DRUPAL COMMERCE

- The Ultimate eCommerce Platform

DRUPALpartners

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About Drupal Partners

Drupal Partners opened its doors in 2009. In some industries, six years may not seem like long, but in this fast paced, ever-evolving world of technology, web and mobile app design, five years is considerable. Since opening, Drupal Partners has grown from just two developers into a thriving company with over 70 developers, designers, and project managers. We've built over 50 Drupal sites and we're growing. Our Drupal-specific experience means that our client websites are written with clean, stable and secure code. We're proud of that. Our work creates some of the most progressive and secure sites in government, non-profits, higher education, publishing, retail and more. We've worked with them all - from startups to large corporations, so you can be assured that we will build the very best website to meet and exceed your needs. We can't wait to work with you!

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In this E-Book, you'll

Get To Know Drupal Commerce

Drupal commerce is one of the most sophisticated CMSs for building a robust and flexible eCommerce website.

Understand eCommerce Websites

Understanding the dynamics of an eCommerce website will help you realize why Drupal Commerce is the ultimate choice.

Learn About Commerce Modules

The various modules designed are used to enhance the site owners selling and marketing experience.

Features of Drupal Commerce

Drupal Commerce has dedicated modules to help improve traffic and user retention for your eCommerce site.

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Executive Summary

eCommerce is booming and you want in. As more retailers are going online to sell their goods, it's imperative that you understand the importance of choosing the right platform to develop your eCommerce website.

There are various ready-made tools and packages available that will let you upload products and sell quickly. However, many of these tools have numerous security flaws and are not user-friendly. In the worst scenarios, we've seen cases where the users/shoppers are cheated out of their money. Once your site gets a bad name, then there is no undoing it.

The online market is a competitive field, buyers can just open up another site and buy the same product. Thus, when it comes to eCommerce websites, site owners usually have concerns about:

Some Definitions

In this eBook, we will talk about Drupal and Drupal Commerce. We'll sometimes use them interchangeably, but here are the exact definitions:

Drupal:

Drupal is free, open source software that can be used by individuals or groups of users to easily create and manage many types of web sites. The application includes a content management platform and a development framework.

Drupal Commerce:

Drupal Commerce is a set of modules that add flexible e-commerce functionality to Drupal websites, including features like dynamic product pricing and display, a customizable shopping cart and checkout form, and an administrative back end powered by the Views and Rules contributed modules.

How an eCommerce Site Works

The process chart below gives an overview of a simple eCommerce site. Each and every stage has its own unique functionality. The size of the website depends on the number of products available for sale. Now that you understand the basic functionality of an eCommerce site, we can get into details on how to create each and every part to have a productive site.

Drupal Commerce - The Ultimate eCommerce Platform

Drupal Commerce is a highly flexible, structured and a robust eCommerce option. A success of any website is determined by its ability to generate relevant web traffic. With Drupal being a Content Management System (CMS), it not only gives the option to create an attractive website, but allows for numerous content options to help generate traffic, traffic that converts to sales.

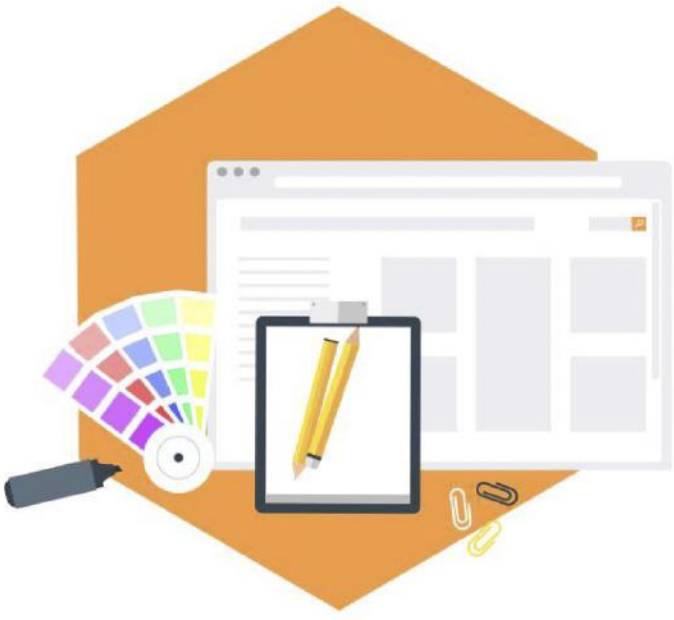
We're big fans of Drupal CMS and exclusively recommend it to our eCommerce customers. Why do we think Drupal Commerce is the best?

