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5 WAYS YOUR ECOMMERCE PLATFORM IS HOLDING BACK YOUR COMPANY'S GROWTH

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INTRODUCTION

A strong ecommerce platform is a critical component of a successful online retailer. With fast-evolving customer demands, having the right tools in place allows a company to get ahead of those demands and create better customer experiences. Many retailers already have an ecommerce platform in place, but unless you build your platform from scratch, you should select one that is tailored to and fully integrated with your business, allowing you to grow your business faster and serve customers with greater efficiency and accuracy.

The potential impacts of an ecommerce platform are widespread, including the ability to authentically engage with customers and reduce friction during the buying process. The right platform can also empower your employees to deploy campaign strategies with better results, rapidly increasing the bottom line.

Existing ecommerce inefficiencies may be holding your company back from achieving the growth and the results that you desire. Check out the following five ways that popular platforms are holding companies back and what to look for in a platform to generate more growth.

LACKS ABILITY TO OPTIMISE YOUR WEBSITE FOR SEO AND TO ADD NEW CONTENT

Most retailers understand the potential sales impacts of search engine optimisation SEO). Driving more organic traffic to your website can multiply revenue and results.

Organic searches account for approximately

94 percent

of all
web traffic

and the first position in Google search results

in a
35 percent

click-through rate

Since 75 percent of internet users never scroll past the first page of search results, the opportunities from generating more organic traffic are significant.

Surprisingly, many ecommerce platforms have limited SEO capabilities, which means that you might be missing out on a major opportunity to drive more revenue. Shopify's URL structure is not 100 percent customisable. For example, product pages will include "/products/" in their URL, which cannot be changed. Additionally, Shopify auto-generates the /robots.txt file, which can't be customised. This platform also does not allow for the creation of subcategories, which is another lost opportunity.

Non-ecommerce content can be created easily with Shopify, but its functionality is very limited. For instance, it's not easy to add widgets or maps. Blog features, which are criti-

cal to driving more native SEO traffic, have limited customisation with these templates. The "related post" feature is also not available, which makes it difficult to keep readers on your website longer, which in turn results in less engagement and fewer long-term results. Products can't be embedded into blog posts, an additional lost opportunity.

In contrast, Neto has robust SEO and content capabilities, allowing you to capture every possible sale.

▸ For example, Neto's HTML is compliant and SEO-friendly, and the templates are designed to be search engine-friendly.

▸ The platform was designed with a clear understanding of the role SEO plays in your business. Customised landing pages allow you to easily support special marketing campaigns or promotions.

▸ If you sell products with varying buying options, such as colour and size, that variability is simple to accommodate. Each colour can have its own SKU, name, price, image, stock and description.

THIRD-PARTY INTEGRATIONS AND ADD-ONS

Another important area where retailers are losing opportunities is through third-party integration challenges. There are many friction points during the buying process, and the goal of any retailer is to minimise these points. Large ecommerce providers, such as Shopify and BigCommerce, rely on third-party apps and integrations. The problem is that when a third-party add-on breaks, you can instantly lose customers.

Working with an ecommerce platform that does not use third-party integrations in business-critical areas has huge advantages.

> For example, Neto made the decision to identify and "own" the most critical areas of the retail value chain.

This means that your company is never left with downtime resulting from the use of third-party integrations. From purchasing to shipping labels, Neto offers a complete solution designed to create a seamless process for customers and help grow your business.

NOT DESIGNED SPECIFICALLY FOR AUSTRALIAN CARRIERS AND MARKETPLACES

Is your existing platform designed for the Australian market? If not, you are not alone, but a platform designed for your specific marketplace can make a large impact. Neto was built with Australian retailers and wholesalers in mind. Unlike large United States providers, Neto was developed and is hosted and supported in Australia. The company started out as an Australian retailer, so they speak your language and understand all of the unique attributes of that market.

The Neto solution provides multicarrier support that is carefully integrated with leading Australian shipping carriers, such as Australia Post, eParcel, TNT, Toll, Couriers Please, Startrack, Allied Express, Hunter Express, Fastway, Direct Freight, and Omni Parcel, as well as leading freight aggregators such as TIG, Openfreight and Temando.

Sales through online marketplaces are growing by 30 percent year over year in Australia, and Catch is one of the country's faster growing online destinations for shoppers.

Neto is the only platform that integrates directly with Catch.

Having a local provider that understands this market allows you to open your doors to millions of potential customers with greater efficiency.

