



Business expansion with an affordable, state of the art eCommerce solution

According to the US Department of Commerce, online retail sales accounted for over 134.9% billion dollars in 2009, an increase of 2.0 percent from 2008. Though overall retail sales in 2009 decreased 7.0% from 2008. eCommerce sales in 2009 accounted for 3.7 percent of total sales, in 2008 that number was only 3.3%.

Forrester Research predicts that online retail sales will grow by 10% a year for the next five years, the web will influence 53% of all U.S. retail sales by 2014. With all those potential customers researching purchases online before they click 'add to cart' consider positioning your business to get a portion of the ever increasing eCommerce market place.

You've seen the stats and heard all of the talk about the importance of having an effective state of the art online presence, but it's really expensive right? Wrong. In 2010 the average hourly rate of a retail sales associate in the US, according to payscale.com, is \$9.62. Over 5 years, employing this one person for 40 hours per week would cost \$100,048, not including raises or benefits. Selecting WSMs starter package to setup and host your online store would cost \$2,100 over the same 5 year period. That's less than \$0.05 per hour and \$1.15 per day or less than that daily cup of coffee. When is the last time your coffee or even your best sales associate gave back in the form of 24 hours a day, 7 days a week, 52 weeks per year of selling opportunity?

Web Design Solutions created Web Shop Manager™ (WSM) with the intention of developing an eCommerce Content Management System that would be easy enough to manage by the most novice user, while maintain its integrity and robust product offering. We offer you this guide on what to look for in an eCommerce solution, with the goal of helping you choose the best eCommerce solution for you and your business.

What to look for in an eCommerce solution:

Scalability – With plans supporting 20 products to an unlimited number, WSM puts you in control so as you grow your business; your site seamlessly grows along with you. The WSM team has over 10 years of experience helping clients achieve their dreams of over 100 orders per day, and sites that include over 500,000 products, the best part is that they are all effortlessly managed by the business owner.

Attributes – Having 500,000 products is great, but allowing customers to easily sort through these 500,000 products is imperative. WSM's Brands & Attributes tool allows your customers to quickly search through enormous inventories to find the exact product they are looking for, reducing shopping cart abandonment, and increasing sales. How does it work in the automotive industry with Champion Spark Plugs for a Ford Truck for example? You would put the item in the category "Spark Plugs" and assign the brand as "Champion" which works great for smaller inventories, but if you want to let people search by Make and Model in addition, then you assign the attribute Make "Ford" and Model "F150". The applications of the Brands & Attributes tool are endless. Many industries could benefit from drastically increasing their customer's search capabilities. We have seen this tool used in the Computer & Technology, Travel & Tourism, Business 2 Business, and Automotive Aftermarket Industries.

Ease of Use – With over 500 happy customers and counting, our highest priority continues to be customer service. Our 'no man left behind' philosophy ensures that you will find that we make it simple and easy to get your store online. Web Shop Manager™ (WSM™) is an effective tool for creating a successful thriving online business for your small or large scale endeavor. WSM™ is a fully Customized eCommerce platform to fit your business, your inventory, and your customers. Most importantly, the customer experience couldn't be any easier. The combination of intuitive navigation, custom search engine, and shopping cart makes finding and purchasing the right product quick and easy. The faster the customer can find the product, the more likely they'll buy from you. WSM™, as a Managed eCommerce platform, has been specifically designed knowing the user and customer experience needs to be simple yet effective.

If you are looking for a huge eCommerce factory to turn out your site to look just like the next guys, you should probably keep looking. At WSM we are committed to a level of service that can only be realized by a full service web design company, with constant access to real humans. You are never just a number when you choose WSM as your eCommerce solution.

Unlimited Technical Support – WSM has fanatical 24/7 service and support to make sure you are happy and that your eCommerce site is a success. We were in business before the "dot com" bubble burst and are still here in large part to our customer's complete satisfaction. Check out our Google Places page... <http://maps.google.com/maps?latlng=1004401697159221885&dtab=2> and read what our customers are saying! Our commitment to your success applies to your initial eCommerce site with us, and every site going forward. At WSM our aim is create an eCommerce partnership with you, your company, and help make your dreams a reality.

One-on-one Training

At WSM personal training sessions are not a perk, or a service "add-on". One-on-one interactions are essential to our core work ethic and we know that you are buying more than just a product when you choose an eCommerce CMS. You are choosing a company that will help your eCommerce or e-business thrive.

24x7 Learning Center

If you require a refresher course or your inquiry falls outside of business hours, you can always access our self-guided learning center. We have written a step-by-step guide for many of our eCommerce modules which are informative, intuitive, and illustrated for ease of use.