Top 25 Reasons To Choose Drupal Commerce

We can go on and on about the advantages of Drupal Commerce, but these 25 points will help you understand why Drupal Commerce is the only option you should look at.

1.Freedom Of Design Choice

Your eCommerce site might be a massive one (like Amazon) or a tiny boutique. Thus, you want design choices to help create an individual identity, allowing you to connect with shoppers. The other 'out-of-the-box' solutions rarely have such design options, as they have very limited layout choices. With Drupal Commerce, you get to choose the final look of your website. If you want your eCommerce site to stand out visually, Drupal Commerce is the best pick.



2.Beautiful Themes

Again, Drupal Commerce gives you the option to create custom themes of your choice. If you don't have the resources to create your own theme, there are a plenty of free options readily available to tweak the CSS and integrate with the site. Customize your site, be unique and drive online sales!

3.CMS Based eCommerce

If you look at the last three Google Updates, it shows the importance of content marketing for better website ranking. A great CMS based website helps in creating custom relevant content to drive results. If you have great content, then you will rank in Google. This will drive shoppers to your site, leading to sales.

4.Have The Flexibility To Create And Market

Drupal Commerce is flexible enough to incorporate all features. Let's take the "payment" feature as an example – You not only have the option to a dedicated payment gateway, but have options for recurring payments, annual subscriptions, etc. You can customize all aspects of shopping cart with Drupal Commerce, making it one of the most flexible eCommerce solution out there.

5.Mobile Ready

If you are still obsessing over how your desktop website looks and feels, you are missing out on 50% of your potential customers. To date, the number of people accessing the internet through mobile has overtaken the desktop users. Having a mobile ready website is a must-have option for eCommerce site owners. Drupal eCommerce sites are built for mobile, are fast and have powerful web-services available.

6.Grow With Technology

Technology is always evolving and, if you have an eCommerce site, it should be updated to showcase the newest features. Site owners have little time to worry about being in-sync with the technology standards (running a website is hard enough). To help, the Drupal Commerce guys are always updating and adding new features that can be easily incorporated into existing sites.

7.Include Cash On Delivery Option

With many online frauds, more people prefer to opt for cash on delivery option. Even though site owners might feel that getting payment beforehand will save on shipping cost, giving this option will only improve consumers trust on your eCommerce website. The Commerce custom offline payment nodule does this for you.

8.Easy And Secured Payment Features

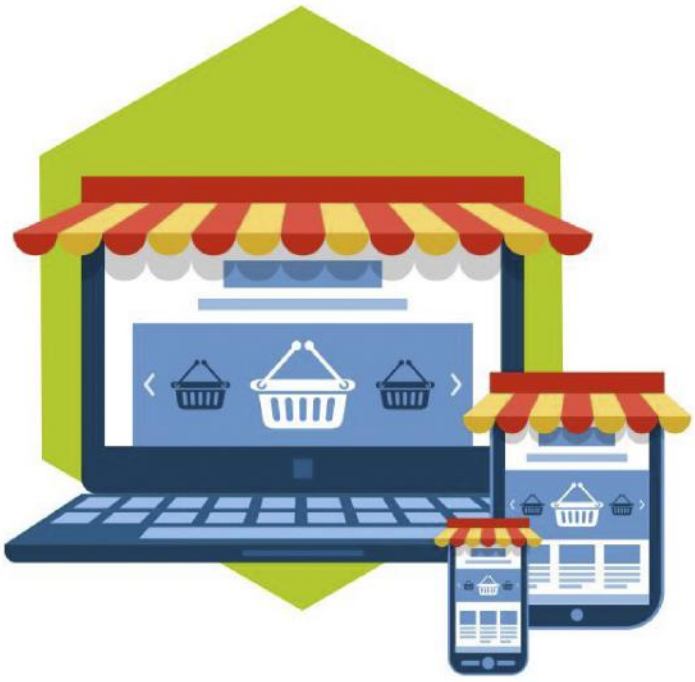
Drupal is one of the most secured platforms. Developing your site on it will minimize any hacking crisis. Similarly, users hate to enter and re-enter their payment details every time they make a purchase. Including the, "storing payment information" will save tons of user's time. You just need to include the Card on File module and you'll be set. For security purposes, this option does not save the entire card information on the database only it's ID, so it only works on the single payment gateway. If users choose an alternate gateway, then they might have to re-enter their card details.