Neto handles all of your Catch listings, prices, orders and shipping so you can focus on driving more sales to your business. And with customers demanding a more seamless omni-channel experience, having this competitive edge can be an important attribute to driving more sales.
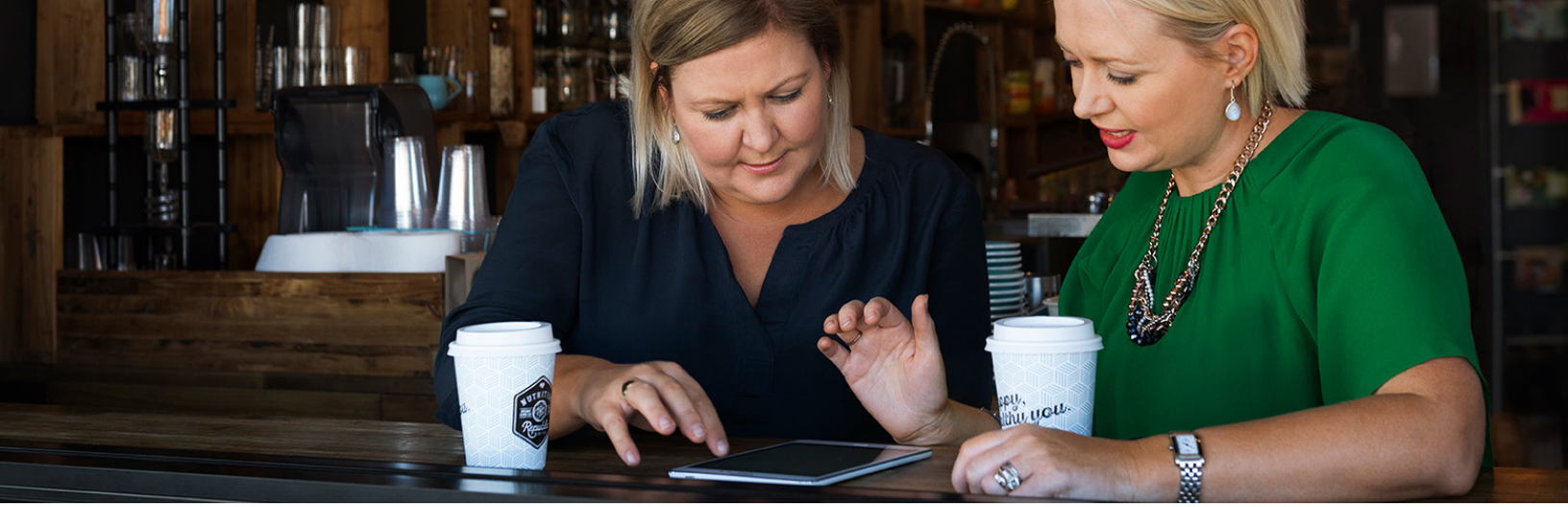
LACKS MULTI-SALES-CHANNEL VISIBILITY

Efficiency is a critical component in driving greater revenue and improving the customer experience. To accomplish this, retailers need the ability to manage all sales channels from a single dashboard. This single dashboard allows companies to increase efficiency and reduce lost time associated with operating multiple systems during the day.

Neto's platform allows you to get the full picture behind your business results. Keep track of customers across all sales channels to more effectively optimise logistics. This also allows companies to improve the omni-channel experience for customers.

A decade ago the average customers used only two touch points when making a purchase, but today that number has jumped to six. What's more is that 87 percent of customers report that companies need to do a better job of providing seamless experiences across all sales channels.

> Neto provides a fully integrated fulfillment function, which allows customers to have flexible, fast and cost-effective delivery options and the ability to easily track purchase history across all sales channels.

A full view of omni-channel operations allows you to make the right decisions to unlock all potential revenue. You can provide customers with a more personalised and cohesive experience, regardless of which channel they are using.

NOT OPTIMISED FOR IN-BUILT INVENTORY AND WAREHOUSE MANAGEMENT

Optimising business operations has never been more important than in today's environment where customers are demanding faster experiences, easier transactions and lower costs. Optimising your business using the right technology allows you to bring inventory, warehouse management, multichannel order management, and fulfillment into a single back-office solution.

Managing all inventory from sales channels in one single location has many benefits:

It saves time and improves efficiencies

It reduces errors

It helps with future inventory planning

Neto is built for retailers and wholesalers, and unlike an ERP that is designed to function with any business workflow, Neto is purposely built for product-based retailers and wholesalers working in the Australian market. This laser focus reduces platform complexity and improves usability compared to an ERP that is trying to be everything to everyone.

Ready to take a deeper dive and learn more about the features that make Neto the new standard in Retail Operations Software?

SIGN UP FOR A FREE TWO WEEK TRIAL HERE!