

## Store Design

- Multi-level category fly out menus **New!**
- 96 professional store designs
- W3C/XHTML compliant templates
- Easily integrate your existing design
- Edit templates in Dreamweaver
- **Drag and drop layout customization**
- Edit HTML and CSS in your browser
- Edit HTML and CSS via FTP
- Upload a logo or use the logo editor
- Change website text using your mouse
- Edit email templates from control panel
- Works in all popular web browsers
- Web-based control panel
- **Template comparison (diff) tool**

## Search Engine Optimization

- **Recognized as #1 SEO-optimized solution**
- **Optimized by #1 SEO Expert [Aaron Wall](#)**
- Redirect non WWW to WWW
- Redirect WWW to non WWW
- Optimized by company founders (SEO experts)
- HTML easily parsed by search spiders
- Edit robots.txt file in control panel
- Free access to SEO training blog + videos
- Correct use of robots.txt file
- PageRank not passed to irrelevant pages
- **Setup your own 301 redirect links**
- Per-page optimization (title, META, etc)
- Set default page title and META details
- Set page title and META details per product
- **Set page title and META details per page**
- Set page title and META details per news post

## Hosting & Security

- **[Level 1 certified PCI compliant](#)**
- Enterprise-grade network architecture
- Over 1,000 GBPS of connectivity
- SAS type II certified data center
- Geographically diverse points of presence
- Three distinct and redundant networks
- Hacker deterrent security provisioning
- Biometric security system with badge access
- Digital security video surveillance
- Multiple public peers
- **[See more security features](#)**

## Images & Photos

- Upload an unlimited number of photos
- Add photos from your computer or a website
- **Automatically generated photo galleries**
- Photo thumbnails on product pages
- **SuperZoom™ instant photo zooming**
- Thumbnail photos created automatically
- Upload dozens of images at once
- Photo manager to organize photos
- Open large images in a popup/lightbox window
- **Per-image alt text and description for SEO**
- **Share photos between products**
- Dozens of customizable photo display settings

## Drop Shipping & Multi Warehouse

- Drop shipping by [Ordoro](#) integration
- Warehousing & inventory by [Shipwire](#)
- Email invoices to multiple suppliers
- CSV order export in custom formats

- Set page title and META details per category
- Automatically generated HTML sitemap
- XML sitemap for Google Webmaster Tools
- Proper use of H1...H6 tags
- SEO friendly product links
- SEO friendly category links
- SEO friendly brand links
- SEO friendly search links
- SEO friendly page links
- SEO friendly news links
- Toggle SEO friendly links
- W3C valid templates
- Tableless store designs
- Custom product image alt text
- New SEO optimizations added regularly
- Correct use of NOFOLLOW attribute
- Lightweight HTML, separate from CSS
- 100% HTML and CSS templates, no PHP
- Full access to modify HTML & CSS

## Orders & Checkout

- InstantAdd™ suggestive cart popup New!
- Single page checkout
- Accept pre orders
- Archive orders instead of deleting New!
- Minimum and maximum order quantities
- Shipping quote estimates
- Guest checkout option
- Refunds and store credits
- Custom checkout form fields
- Delivery/event dates
- Shipping tracking numbers
- Email order confirmation
- Agree to terms before ordering

## Mobile Commerce

- Browse & buy on all popular mobile devices
- iPad-Native Shopping Experience
- iPhone Optimized Mobile Experience
- Android Optimized Mobile Experience
- Palm Pre Optimized Mobile Experience
- Blackberry Optimized Mobile Experience
- Enable/disable mobile commerce per device
- Complete HTML/CSS design customization

## Multi-Currency Support

- Complete multi-currency support
- Live, automatically updated exchange rates
- Automatic visitor currency detection
- Custom exchange rates if required
- Set a currency as the default currency
- Set per-currency symbol, decimal places, etc

## Shopping Comparison Engines

- Direct point-and-click integration to 7 shopping comparison sites
- Product export to Beso
- Product export to BizRate
- Product export to MySimon
- Product export to NexTag
- Product export to PriceGrabber
- Product export to Shopping.com
- Product export to Shopzilla

## Email Marketing

- Integration with [iContact](#) New!
- Integration with Mailchimp

- Add multiple items to cart
- Create order shipments
- Order messaging system
- One click re-order
- Take your store down for maintenance
- Set a custom starting order number
- Send order tracking link to customer automatically via email

## Products & Merchandising

- Sell physical & digital products
- Sell products with options (size, color, etc)
- Minimum and maximum order quantities
- Custom fields (i.e. text to print on a t-shirt)
- Bulk discount quantity pricing
- Gift wrapping options
- "Catalog only" mode
- Photo editing through Picnik.com
- "Call for pricing" option
- Create unlimited sub categories
- Import products, images, options, etc
- Bulk export/re-import thousands of items
- Export products for bulk update in Excel
- Create and assign brands/manufacturers
- Add products to unlimited categories
- Per-product SKUs or custom codes
- Per-option SKUs or custom codes
- Fully WYSIWYG editor for description
- Embed videos in product description
- Per-product YouTube video gallery
- Edit product description HTML directly
- Cut/copy/paste support in WYSIWYG editor
- Per-product gift wrapping
- Live shipping quotes