9.Create Loyal Customers With Membership Options

Membership options have become popular in the last few years. Loyalty bonus programs and membership discounts help bring users back to your site, as they have value added services by shopping with you. Commerce License module will help you create roles which have the membership privileges. Different membership levels can be created by modifying the roles.

10.Highlight And Customize Products And Fields

Being a CMS, each and every field can be customized. If you want to include certain video content for a particular product, it can be easily created. Highlight certain important features and have the choice to promote categories and products differently using various themes or content.



11.Induce Impulse Purchase

Having features to entice users to increase their cart value is extremely important for any eCommerce site. Making use of the CMS feature, site owners have the option of including recommended products and other features similar to the products selected by users. This will greatly increase impulse purchase decision, adding to a shopper's cart value.

12.Restricted Access For Digital Downloads

If your business model solely depends on selling digital goods, then you will love this option of letting users sample your product before purchasing. Commerce File module will help users download digital files that can be accessed for a limited time or with permission to have limited access.

13.Fundraising For A Cause

Drupal Commerce lets you host goal-driven fundraising. It's a great option to be included in your eCommerce site as users love to contribute to a cause. Commerce Goal module will help you set up the fundraising option to your site at ease.

14.Advanced Pricing Option

Pricing is an important feature, as the ultimate decision made depends on the price. Drupal Commerce gives the option for various advanced pricing modules. For example, the Commerce Price Extra Formatters module portrays the actual price of the product along with the price the user pays. Users get the sense of how much they save by buying through you, helping increase user loyalty as well as quick purchase decisions. There are various other similar pricing modules to choose from for customizing your eCommerce site.

15.Discounts. Period

Online shopping is all about choosing the best priced product. Promotional periods realize the best sales numbers, making the discount option a must-have feature for all eCommerce sites. Commerce discount is an excellent module that helps you set custom discount figures. With this module, you can generate coupon codes to ease.

16.Unleash The Power Of Digital Merchandising

Merchandising is the most powerful marketing tool. When products are visually pleasing, it attracts more consumers. Drupal Commerce lets you create an easy merchandising solution with the module DraggableViews. This module lets you organize your entire merchandising display window with a simple drag-and-drop option. Play around and create the view that best drives results.

17.Option To Include A Marketplace – Let Other Vendors Sell Through You

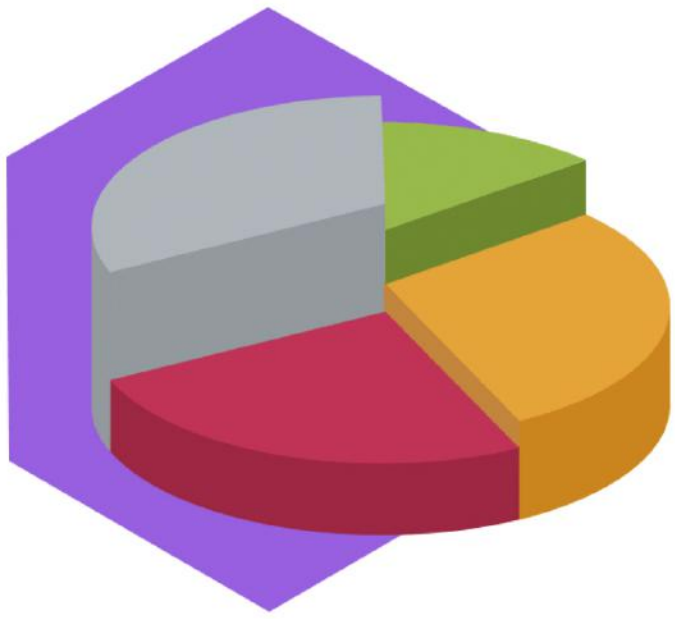
This feature requires high level coding expertise to include, but is very powerful. If you want to let other sellers trade with you, this option will help you extend your already existing Drupal eCommerce site to another marketplace. Multiple fields need to be included in the back-end as well as the front-end. Separate store features for each vendor, along with separate back-end access for managing their own products, are needed. Get more detailed information on implementing this feature to expand your site.

