

SIGNIFICANT CHARACTERS IN DESIGNING OF MERCANTILE WEBSITES

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ABSTRACT

Nowadays market, marketing and sales have been influenced the development of communication technologies by computers. Because extend of Internet and Electronic Commerce in the world traditional market has lost its shape and has new features. Even many vendors do not see the buyers of their products but their products are sold and its funds have received. This page of transactions shows that there are new systems in business world. The systems spread rapidly and their share increase by the day in the markets. In these systems, physical stores have replaced by electronic stores. Therefore, not need for place(s) in the expensive and busy areas for sale and receive purchase orders.

KEYWORDS: Communication, Advertising, Electronic Commerce genetic engineering , Information technology, Purchase, Order, Product, Transaction,

INTRODUCTION

E-commerce is a new method business that mixes all of the prior business methods and transaction styles. E-commerce and E-business have impact on many districts of business for instance, economics, marketing, computer science, finance and accounting, production and operation management, management information system, human source management, business law and ethics. Information technology has changed the manner of acts of people, organizations and governments and so economic, social affairs and even the mentality of people has changed. Education, health, industry, manufacturing, trade, banking and even of all entertainments services have effected and changes with technology. Information technology creates new jobs, new industries, change lifestyle and has brought new creativity in all of the dimensions of our life. Understanding of the people together, adapted cultures and decrease of incompatibility are examples of these consequences. From scientific perspective, information technology, genetic engineering with aerospace knowledge is one of the leading branches of knowledge and constructor of civilization of human in the future. Advances in information technology have expanded to the point that some experts with phenomena such as "inventing steam engine" have equated. E-commerce is one of the important branches of information technology that has been emerged as the results of development of information technology.

The Importance of Websites in E-Commerce

Web sites are effective in acts of business of corporations. Websites are gateways to business brands, productions and services of manufacturers. A company that does not care about its websites ultimately will be bankruptcy in business. The websites that are not updated are like an old and faded showcase in a traditional business. Therefore, companies should have a strong background and exact planning in Internet searches. For many users, the sites of search (search engine) are the entry point to the Internet. For many changes in the world around us, each organization or agency should coordinate itself with the changes and enhance its work efficiency. Internet especially web sites can be suitable means to achieve this goal. For instance, web can use up to extend markets, by facilitating the presentation and repartition of existing products in to new business centers. The web can also be a workmanship that facilitates product development, as companies who their existing customers well create exciting, new or alternative offering for them. These five factors are primary reasons importance of the website:

Credibility and Confidence: A website can have a strong impact on the confidence of visitors that are associated with company and us. A professional design, appropriate text with good writing, useful information about products and services and accurate contact information can increase the confidence of customers to company and show to people that you are knowledgeable and up to date. If you can design a quality website with useful information people will be impressed.

Access from any Location and any Time: With a website, you can be familiar with opinions of people easily. If there is problem, eliminate it and get new orders of customers. In other words, with a click anyone can access to company in 24 hours a day, 7 days a week.

Website Is Powerful tool Sales: Website is an effect tool to marketing. Showing of products through an e-store is an excellent way to increase sales.

Increase the Value of Advertising: Add the website address in advertisement, business card and sign of company is a good way to attract customers to the company. Having website address helps to people that each time hear about company or see advertisement of company and react to message of company. Visiting of company website is easier than writing or going to store or calling. Because there are not any limitations and pressures for visitors and people get the information easily.

Attract More Customers: In each business, a primary source for finding new customers is introduce and advertise to other people via previous customers. Having a website allows to people introduce company website to other persons easily. Website addresses are easier to remember than a phone number. In addition to presenting different ways to call makes it possible to make a call directly.