- CSV newsletter subscriber export
- CSV customer export

## Social Media Marketing

- Sell on Facebook with [SocialShop](#)
- Facebook "Like" buttons on product pages
- Facebook OpenGraph META support
- IntenseDebate comment/reviews integration and sharing on Facebook/Twitter
- Disqus comment/reviews integration and sharing on Facebook/Twitter
- Share products on 20+ social media sites via AddThis button

## Sell on eBay

- Manage everything from BigCommerce
- Push some/all products to eBay in 5 clicks
- Create reusable eBay listing templates
- Setup per-product auction or BIN listings
- Custom shipping and taxes for eBay listings
- Custom price variances for eBay listings
- View live listings from BigCommerce
- Automatic order creation in BigCommerce when auction is won or BIN is purchased
- Fulfill eBay orders directly from BigCommerce
- Filter orders to quickly find eBay orders
- eBay auctions & BINs tied into store inventory
- Automatic inventory reduction for orders
- No limit on number of eBay listings
- Per-staff permission for adding/editing listings

## Marketing & Promotions

- Integration with [oLark](#) live chat New!

- Product reviews & comments
- IntenseDebate comment/reviews integration
- Disqus comment/reviews integration
- Specify cost price and see profit reports
- Enter retail price to show RRP
- Enter sale price for sale events
- Choose if a product is taxable or not
- Disable purchasing on a per-product basis
- Specify product weight for live shipping quotes
- Enable free shipping on a per-product basis

## Product Options & Bundling

- **Sell products such as apparel & computers**
- Setup unlimited options per product
- Option field types available:
  - Checkbox
  - Date picker
  - File upload
  - Text field
  - Multi-line text field
  - Numbers field
  - Product list
  - Color swatch
  - Texture swatch
  - Rectangle
- **Product bundles with item-level inventory automation and custom rules** New!
- Options don't count towards product limit
- **Rules to adjust price, weight, photo and stock such as "Size=L or XXL, Add \$5 to Price"** New!
- Create a set of product options
- Assign the option to multiple products
- Add, subtract or set fixed price for each option
- Add, subtract or set fixed weight for each

- **Free shipping coupon code** New!
- Limit coupon usage by location and/or shipping method New!
- Limit coupon usage by individual customer New!
- Show free shipping eligibility throughout your store New!
- **Sell/auction products on eBay**
- **Trackable coupon codes**
- Integration to 7 shopping comparison sites
- Advanced integration with [MailChimp](#)
- Coupon expiry date
- Coupon limited uses
- Google Analytics integration
- [Visual Website Optimizer](#) integration New!
- Bulk discounts per product
- **Gift certificates**
- Edit gift certificates in WYSIWYG editor New!
- Online certificate use
- Promotional banners
- **Discount rules system**
- Buy one get one free, etc
- Free shipping over \$x
- \$x on orders over \$y
- "Customers who viewed this product also viewed" panel
- Newsletter subscriptions
- **Google Website Optimizer integration**
- Export to Google Base
- Export products to CSV
- Affiliate tracking system
- RSS feeds
- Google AdWords export
- Yahoo Search Marketing export
- Popular products list

option

- Set a unique SKU for each product option
- Set a unique image for each product option
- Set stock on hand for each product option
- Set low stock level for each option
- Change the display order of product options
- Add options without affecting existing products
- Remove options without affecting products
- Optionally track inventory per option
- Filter options for quick updating
- Bulk update option values per product
- Paging when editing product options
- Disable purchasing of specific options
- Force options to be selected when buying
- Re-order function preserves product options
- Options displayed with order and on invoice

## Inventory & Stock Control

- Per-product inventory levels
- Per-option inventory levels
- Inventory tracking can be disabled per product
- Set low stock level warning for each product
- Track inventory at a product or option level
- Set current stock level per product option
- Set low stock level per product option
- Automatic inventory control
- Low stock reminder indicators on dashboard
- Detailed inventory report for all products
- Disable purchasing when no stock
- Bulk update inventory levels

## Configurable Fields

- Great for collecting additional product info

- New products list
- Top sellers list
- Quick search popup box
- "Did you mean?" spelling
- Integrates with any live chat software
- LivePerson Express 30 day trial

## Google Website Optimizer

- Improve conversion rates without guessing
- Six storewide GWO tests to run:
  1. Single or multi page checkout
  2. Add to cart button image
  3. Home page promo banner
  4. Newsletter signup box
  5. Checkout button image
  6. Product page tabs on/off
- Test on-page, per-product changes:
  1. Product name
  2. Product description
  3. Product image
- Test on-page, per-category changes:
  1. Category name
  2. Category description
  3. Category image
- Test on-page, per-web page changes:
  1. Page name
  2. Page description
- Run multiple test at once
- Change aggression level of winner
- View reports in Google Website Optimizer
- Disable tests from store's control panel
- Disable tests from Google Website Optimizer
- Set winning variation after test completes

