

Building an Ecommerce Site with WordPress

People do much of their shopping online. When you have an ecommerce website, your products are available to your customers at all times. This helps your business get exposure and allows you to reach your customers in ways that serve their needs. More and more people shop online than ever before, so, if you have products to sell, it makes sense to make it easy for your clients to buy your products at their leisure. Ecommerce websites allow for easy credit card payments and other forms of payment over the internet.

WordPress is a User-Friendly Site

If you're new to setting up a website, or don't have a large budget to have a custom site built, WordPress is a great way to get started setting up your own site. WordPress is a content management system that allows you to build your own website quite easily. It's simple to learn, and you'll be able to customize your website in many ways. WordPress has many free themes and plugins that make it simple to make your website unique, functional, and practical.

In fact, WordPress is one of the most popular sites out there. WordPress is also free, open source, and constantly updating for improvements.

If you are interested in providing ecommerce options for your customers, WordPress allows you to do so using some of their free plugins. WordPress is much simpler and cheaper than some of the other website building platforms out there.

Ecommerce Options with WordPress

Along with all of the basic benefits of using WordPress, there are also many features already built-in that make it a great option for ecommerce.

One of the biggest features that WordPress has to offer as a platform is all of their free plug-ins. Some of the best plugins for ecommerce are explored here:

1: WooCommerce

This is the most common and popular ecommerce plug-in. WooCommerce lets you sell both digital and physical goods. Also, it has many themes and options so you can pick the layout that works best for your business.

2: Easy Digital Downloads

This plug-in makes selling digital downloads simple. It also comes with many features that make it easy to create a functional and visually appealing digital store. So, if all of your products are just online downloads, you'll be able to add this plug-in and start selling in no time.

3: MemberPress

This plugin allows you to sell digital products and services that need a subscription. It's easy to combine with WooCommerce and has a lot of great customizable options. You can use MemberPress to sell memberships, subscriptions, and more.

Keep in mind these are just a few of the ecommerce plugins that are available for WordPress. There are many more out there that can be added to best fit your needs.

Ecommerce and WordPress Are a Great Match

Adding an ecommerce component to your website is a smart option to help your business make more money and make things simpler for your customers. WordPress provides many free plug-ins that allow you to sell all kinds of digital and physical items, and it's easy to customize and add these plug-ins to your site.

If you need help with WordPress or building your website, Salterra Web Services can provide the expertise you are looking for. Give us a call today.