Total Control – Knowing that every business operates differently, WSM gives you the flexibility to manage the content of your online business with our point-click eCommerce Content Management System (CMS). You can create and edit individual pages without any knowledge of HTML or CSS. WSM takes the guesswork out of maintaining the content of your site through pre-formed pages and templates, thus allowing you to have total control of the customer experience. Being given the keys to the kingdom isn't scary at all when you have access to WSM's full service support staff. The support staff will take you through training modules that will simplify the process and help you feel empowered to manage your eCommerce site.

Since WSM was built from scratch to become an eCommerce powerhouse, we maintain full control over eCommerce product features that help our clients make money online. When it became evident that our software needed QuickBooks Integration we had the web development team work to create a customized solution. If something is broken we will fix it, if you find something that could be improved upon, we will listen to every single suggestion and make determinations based on the continued success of our clientele.

WSM is equipped with a powerful, easy to use, Content Management System (CMS). With a simple point-click interface, WSM allows the user total control of the entire website from adding featured products, or photo slideshows on the home page, to updating staff photos in the photo gallery and blogging about the latest company news. All done on the fly and without waiting for a webmaster to implement the changes for you. Some of the features that enable this capability include:



Site & Feature Management

Finding more information about your company including contact information, and event listings is crucial for retaining loyal customers. Keeping everyone on the same page could not be any easier when you choose WSM as your **eCommerce CMS**. With our Google Maps integrated Dealer Locator, alert your customers to retail outlets or distributors in their area. Do you have performances, host events, webinars or attend trade shows? Let site visitors know what you are up to with our Event Calendar. Become indispensable by creating a resource of links, downloadable materials and information for your

customers using our Resources/Links module. Find yourself answering the same policy and informational questions continuously? Utilize our FAQ module to organize questions and answers by topic.



Customer Relationship Management

In addition to a spam proof 'Contact Us' page, each inquiry goes into a customer relationship manager (eCommerce CRM). We can also create an array of question loaded request forms, which can take the form of a Request for Quote or a Dealer Sign-up. Use WSMs Customer Statistics to gain insight into consumer behavior. Armed with this information you can increase customer retention, and boost your ROI by creating targeted marketing campaigns for your eCommerce site.



User-Generated Content

Take the pulse of your customer's satisfaction by monitoring their feedback and sentiments in response to your content and products. There are several modules within WSM, our eCommerce CMS, that encourages conversation including Photo Gallery, Ratings & Reviews, and Blog. User comments and reviews are moderated giving you full control over what comments are added to the site. Modeled after Wordpress and Blogger, our Blog/News module has every feature you could ever want. In addition to user comment there are, categories, keywords, the ability to embed a news summary on your home page and syndication through your RSS feed. Perhaps you are looking for feedback and responses to a particular area of your business, in which case our Interactive Surveys will be just the ticket. Featuring every question type imaginable, from simple true/false or fill in the blank to detailed multiple choice with photos for each answer choice.



Photo Gallery

Loaded with all the features you would expect in a premium Photo Gallery. Some highlights include nested albums and a multi-file upload tool that can handle dozens of photos at a time. No need to size your photos, we take the images straight from your digital camera and optimize and resize them for you. We even embed a watermark so people cannot use your intellectual property without permission, and since we store the originals you can change them whenever you want.



eCommerce Dashboard

In addition to managing your content and products, WSM's dashboard is set up to help you navigate efficiently through tasks such as, adding site administrators, email addresses, tracking orders, responding to inquiries, and monitoring analytical data. Utilize integrated on site Analytics & Statistics in order to learn where web traffic is coming from, and research which keywords or phrases seem to be driving the most site visitors.



Smarty Template Engine Driven

Through WSM's customizable modular system for eCommerce sites we have created a flexible eCommerce Web Development solution. With the needs of the novice to intermediate user in mind our system will allow you to make one simple change in the eCommerce CMS and that change will seamlessly populate on the front end of the site.



Data Import & Export

Adding products and content to your eCommerce site is time consuming and tedious. In order to help simplify the process we have developed our Product Import & Export module which will allow you to add and manage tons of information more easily in any format of your choosing. The opportunities are endless, whether you need to convert from another eCommerce platform, to automatically export product information for Comparison Shopping Sites, to sync with Quickbooks Web Connector, or to export customer statistics.