- Such as text to print on a t-shirt
- Such as picture to print on a mug
- Text, file and checkbox field types
- Dropdown field types
- Fields display on product page
- Fields display on invoice
- Limit file formats that can be uploaded
- Fields shown along with order for processing
- Create an unlimited number of fields
- Optionally make some/all fields required

## Delivery/Event Dates

- **Sell tickets to events, concerts, etc**
- Sell flowers and other items with delivery dates
- Limit date range for selection per product
- Customize the name displayed for the date field
- Filter orders by delivery/event date
- Export orders by delivery/event date
- Set number of tickets available for purchase
- Delivery confirmation of purchase via email
- Choosing a date can be required or optional
- Date selected shown along with order details
- Date selected shown on invoice

## Tax Rates & Settings

- **The most flexible tax system period**
- Full support for geographic tax zones
- Multiple, stackable product classes
- State-based tax zones
- Country-based tax zones
- Unlimited tax rates & zones
- Prices inc/ex tax

- More GWO tests than all competitors

## Payments & Shipping

- Accept credit cards online
- **Support for 50+ gateways**
- PayPal, Google Checkout, etc
- Support for secure checkout
- UPS, USPS, FedEx address label printing via [Shipworks](#) integration
- Support for "offline" payments
- COD, pay in store, cheque, etc
- Take orders over the phone
- **Sell in multiple currencies**
- Real time conversion rate updates
- Auto-detect location for currency
- Real time shipping quotes
- UPS, USPS, FedEx, Aus Post, etc
- Define your own shipping rates
- Limit shipping methods by country
- Limit shipping methods by state
- Limit shipping methods by zipcode
- **Various free shipping options**
- Add handling cost to orders

## Content Management System

- **Full CMS functionality**
- 100% browser based
- Publish web pages
- Display returns policies, etc
- Easy-to-use WYSIWYG editor
- Page dropdown/pop out menus
- SEO-friendly pages
- Restrict to customer groups

- Flat tax option
- Tax rate display in store
- Tax shown on invoices, etc
- Flexible tax rules and flow
- **Sales tax report by date**
- Sell locally, nationally or internationally

## In-Store Merchandising

- Full product catalog
- Online checkout system
- "Call for pricing" option
- One click add to cart
- Optimized usability
- Product comparisons
- Order status updates
- Live order tracking
- Email/print invoices
- Customer address book
- Private wish lists
- Public wish lists
- Order messaging system
- Related products
- Suggestive cart
- "You may also like"...

## Business Intelligence Reports

- **25+ performance reports**
- Daily conversion rate
- Top 20 customers
- Best selling products
- Customer locations (Google maps)
- Orders by item sold
- **Sales tax report by date**

- Publish content from RSS
- **Contact forms on pages**
- Responses sent via email
- Display page as home page
- Re-assign products to another category when deleting categories
- Recent news items
- Treeview category management
- Drag & drop category assignment
- Banners and promotions

## Customers & Groups

- **Flexible customer groups**
- Wholesale/retail pricing
- Per-group pricing
- Per-group discounts
- Set a default group for new customers
- Move customers between groups
- Category level discounts
- Product level discounts
- Storewide group discounts
- Fallback discount level
- Move customers between groups
- Filter customers by group
- Export customers by group
- Create unlimited customer groups
- Enter new customer details one-by-one
- Import customers from CSV file

## Returns System (RMA)

- **Complete returns system**
- Offer refund, swap or store credit
- Customizable return reasons

- Orders by revenue
- Popular products
- Inventory report
- Customers by date
- Revenue per customer
- Search keywords with results
- Search keywords without results
- Best performing keywords
- Worst performing keywords
- Search term corrections

## In-Store Search

- Search suggest
- "Did you mean?" suggestions
- Related searches list
- Advanced search options
- Filter by price
- Filter by availability
- Filter by free shipping
- Search tips and advice
- Shop by brand
- Shop by price
- Saved searches and views

## Import/Export Options

- Bulk export/re-import thousands of items at once
- Review all imported products immediately after review New!
- Import existing products easily
- Extremely flexible import system
- Export products to CSV/XML
- Two-way sync with Intuit Quickbooks

- Customizable return actions
- Can return specific items from an order
- Status updates sent to customer via email
- Returns requested from "My Account" page
- Limit staff access to view/process returns
- Disable returns if required
- Receive email notification for new returns
- Complete audit log of all return requests

## Miscellaneous

- Add/edit your own DNS records
- Choose orders per page in admin
- Choose products per page in admin
- Choose customers per page in admin
- Minimum password strength indicator
- Automatic admin logout after 15 minutes
- Admin passwords hashed and salted
- Customize product breadcrumb display

- Order export to [Shipworks](#)
- Export to MYOB, Peachtree
- Two-way sync with StoneEdge
- Export in custom formats