Business Website Designing: The design of commercial websites is a big challenge for companies. The most of manufacturers oriented towards the customers strongly. Designing of E-Commerce website is much more serious than having an interesting site to visit. The appearance of website is an important factor, but there are many another factors. It seems that many website designers focus on the appearance of the site more than efficiency. In designing of commercial websites is needed to some basic information about the business, psychology and computer sciences. For creating more sales through the website should focus on following points:

Content: That is includes keywords, targeted and written according rules. It will be increase rank of website in search engines. In addition, visitors will be interested to buy from website. Wrong written way will cause to reduce of customers and no keywords will lower the rank of website in search engines. Written style is the first influencing way to visitor that has visited your website for first time. Therefore, adequate attention to content of the website will caused to higher sales.

Loading: Pages that appear to slow, very large or very small pages and difficulty of navigate in the site each alone is enough to make visitors tired and frustrated. Visitors should never be waiting to appear of pages and should never up and down to read of favorite pages. He/she should never have problem to search in websites about purchasing. Websites with arranged, structured and quick pages are more successful in sell usually. Loading speed of a page is very important. It causes to lose your potential visitors.

Less Use of Graphics: Graphical elements seem charming and attractive but it is not effective for sales usually. If you use too much may, make a contrary conclusion and speed of website will be low. In addition, it deflect visitor's mind from sell and advertising that are main objectives of website. In designing of websites should be less uses from graphical elements and size of graphical elements should be reduce as much as possible. The most of graphical images can be minimize without any problem in quality of images. We must be careful for not to overload any page with more than three images.

Logo: Maybe it does not much important at first glance but inherently, it is very important. Your logo represents your website. Website is meaningless without logo. Because, logo of the website will be as representative of your company in everywhere and always when he/she see your logo in another website recalls your website. Logo should have a specific meaning associated with subject of website also should have a specific size.

Domain: A good domain is the best way to advertise. Many people think that a domain with low letter is very good, but it is not true. In fact, a website that its address remains in mind is a great advantage and supremacy for company. Website domain must be coordinated with the text.

Browser Compatibility: You should test your site in the latest version of Internet Explorer as well as Safari and Firefox.

Classification Criteria for Website

There are many various classifies of website characters that exists between businesses or a transaction that occurs between a company and people to transfer of services and products. The E-Commerce websites of different companies may have different goals. However, in most cases the indexes reflecting a website's quality can usually be divided into some very important aspects as follows:

Appearance, Website Usability, Search Engine Optimization, Warranty and Return Policy, Customer Service and Information

Appearance

Visual effect of a web page and degree of amity embodied by color way, column and some other aspects:

Color Way, Column, Quality photography, Style of Site, Font Compatibility.

Color Way: When evaluating this factor, we consider color setting and coordinating degree of match

Style of Site: About characteristics on webpage handling

Quality Photography: High quality product images are especially important for online retailers.

Column: When evaluating this factor, we consider whether set type is compact and harmonious

Font Compatibility: About whether the fonts are reasonable and the degree they adapt to different browsers.

Website Usability

An important component of a successful website is its degree of usability. Some key usability elements include: Minimal Scroll, Fast-loading pages, Consistent layout, Prominent & logical navigation, Descriptive link text, Screen resolution, Simplicity, Cross-platform/ Browser compatibility, Security.

Descriptive Link Text: Usability-testing shows that long link text makes it much easier for visitors to find their way around a site. Search engines favor long, descriptive link text, too. Back links are important to give users a sense of direction and to keep them from feeling lost.

Search Engine Optimization

Mainly about some parameters related with Internet, browser, etc, when users access Internet. The relevant factors describing the website basic technique are:

Browser Compatibility: Display condition of different resolutions or different browsers.