Cost of Ownership – WSM can get your eCommerce platform off the ground for as little as \$1.15 per day. The powerful tools and eCommerce features built into the WSM package also eliminate the need for expensive webmaster, and web development fees and the lost opportunities while waiting for the webmaster to implement the changes. In addition, the low initial costs free up money for a custom design of your online store, which can dramatically increase your business' ability to further your corporate identity and attract and retain clients. Not interested in a custom design just yet? WSM also has a suite of affordable and free templates to get you selling immediately.

Features to Create an Improved Customer Experience – Work along with our creative team of Web Design experts to design an eCommerce website that effectively represents your online business' corporate identity and engages your customers. Some of these features include:



Web Design focused on usability

From the most novice eCommerce Content Management System (eCommerce CMS) user, to the more advanced, our eCommerce CMS is the perfect blend of functionality and usability. comments and the ability to embed a news summary on your home page or syndicate your RSS feed.



Website Design with order conversions in mind

Starting with fantastic eCommerce Web Design, your site visitors will be led through the eCommerce site to create a user experience that leads to as many conversions as possible.



Website Design/Web Development...reinvented!

Web Development is incredibly flexible due to our modular system. Put our many standard modules to work in new and creative ways to create

a low maintenance, simple solution instead of an expensive development project.



Hassle free eCommerce Maintenance

As we continue to maintain our status as your comprehensive eCommerce solution, we are always developing new tools and features to help you be more successful with your eCommerce site. When we have a new product or feature to share, you will reap the benefits immediately without having to continuously upgrade your account.



Energy Efficient Web Hosting and FREE Domain Name Registration

Instead of having the headache of multiple vendors, Web Design Solutions has brought all web services under one roof, including energy efficient Web Hosting.

Features to Drive Sales – Web Shop Manager™ (WSM) is built from the ground up to help you organize your products, drive traffic, and convert visitors into returning customers. Because turning site visitors into customers is the most important part, we have dedicated countless development hours into creating built in tools that help lead to conversions. With WSM you can rest assured that your eCommerce site is working to promote your products, even when you are not. WSM is a loaded platform and includes the following features to capture sales and keep the customers coming back:



Automatic SEO

We automatically generate your Google XML sitemap, URL list and robots.txt file every night. We also optimize every single page with the content you give us to maximize the opportunities we have with the Google bot crawler and all the other search engine spiders. Think of this as Automatic Built In SEO.



Product & Catalog Management

Meeting the needs of both wholesale and retail clients can be a difficult task. Before considering two separate eCommerce websites, keep in mind that WSM allows you to handle these complex pricing situations with 'members/distributors only' pages, wholesale/retail tiered pricing, and quantity price discounts. For each product, there are Product Options that need to be chosen by your customer. WSM allows you to make the product option once and use it for multiple products. The details of that option can include images, on page styling and price modifiers, and data gathering from customers in the form of text, or image. Use Brands & Attributes, and categories to expand your customers search capabilities. A common use for attributes would be Year/Make/Model in the automotive industry, but can be used for a variety of industries.



LIVE Chat Software

Studies have shown higher conversion rates & increased order values with customers who engage in Live Chat. Using suggestive Up-selling techniques you can ensure that your customers find exactly what they are looking for. Some items are more complicated than others, ensuring a perfect fit the first time around will reduce customer service phone calls, and return freight costs. To minimize your overhead costs further agents can manage multiple conversations using our Live Chat Software.



Security Features

As part of our extremely competitive "will not be beat" merchant account pricing, as a bonus to our clients we will provide a FREE PCI compliance scanning. Additionally, they also receive a FREE SSL certificate that is either shared, or dedicated depending on your eCommerce service agreement.



Order Management

Manage every aspect of your orders and keep your customers up to date by providing customer with order status, comments, and tracking numbers. Process partial orders, change or fix errors in anything from the address to shipping rates, and view order analytics to see how business is performing at a glance.



Promotion & Marketing

Enticing customers to purchase your products using WSM is incredibly simple. You may choose to promote building customer wishlists, or offer coupons & promotions utilizing our eCommerce CMS. The versatile coupon & promotions module allows you to control a myriad of configurations including expiration dates, flat rate or percent discount, require a certain price or particular item, limit the number of uses, or offer only to a specific group of customers. WSM is thrilled to offer an Up-Sell & Cross-Sell feature that enables you to increase your average order amount, and sell like products together. You can choose the products to feature yourself or use WSMs algorithm to make those determinations.



