

# 8 Tips to Make the Most of Your e-Commerce Site



## SIMPLIFY THE SHOPPING EXPERIENCE

- Ensure a seamless buying process from start to finish with a well-designed site.
- Give your customers what they want; the ability to navigate through the site intuitively.



## OFFER MULTIPLE PAYMENT OPTIONS

- Offer multiple payment options to help ensure customers never abandon their cart when going through checkout.
- eagleServe offers more payment options than most with our omni-channel payment system.



## BE READY TO SCALE UP WHEN YOUR BEST-SELLERS ARE IN HIGH DEMAND

- Give customers the ability to choose with multiple options when it comes to product selection.
- eagleServe cloud hosting offers you unlimited listings to put in your store to accommodate more products.



## COMMIT TO A SCHEDULE

- Offer promotions or list new products regularly (every Thursday for example), so customers check back often in expectation of what's next.



## BUILD OUT YOUR CHANNELS

- Cross-sell through your social media accounts to reinforce selling efforts on your e-Commerce site.
- Use your site and associated channels to build an email list for repeat sales and referral traffic.



## USE ANALYTICS TO DRIVE YOUR SALES STRATEGY

- eagleServe Data analytics Apps allow you to generate reports to find your best sellers so you can maintain stock and promote high sellers.



## ENSURE THE HIGHEST LEVEL OF SECURITY

- eagleServe ensures your customers are protected with two-factor authentication (2FA) and the most secure platform anywhere.
- Give customers confidence to buy from your site and gain higher search engine rankings with the right SSL certification needed for your e-Commerce site.
- Access your admin dashboard securely from anywhere using eagleServe's TrustToken.



## GIVE CUSTOMERS ACCESS TO THE INFORMATION THEY NEED

- Include shipping and returns information and any associated charge.
- Ensure your contact information is easy to locate in case any inquiries arise.

