



Online Store Features

- Allows customers to shop your store **24 hours a day**, 7 days a week, 365 days a year.
- **Easily keep your products/catalog updated** - no HTML coding required to add, delete, or modify products. No software required.
- **Secure** - no one but your administrative personnel can access your customer/catalog data.
- **Merchandise pricing options** - single and multiple items can be put on sale. Sale options include percentage-off, fixed amount off, new price, etc. Sales can include or exclude product attributes. You can add or exclude a discount from a special. You can put a whole category or the entire store on sale.
- Products can be marked as **free** or **Call for Price**.
- Products can be marked as **Featured** for specific highlighting/attention.
- **Products can be linked** and/or copied to multiple categories.

- Minimum or maximum quantities and units - you can sell one per customer, or require at least four and in multiples of two. You can set requirements on a per-product basis.
- **Product attributes** can be added, either as radio buttons, checkboxes, drop-down lists, text boxes, file uploads, file downloads, and more. Attribute options can upcharge the price of an item, and an item can have its price completely controlled by attributes. Attributes can be configured as read only so as to provide a features list.
- **One-time fees** can be added to products via attributes.
- Store layout can be controlled in great detail simply by switching settings in the *Admin* area. Choose your side column and box widths, bread crumb separator, which sideboxes you want to appear where on the page.
- Entire categories of products (or individual products) can be enabled or disabled with just a few clicks.
- Sort order of products is easily controlled in the *Admin* area.
- If you need to take your site offline for a period of maintenance, you can do it easily by posting advance notices, as well as a friendly *Down For Maintenance* page that's also search engine friendly.
- Nearly every piece of information about your products can be controlled in the *Admin* area, giving you the ability to **fine-tune how your products and services appear** to your customers. Features and options can be enabled/disabled quickly and easily.
- **Multiple items can be added to the shopping cart** by simply entering quantities and clicking *Add*.

- The product type feature allows you to customize information fields and display format for different products differently. Products for sale vs. documents for viewing, vs. music downloads, and the list goes on.
- You can **add multiple images to your products**, in small/medium/large format. Popups are available if desired for viewing of larger images.
- **Shipping options** - multiple carriers are supported, including hold for pickup, free delivery in an area, and most major couriers and postal services.
- **Showcase** - you can set your store up to be simply a product showcase, without pricing at all.
- **Search options** allow you to search for products based on name, description, metatags, price, and more.
- Automatic detection of search engine spiders.
- Built in WYSIWYG page editor for modifying non-database pages.
- **Tight security** on password handling, login/logout, and more.
- HTML-style email supported.

- **Advertising banners** - show information about your business colleagues and track banner link activity. Banners can open in new windows so that customers never really leave your site.
- **Shipping estimator** allows your customer to get an idea of their shipping costs prior to checkout.
- **Coupons and gift certificates** are easily handled both by customers and administrators.
- **Customer group pricing** allows groups of users to receive a set discount amount at checkout.
- **Newsletter and product notification systems.**
- Low order fees can be configured.
- COD fees can be added.
- **Tax rates, tax zones, etc easily configured** in the *Admin* area.
- PayPal™ IPN and many other popular merchant services supported. Have your customers use Paypal or your current Credit Card Processor to check out.
- Customers can write **product reviews** (approvals can be required by an Administrator).

- **Low stock notifications** to administrator when inventory is getting low (level can be configured).
- **Scalable from small shops to larger shops** with hundreds of thousands of products.
- Track who's online interactively.
- **Multiple language support.**
- **Multiple currency support.**