategies and making unique approach to get but the best
- » 24-hour presence
- » Greater clientele across the globe
- » Faster and dependable system
- » Helps in making market credibility

Key features of ecommerce shopping cart solution offered by Rapidsoft Systems:

- » Inventory management
- » Maintaining order history
- » Tracking report
- » Content management system
- » Processing of international credit/debit cards
- » Multi language facility
- » Gift certifications and other benefits

Effective web design will always remain an understated necessity. A well designed internet presence can promote your brand message and deliver a compelling user experience. In short, a neat, decent and customer friendly website is the first image – the face of your business.

Rapidsoft Systems' Web Design Services

Our Core Web Technologies Expertise

- **LAMPS:** Linux, Apache Web Server, PHP Application Programming, MySQL Database, Web Security
- **Microsoft ASP.NET:** Microsoft Server, IIS Web Server, .NET Framework 3.5, SQL Server, Web Security
- **Programming:** Java Script Development, AJAX Site Support, Ruby On Rails
- **Media Streaming Technologies:** Audio Streaming Servers, Video Streaming Servers
- **Graphics Design and Web Layout:** Flash Design, Web Graphics Layout
- **CSS Layout Customization:** css layout redesign, css template creation

Benefits of Working with Rapidsoft Systems on Your Web Design Projects

When we partner with you, we offer total web solutions with all of these features

- Turnkey Solution for all your web technologies related solutions
- High Reliability Web Sites
- Agreed Service Levels and Site Maintenance Programs
- Moderate development prices
- Wide range of services including Web Site Hosting and Scalability Analysis
- Speedy project implementation
- High degree of confidentiality and your IPR protection
- Constant working resource availability

Why Rapidsoft Systems:

With over 350+ software projects executed, you can simply count on our expertise, experience in giving you the right solution at absolutely lowest possible cost. If you would like more information, or want us to submit an estimate or a "no-obligation" quote for your project, contact us for more information

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