18.Track Your Orders

Users love to track their orders as they anticipate the delivery of the product. Simple Package Tracking module easily lets you integrate the feature to your eCommerce site.

19.Boost Rankings With Google Merchant

Google Merchant is an important tool to increase product visibility and ranking. If you're serious about marketing, then this tool is a must have option. Drupal Commerce lets you access the tool with the inclusion of three modules:

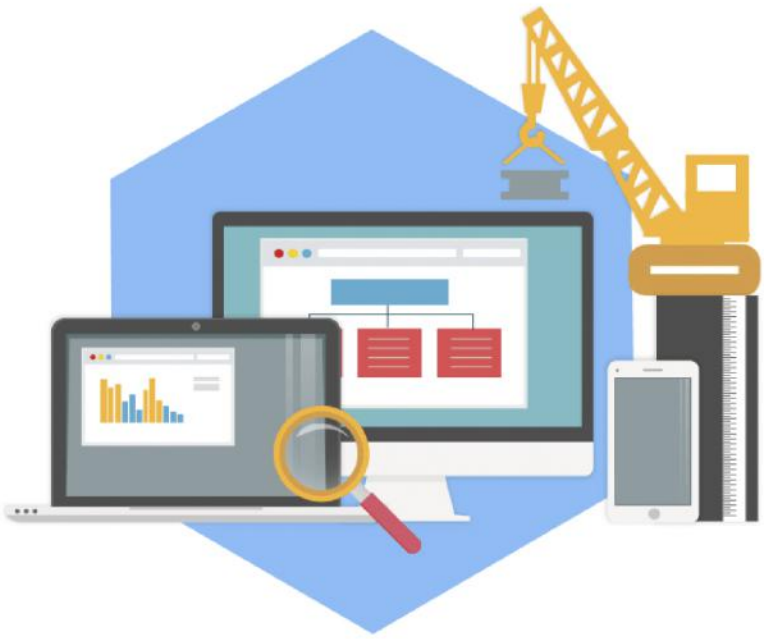


- Views
- Views Data Export
- Image URL formatter

Set it up and get better rankings with your products included along with Google's listing.

20.A Sophisticated Backend

Even though the eCommerce site visibility and performance relies on the layout, the functionality wholly depends on the back-end admin portal. Commerce Admin Order Advance module helps in easily managing orders and users by its simple layout.