URL: When evaluating this factor, we consider the relationship between URL and band, business and the impression on URL

Code: When evaluating this factor, we just consider the factors as concision of program code and error frequency

Mirror Site/ Affiliate Site: When evaluating this factor, we consider the condition of mirror site or affiliate site set by website

Customer Service

A good website is very important factor to attract customers. However, providing all options be requires to regular contacts with clients and their demands. This section is mainly about service items and measures, which are set for a website. The important options are:

Membership Application, Help/ Navigation, Order Form, Payment, Customer Testimonials, links/ resources, Shopping Cart (Advanced E-Commerce), Buy New Tons (Simple E-Commerce), Collections (Women, Men, Kids,...), Request Info/ Service/ Quote Form, Awards & Recognition, Upcoming Events, Members Only/ Password/ Protected Area, Features & Benefits and Catalog.

Payment: Payment is the principle component of business and without paying any transaction, operation is not complete. In payment stage, buyer pays the money of bought productions to vendors. After payment, the product being purchased will be delivered to buyers. With the development of electronic commerce requires to electronic payment methods with high and considerable security is felt strongly.

Help/ Navigation: Help information set by website in order to make convenience for user is visiting, including website navigation, key words search and help explanation

Catalog: A catalog is a magazine-style publication that features photographs, illustrations, and extensive information about a company's products. The global catalog retail sector generates revenues of several hundred billion dollars each year.

Information

When we are thinking to setting up a website and we must consider all aspects. One of these sectors is communication with customers. Website should not be confused the users. It must be responsive to customer inquiries and can be provided other useful information. The most important of these features are:

About us/ who we are?, Contact us information, Info pages, News, Employment Info, Database, Case Studies, E-Newsletter Info and sign up, Photo gallery, Employee direction, Articles/ Forms/ DOCs, FAQs, Follow (Facebook, Twitter, YouTube), Portfolio of work/ projects, Video file/ Demos, Info, etc.

Contact Us: Web addresses and URL must be present on all pages. Readers want to be associated with site administrators and they want to be aware of the quality or quantity of goods and services or to comment on its contents. Therefore, put the company name, addresses and telephone number at the bottom of every page of the site is necessary. Otherwise, if a user prints a page of site or copy he/she cannot find the site again. We must create a special "Contact Us" page include our detail in the "About Us" page and also at the bottom of each page. Information to include: business name, physical. address, mailing address, telephone, fax, email, emergency number and website address.

Use of Blogs and Social Networks: One of the most important tactics for attracting audiences is presence on social networks such as Facebook and Twitter. With regular updates about products and services in addition to attracting larger audiences, they are more interested to search in the site.

Send E-Newsletter: We know that electronic newsletter is a very power tool in marketing but people due to receive many emails to be avoided for sign up in newsletter. Despite these problems, still newsletter is a good way to inform about new products, services, awards etc. We can set up our aims in two different ways:

- E-mail subscribes on a regular basis
- Publish it on our website

or both. Include information about our business, industry or anything that may be interest to customer(s).

Warranty and Return Policy

Warranty is an assurance by one party to the other party that specific facts or conditions are true or will happen. It's a statement made by the seller or manufacturer of a product saying that it will perform in the way specified. Products can have problems either upon purchase or after a certain amount of time.

Guarantee: Offer a money back guarantee. The longer the guarantee the more effective it will be. It could be 30 days, 60 days, 1 year or lifetime.

Transportation: A company should utilize transportation systems when moving products through domestic and global channels. The major transportations are rail, water, truck and air. Each of these methods has its advantages and disadvantages.

CONCLUSION

Internet has been growing in the worldwide with fast speeds and now the majority of people especially teenagers up to date with these technologies. Form numerous individuals and companies around the world, which use the Internet

certainly some, are in search of your products and services. In fact, with having a website, company is ready to make use of many available opportunities and it will be access able from any location and any time. Only by one click, anyone can have access to your company any time.

Your website is a start point to convince of visitors to need them for your products. You are excited them to purchase then you are inviting them to contact your site. Websites help you to connect with customers. There are many companies and persons that are interested to your products and services, but they are not ready to buy now or they are needed to more information to choose and purchase. You should connect with them and provide needed information. Finally, website is a great way to facilitate this process.

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