



Welcome To Broadway Infotech

The Best Company for your E-commerce Website



5 Crucial Features For Your E-Commerce Website

51%

OF SHOPPERS HAVE COMPLETED AN
ONLINE PURCHASE WITH A SMARTPHONE

Present scenario of E-commerce business

Online businesses are thriving according to the latest data by the US Department of Commerce. Americans spent close to \$791.7 billion in online shopping in 2020 and it is 32.4% up from 2019. If you are considering [online store development](#), it is the right time, but you should keep the following factors in mind.



Mobile-Friendly, Responsive Design

According to the latest data on ecommerce, 53.9% of online sales in the US came from mobile devices. Keep this factor in mind while looking for [online store development services](#).

- Mobile sites load quickly
- Responsive sites are easy to read on mobile
- Responsive design is easy to navigate

Mobile Responsive Website

Make the most of increased mobile traffic with a dedicated mobile website



 BROADWAY
INFOTECH

 Contact : 1300 653 251



High-Quality Images And Videos



Include high-end images and videos that will help promote your business. According to the latest data, 73% of people who watch videos buy products. Ask your [ecommerce development company](#) to choose the best images and videos on your site.



Images help make an opinion on products



Videos can hold the attention of the viewers for a long time



Virtual content can be used for demos

User-Friendly Navigation

Allow your visitors to find what they are looking for by providing user-friendly navigation. Visitors will spend more time on your site if they find the navigation a breeze. Focus more on navigation in [ecommerce development services](#).

- Easy navigation helps find information in a hassle-free manner
- Add a search box on the top to allow viewers to search for information
- Add product filers to allow viewers to find specific products

Boost Online Sales with Optimised eCommerce websites



FAQ Section

Create a FAQ section to plug communication gaps. FAQs play a crucial role in [online store development](#) because they answer the frequently asked questions about your business. You can add more questions to your FAQ section as and when required.

- Provide quick answers to frequently asked questions
- Include all FAQs in the section to help viewers clear their doubts
- Encourage the viewers to buy products



Enticing Product Descriptions

In e-commerce, it is product descriptions that work as salespersons. So, put more focus on describing products in detail in [online store development services](#) so viewers can make opinions on the products. Describe every product to attract eyeballs.

- Highlight your products with their details
- Provide important details that help buyers
- Attract the attention of buyers

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**BROADWAY
INFOTECH**

Shopping

**A VIRTUAL
SHOPPING PLATFORM**
to showcase your products

Getting your
business online? ↑↑↑↑

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1300 653 251
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CONTACT US

Boost Online Sales with Optimised **eCommerce websites**



Convenient Management

Choose the platform that you are comfortable with or that is easy to manage. Ask your **ecommerce development company** to use the platform that makes it easy to manage your online store.

- CMS is a better choice as it is easy to manage
- Ease of management will help in keeping your website updated
- You will be able to post updates quickly



For more information: Visit us:

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