Payment & Shipping

Accept secure PCI compliant payments with either Authorize.net or Sage payment processing solutions from within our One-step Checkout Shopping Cart. Additionally, you can accept payment with PayPal or even give invoice terms to your dealers and all of this with no additional fees for integration, or annual renewals. If you like our checkout system, you are going to love our extraordinary shipping module which includes integration for accurate rate quotes with United Parcel Service (UPS) as well as Federal Express (Fed Ex), along with tools for custom shipping needs such as oversized parcels, or LTL shipments. Some store owners may choose to utilize a flat rate for all orders up to a specific dollar amount with free shipping once that limit is reached, or specify which countries to ship to. You even have the ability to specify if you will allow

"guest" check out or user only. These can all be managed easily from your WSM eCommerce CMS.

Recent examples of our work

WSM is constantly adding new clients from a multitude of market segments including: Automotive Aftermarket, Action Sports Retail, Antique Gallery, Retail & Apparel, Beauty & Cosmetics, Business to Business, Home & Furniture, Travel & Adventure, Health & Nutrition, Band & Musician, Hospitality & Restaurant, and everything in between.



Please view our portfolio for the latest at <http://webshopmanager.com/>

WSM is the smart choice to build or grow a successful eCommerce platform

Developing an ecommerce site may be critical to the continued success of your business. Businesses today can no longer afford to think locally. Instead, businesses must think globally, and an eCommerce site expands your business into the global marketplace like no brick and mortar business ever could. Why WSM? Big city results with small town service. There are so many reasons that you should choose WSM as your eCommerce partner, but we have chosen a few to share that are particularly important:



Custom eCommerce Design with Branding in Mind

The team at WSM will create an **eCommerce** website that harnesses the passion you have for your business into a clearly branded **eCommerce** site that will help you thrive online.



Fanatical Support

Look forward to communicating with an experienced group of web professionals and support staff that understand what it is like to be starting out from scratch or switching service providers.



eCommerce Expertise

With over 10 years of experience and eCommerce expertise, our commitment to continued learning and innovation secures WSM's spot as an industry leader.



Intuitive eCommerce CMS

Designed with novice to intermediate users in mind, our eCommerce CMS is a modular system that makes managing your eCommerce site a cinch.



Integrated Marketing & Sales Tools

WSM has been built from scratch to optimize your time online. That includes creating Search Engine friendly sites that Search Engines will find as enticing as site visitors.



Personal Attention

The professional eCommerce Web Designers and Web Developers are accessible and will work with you to find a solution to your wants and needs. Our expert training staff will conduct training sessions, and provide you with a manual to make the management of your site easy.



No Plug-ins or Add-ons

There are no plug-ins or additional set up fees on top of subscriptions. We have no nonsense plans that cover just what you need. Simply choose a plan that works best for you and stick with it.



Lifetime eCommerce Partner

Our goal is to become a partner with you for your eCommerce Web Hosting, eCommerce Web Design, and Web Development. We are here

to be a resource for the lifetime of your site, and your next one.



Value Added Web Services

WSM offers affordable web packages coupled with peace of mind and 10+ years of experience. Allow us to handle your custom eCommerce Web Design, eCommerce Web Hosting, and Web Development of your eCommerce site, freeing you up to work on growing your e-business.

When custom eCommerce design, development, hosting, innovation, powerful Content Management System (eCommerce CMS) and personal attention are what you are looking for, WSM is your answer. Allow us to do what we do best so you can do what you do best! With over 10 years in the business and hundreds of satisfied clients, WSM is the smart choice for all of your eCommerce needs. Call WSM today to speak with an eCommerce industry professional, and learn more about how we can work together to create a site that goes beyond your expectations.

San Diego's Premier eCommerce Solutions Company

Located in sunny San Diego, CA and specializing in website design, development, and eCommerce, the team at WSM have experienced 12 years of experience as the most comprehensive Web Design & eCommerce partnership. The support staff available to you is infatuated with the success of your online store. We will set you up not only to survive but to thrive in this tough economy through innovative website design techniques and eCommerce strategies & features based on solid creative foundations.

WSM has a stellar 99% customer retention rate, an A+ rating with the San Diego BBB, and many customer testimonials, we hope that our reputation and good standing with our clients gives you a feel for how it would be to have WSM as your eCommerce partners.

Our success would not be possible without them - In a time when the economy is getting worse, we are seeing business boom thank to the extraordinary system Dana Nevins has built at Web Design Solutions. Through our growth as well as his own, he never ceased to keep in very close contact with us to service our specific needs. He has added in every feature we asked for while giving us new features we didn't know we need but use every day. Most of all, the SEO built in made us triple business in the first year with his system alone. We at LaptopPartsExpert.com cannot recommend Web Design Solutions strongly enough. You will not be disappointed. -laptopparts.com

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