



ecommerce creator



Rivalling Amazon.com's functionality, Ecommerce Creator comes with an elaborate array of features. Our fully customizable system is built upon the latest technologies from Microsoft - an ASP.NET 3.5 framework and a robust SQL Server 2008 database.

While all the programming is already in place, we will design the look and feel of your site completely from scratch. We NEVER use templates.

If you would like the ultimate in e-commerce at a bargain price, Ecommerce Creator will amaze you!



e-commerce capabilities

- ▶ Built-in Integration w/ Merchant Accounts using Authorize.NET®
- ▶ PayPal® Payflow Pro Integration
- ▶ Google Checkout Integration
- ▶ Fax & Paypal Payment Methods
- ▶ Customizable User Accounts and Permissions
- ▶ UPS OnLine® Tools
- ▶ Real Time Shipping Rates (UPS, USPS, and FedEx)
- ▶ Value, Weight and Carrier Based Shipping with available customer carrier account billing
- ▶ Custom Shipping Carriers and Methods
- ▶ Multiple Address Shipping
- ▶ Premium Shipping Options
- ▶ Drop Shipping Support
- ▶ Affiliate Management Module
- ▶ Search Engine Friendly
- ▶ Google Analytics Integration
- ▶ Registered or Unregistered Shopper Checkout
- ▶ Customer Credit Balance System
- ▶ Product Review and Rating System
- ▶ Customizable HTML E-Mail System
- ▶ Constant Contact® Integration
- ▶ Robust Product Attribute System
- ▶ Downloadable Products
- ▶ Unlimited Departments, Categories, Products
- ▶ Merchant Managed Content Pages, Category and Product Details
- ▶ Photo Gallery Widget w/ Flickr integration
- ▶ Create Your Own Calendar and Events
- ▶ Flexible Custom Menu System
- ▶ Product, Vendor, or Storewide Sales
- ▶ Unlimited Product Images with zoom functionality
- ▶ Customizable Image Descriptions
- ▶ Simple Customer Management
- ▶ Simple And Advanced Search
- ▶ Popularity Ranked Searching
- ▶ Soundex ("Sounds Like") Searching E-coupons & Gift Certificates
- ▶ Customer Specific Products
- ▶ Customer Specific Pricing
- ▶ Customer Address Book
- ▶ Volume Pricing
- ▶ Upselling & Cross Selling
- ▶ Wish Lists
- ▶ Email A Friend
- ▶ Gift Wrap With Messages
- ▶ Configurable Tax Rates
- ▶ Customizable Contact Us Page
- ▶ Inventory Tracking
- ▶ Numerous Merchant Reports
- ▶ Unfinished Orders Report
- ▶ Optional Product Data Import*
- ▶ Optional QuickBooks® Export*

* - additional fees apply

Built-In Integration w/ Merchant Accounts Using Authorize.NET® – Our software seamlessly integrates with Authorize.NET to provide real time credit card processing on your site.

PayPal® Payflow Pro Integration – Payflow Pro by PayPal®, a market-leading payment gateway, connects your online store to your existing PayPal® merchant account. It enables shoppers to complete the checkout process using credit cards & debit cards, in addition to PayPal® payments, without leaving your website. All while being secured by a solid 128-bit SSL encryption.

Google Checkout Integration – Give customers the option to use the intuitive secure checkout process or the fast, convenient and safe Google Checkout. Customers that already have a Google Checkout account simply sign in, using payment and shipping information stored in their account. Customers who do not yet have an account can easily create one.

UPS OnLine® Tools – Exclusive to our system, UPS OnLine® Tools provides you and your customers with a whole new set of shipping options, including shipment tracking, real-time shipping rates, signature tracking, address verification, shipping labels and more.

Real time shipping rates (UPS, USPS, and FedEx) – Shipping rates can be calculated in real time based on the size and weight of the product allowing you to more accurately collect shipping charges. Our software can also add a dollar amount or a percentage to the real time rates to guarantee a profit on shipping.

Value, Weight and Carrier Based Shipping with available customer carrier account billing – Shipping fees can be configured to use desired carriers and methods using the total purchase price, total order weight, or carrier as the determining factor in the shipping rates. Customers have the option of billing their own carrier account.

Custom Shipping Carriers and Methods – Using another carrier other than those integrated out of the box? No problem. Easily add your carrier and methods through the administrator console.

Multiple Address Shipping – Customers can choose to split up a single order and ship the items to multiple addresses. This allows your customers to make one transaction even if they need to ship to multiple addresses. You may choose to charge an additional fee for each address.

Premium Shipping Options – You can charge an additional amount for premium shipping and put priority customers at the front of the line. When searching through new customer orders you can choose to view only orders with premium shipping.

