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All the E-commerce merchants are aware of the fact that a poor Ecommerce Website Design can cause a lot of hindrance to their ongoing business. This can be worse at the time of holiday season when the actual sales are at hike between 20%–40% of annual sales.

But people who are not really knowledgeable of how does it matter so much, here are the points which will make it very clear about how your online presence is so important.

1. Online sales grow more rapidly than offline sales

In today's world people are more dependent on internet for their shopping. They go through the internet in search of the information before purchasing any product or service. And majorly people prefer buying most of the things online as it saves their time a lot. Therefore it has been realized that half of the consumers buy online as compared to the last year.

2. The web empowers most of the offline purchases

Internet has also an important role to play for most of the offline purchases. Want to know how? Most of the people are checking for store websites on the web before going out to the physical location. This way it is again important for all the retailers to have their ecommerce website so that the customer is able to reach you.

3. Holiday shoppers explore more online in an unstable economy

Consumers have a habit of searching online for the price and availability of products that they wish to purchase either online or from the store. Generally the holiday shoppers plan their shopping online. That can be in terms of price comparison or discovering products or really making a purchase. It has been observed that website traffic boost in a shaky economy as buyers make a thorough research online to make the most of their budget.

4. Online is the most important basis of inspiration intended for gift shoppers

Internet has evolved as major source of inspiration for all the gift shoppers as the hunt for holiday gifts begin by exploring the web. Therefore it is very important for all the retailers to begin their Ecommerce Web Development process so that they can build a strong web presence. And the younger the shopper, the bigger the part the web plays.

5. Consumers hoping to spend high on holiday shopping have an attraction for digital channels

Shoppers who intend to buy digital gifts are more likely to increase their budget. There has been a lot of trend of giving digital gifts like- ecards, music downloads, Facebook credits etc. therefore being into such field can also generate great revenues.

Be active to enhance your ecommerce site

As your website plays a very important role in today's competitive world, what can online merchant do when it's the holiday season? Don't worry these Ecommerce Solutions will help you a lot:

• Analyze your target audience properly so that your website does not crash repeatedly because of

unanticipated traffic. Plan for traffic spikes so that your website is able to handle the load. Properly monitor website responsiveness and then accordingly determine application behavior.

â€¢Strengthen your siteâ€™s speed. You can use a content delivery network (CDN) for speeding up the quality content comprising images, videos, etc.

â€¢As the holiday shoppers research on the internet using their smart phones before and during their trip, assimilate the in-store know-how with applicable, timely and user friendly website and mobile app.

â€¢Enhance your productâ€™s find ability online. By proposing a feed in the Google Product Search, your website should come up first. This is because the more high your rank is the more likely are the chances of the shopper to reach you. So enhance your web presence.

â€¢Social media plays a very important role in everyoneâ€™s life these days. So it is advisable for your ecommerce website to have your own product pages on these special websites where a huge amount of potential target can be attracted and then gradually converted into sales. Donâ€™t hesitate in publicizing your store or products on this medium.â€¢Perform speedily to stop your leaky transfer funnel with easy and low cost website pointer and usability tools like Crazy Egg.â€¢Ask your customer to share their email address with you, either online or in the store. This way you can stay in touch with them by emailing them about your latest offers or your schemes so that they are constantly in touch with you and remain your permanent clients

â€¢Apply remarketing campaigns to attract shoppers who look through the internet weeks before they actually buy.

Having an Ecommerce Website is that best what you can do to make your business grow. This will not only help you to sustain a brand image but also target the potential clients all over the world and not just people from your city or area. So donâ€™t wait too long. Get your own Ecommerce Website today and observe the difference.

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According to author, In present era of advance technology, people are more dependent on internet for their shopping. Therefore it is very important for all the retailers to begin their a [Ecommerce Web Development](#) and a [Ecommerce Website Design](#). So for the best ecommerce services contact <http://www.ecommerce-webdeveloper.com/>

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