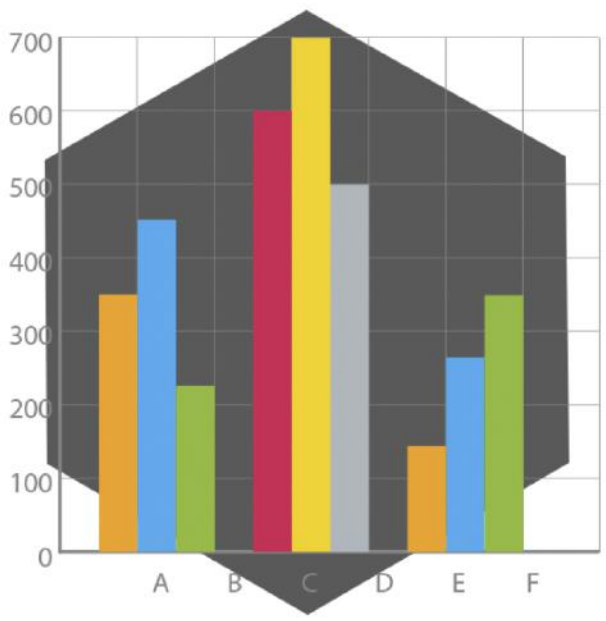


21.Monitor Your Website Performance

Commerce Reports module gives in-depth detail on the overall website performance. Get detailed information on the most visited products, site navigation and other information, which will help you optimize your site's performance.

22.Integration With Google Analytics

Commerce Google Analytics lets you set up eCommerce tracking, which helps in analyzing the inbound traffic information. Learn about your visitors and how your marketing techniques are helping you earn traffic.

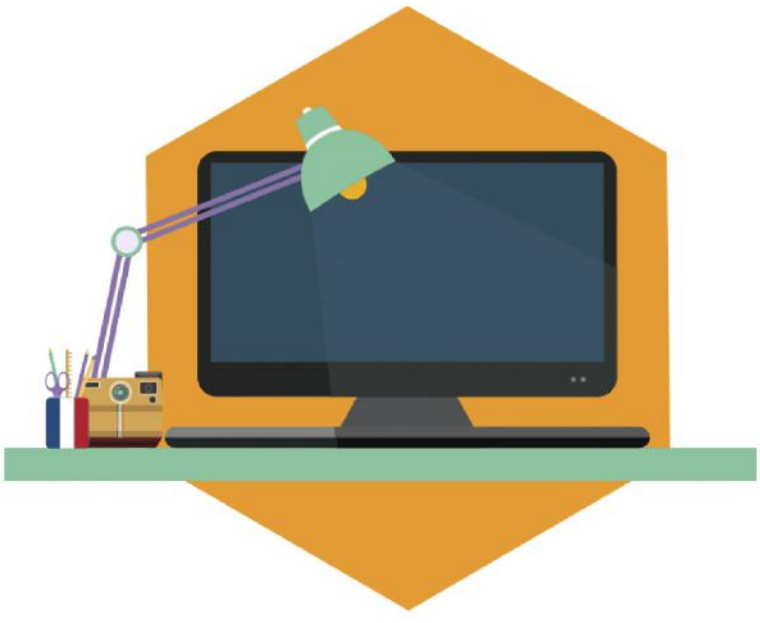


23.Rich Content Marketing Programs

Drupal lets you market using various content platforms. There are modules available for setting up a great email notification program, including videos and interactive element to engage users and help them convert to potential buyers. Make maximum use of Drupal by creating a rich content marketing program to increase site rankings and engagement rates.

24.Support

Choosing Drupal is all about having a community backing you up. There is always someone ready to help with any issue you face regarding Drupal. Meet like-minded people, get help when needed, learn to make use of all the powerful features and more. Drupal Commerce has a lot to offer, with a community that is always willing to support.



25.It's The Whole Package – And its Free!

Drupal is an open source platform and it's free to access and modify. No subscription or upgrade fees, no legacy systems. In fact, there are various other free modules that can be used to simplify each and every aspect of eCommerce operation.

Building An eCommerce Site With Drupal Commerce

There are two ways for installing Drupal Commerce in Drupal 7. We can either start developing from scratch by adding each module in sequence. The other method is by using Kickstart, which gives an out-of-the-box solution with beautiful themes, catalogue features, a search option and fully functional back-end services.

Which method should you choose?

1) Develop from scratch - Anyone who is familiar with the Drupal development and looking to customize their store should look at developing an eCommerce store from scratch.

2) Using Commerce Kickstart - Anyone who is looking to avoid weeks of tedious development phase and not very particular about the site layout.

Not sure what to do next? We at Drupal Partners have expert developers who understand the dynamics of eCommerce websites. Drupal Commerce not only helps in creating attractive websites but it's the best platform for optimum site performance and content marketing. Looking to create an eCommerce site? Then give us a call now!

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