Drop Ship Support – Sell products without keeping an inventory. Drop shipping will send an e-mail to your vendor notifying them that a product has been purchased, and where this product should be shipped. The system also supports multiple vendors for each order. If the customer places an order that includes multiple vendors, each vendor will be sent a detailed list of the items they supply.

Affiliate Management Module – Our software allows you to create and manage an unlimited number of affiliates. Each affiliate will have a unique URL within your domain to access your site as well as the ability to completely customize the look and feel of their affiliate site. Affiliates can be paid a standard commission or a percentage of the total sales from their leads. Reports can be generated to display details about commissions owed and paid for each affiliate.

Search Engine Friendly – Our software system uses advanced SEO techniques that allow you to include custom page titles, meta keywords, and meta descriptions on each page. Additionally, using advanced URL rewriting technology, our system makes all your URLs keyword rich which is one of the most important features of a fully search engine optimized website.

Google Analytics – The system allows merchants the ability to utilize an existing Google analytics account, a product designed to help produce better search results and track page usages

Registered or Unregistered Shopper Checkout – Our system supports both registered shopper and unregistered shopper quick checkout. Your shoppers can choose to create an account for easy checkout the next time they visit. Registered users can create an address book and allow them to set preferences on the website as well as receive email newsletters. Those shoppers that don't want to create an account will have no problem checking out as well.

Customer Credit Balance System – Apply unlimited credit and debit transactions through the customer management console, where you can view all transactions as well as the running account balance. Customers can apply their available credit balance to their order total in any amount they choose.

Product Review and Ratings System – Allow your customers to write reviews and rate your products. Customer reviews provide fresh, relevant content that improves your search engine ranking while ratings establish authenticity for potential customers.

Customizable HTML E-Mail System – You can configure and design your own e-mails without knowing any HTML programming. Use our Microsoft Word-style online editor to create great looking HTML-based e-mails, to keep your shoppers in the loop. Send out promotional HTML E-Mail broadcasts using our powerful mailing list filters to send out emails only to specific customers, to buyers who have purchased specific products, during a specific time frame and much more.

Constant Contact® Integration – Interface with your existing Constant Contact® account. Use Constant Contact® to build an email list, send an email newsletter, a high-impact email promotion, an email event invitation, create an online survey, and much more.

Robust Product Attribute System – Our system supports elaborate attribute handling. There are 3 main types of attributes you can setup – merchant defined, customer defined and file upload attributes. Enhance the power of our attribute types by adding conditional logic with our easy to use non-technical administrator console. Create custom attribute combinations for your products and assign combinations unique SKUs for inventory tracking. Upload attribute combination specific images that are displayed to the user when that combination is made. Finally, setup complex attribute systems into attribute templates that can applied to multiple products with the click of a button. Specify weight for your product attributes to make the real time shipping rates as accurate as possible.

Downloadable Products – Provide your customers with instant access to content they have purchased; from E-Books and digital music files to applications or document files. This feature can be combined with the product attributes, giving you the ability to determine which files are available depending on which product/attribute combination a user purchases.

Unlimited Departments, Categories, Products – Our software system allows you to create unlimited products, and categories, subcategories and contact departments so that you can easily organize your e-store and direct customer service request to the appropriate personnel.

Merchant Managed Content Pages, Category and Product Details – Manage content throughout your e-commerce website using rich content WYSIWYG editors. Create an unlimited number of custom content pages. Create custom category and product detail content. Preview functionality allows you to see your changes before publishing live.

Photo Gallery Widget w/ Flickr Integration – Create full featured photo galleries that can be inserted into any product detail or custom content page. The gallery widget can pull photos from Flickr or photos that you uploaded using the File Manager and can be configured using numerous customization options, including auto play and zoom.

Create Your Own Calendar And Events – Add custom events to any day of the calendar and even schedule multiple events on the same day. Display all events within the summary calendar view or on a separate event details page. Each event is fully searchable.



Flexible Custom Menu System – The menu structure is easy to manage and allows you to customize your store to meet your current and future needs. Unlimited menu systems are supported so that there can be many ways to browse your site.

Product, Vendor, or Storewide Sales – Set up discounts and sales for particular products, vendors or for your entire e-store. Attract sales by pairing a storewide sale with a promotional e-mail.

Unlimited Product Images with zoom functionality – Each product on the software system can have multiple images. Showcase all the features of your product by uploading multiple angles and views. Add custom text for each image to supply further detail. Upload high resolution product photos and allow customers to zoom in for a closer look.

Simple Customer Management – The customer management screen allows quick and easy access to customer information. Search customers and track order history all in an easy to use interface.

Simple And Advanced Search – Each page will include a basic search box which can be used to search your store. Our software system also offers an advanced search that allows your customers more options to find the product they are looking for.

Popularity Ranked Searching – Every time a user purchases a product on the website, the product's popularity ranking increases. Whenever a user performs a search on the website, if no products are returned then the most popular products will display so that your users will never have a blank page in front of them. In addition, when results are displayed for the searches, the most popular products matching the search criteria will display first. Your users will find the most interesting products first, rather than having to wade through pages of results to find products of main stream interest.

Soundex (“Sounds Like”) Searching – In addition to the popularity ranking system, the searching of our system incorporates state-of-the-art speech pattern recognition. If your user types in “fone” to the search, “phone” and “home” results will be returned as they both sound similar to “fone”. Additionally, misspellings will be corrected to some extent. If the user types in “kyte”, “kite” will be found.

E-coupons and Gift Certificates – Create and send out coupons for use on your store. Coupons can be limited to certain products or vendors. Allow customers to purchase gift certificates for use at your e-store. As an added security measure, coupons and gift certificates can be assigned to particular customers.

Customer Specific Products – Assign products to be only viewable by select customers to allow preferred customers advance access to specials before the rest of the world.

Customer Specific Pricing – Set up customer specific pricing to give a customer or group of customers a discount on the products sold at your store. Quickly set up an employee or preferred customer discount program.

Customer Address Book – Each customer can have multiple addresses saved in their address book. Once an address is set up future orders will be as easy as selecting their address.

Volume Pricing – Set up volume pricing to give your customers incentive to purchase multiple quantities of a particular item. You can discount multiple items by a set amount, or a percentage of the price.

Upselling & Cross Selling – Each product in our software system can be associated with other products in your e-store. Cross selling allows you to suggest additional products the customer might be interested in purchasing. These products will be displayed on the product page so they can easily be viewed by the customer. Upselling shows customers options that are available to them that may compliment the current product. The Upselling page is displayed after the customer adds the product to their cart and gives the customer the option of purchasing the upsell product(s), or just continues on to the cart.

Wish Lists – Customers can create and send out wish lists to their friends and family, a useful tool for birthdays and holiday shopping.

Email a Friend – Customers can easily email product details to a friend simply by entering their email address and an optional personal message.

Gift Wrap with Messages – Enable gift wrapping on a per-product basis to offer the customer the opportunity to include a personal message with each gift. You can choose to offer the service for a small fee or make it free of charge.

Configurable Tax Rates – Specify the correct tax rates based on country, state and even local zip codes, allowing for the exact tax rate to be automatically calculated based on a customer's location.

Customizable Contact Us Page – Display contact information however you like using a Word-style rich content editor. Ideal for providing information for multiple locations and even displaying a custom location map and directions. Add multiple departments and department contacts for your users to direct their specific questions. Customize forms per department by choosing which fields to display and whether or not they are required.

Inventory Tracking – Keep track of inventory with our software system. Your customers will be able to see that a product is currently out of stock. You can elect to allow a user to back order a product or not. The system can even be set up to send you an e-mail alerting you that a product is reaching low stock levels. When an item is out of stock or an item is low in stock, a custom graphic can be defined to display on the product details page drawing more attention to these scenarios. All product attribute combinations can assigned a unique SKU number.

Numerous Merchant Reports – Use various available reports to analyze store activity to help maximize shopper experience and increase conversions.

- Graphical sales reporting allows you to see when the majority of your customers are making their purchases.
- Customer conversion reporting helps you determine how many of your visitors are finding what they are looking for and making the purchase.
- Site search report determines what your customers are looking for and can be used to direct marketing activities.
- Best sellers report gives you details about which products are selling the best and can be used to decide which products should be promoted.
- Visitor summary provides an overview of the unique visitors, average purchase amounts, and transaction totals for a specified date range. Additionally the system allows certain IP addresses to be excluded for more accurate site reporting, allowing addresses such as your own not to affect calculated site traffic.
- Page Visit Summary shows the number of page views that each product, category or content page has received based on a date range that you specify.

Unfinished Orders Report – Customer information is collected during the checkout process. If for any reason the customer decides not to go through with the order the information collected is saved in the unfinished orders report. Use this report to contact customers to find out why they didn't complete the order process. This can turn visitors into customers.

Optional Product Data Import – Our software system allows you to easily export and import all of your products to a Microsoft Access database. Easily add, and update product options. Then effortlessly synchronize your online store with the updated information.

Optional QuickBooks® Export – Integrated with your QuickBooks online accounting software to export all of your store's information quickly and efficiently.