



**Raznameh**  
**GROUP**

**Why having an E-Commerce website is essential for their  
business growth and expansion.**

**-Saurabh Salvi**





**Raznameh**  
**GROUP**



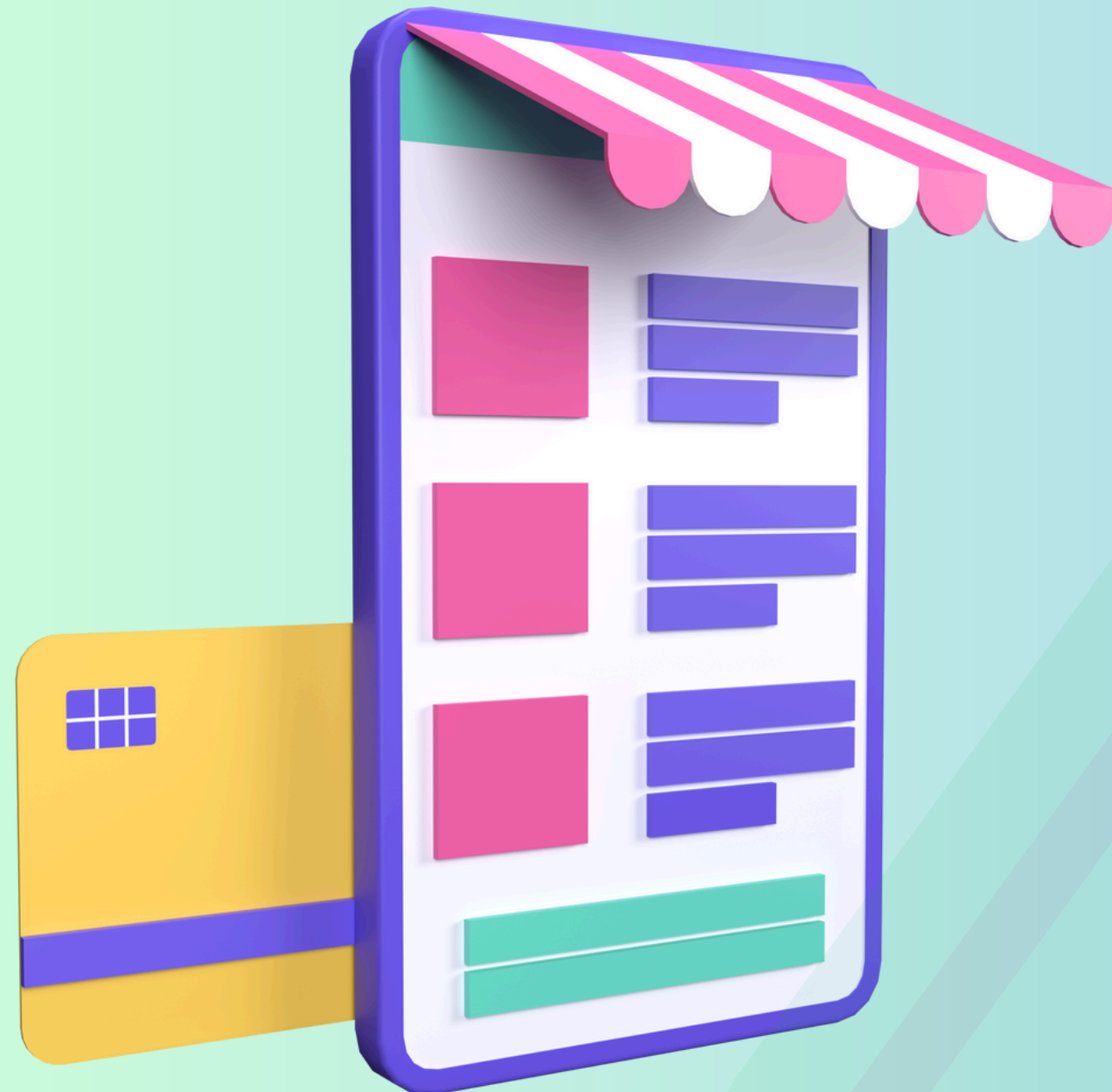
- **What is E-Commerce**
- **Succuess of E-commerce**
- **How E-Commerce helps your Business growth and Expansion**
- **Why is E-Commerce is so essential for your Business**
- **Best E-Commerce Platfrom**





**Raznameh**  
**GROUP**

## **What is E-commerce Websites ?**



**E-commerce is platform of buying and selling of goods and services over the internet.**

**It encompasses a wide range of online business activities for products and services.**



**Raznameh**  
**GROUP**

## Success of E-Commerce



- E-commerce sales worldwide reached **\$5.4 trillion**
- Mobile E-commerce sales accounted for **54.7%** of total e-commerce sales
- Cross-border e-commerce is growing rapidly, with **21%** of online shoppers making purchases from international retailers



**Raznameh**  
**GROUP**

# How E-Commerce helps your Business growth and Expansion

- **Global Reach:** Enables your business to reach customers around the world, breaking geographical barriers and accessing new markets.
    - **24/7 Availability:** Allowing customers to shop at any time. This increases sales opportunities .
  - **Adaptability:** Quickly adapt to market changes and consumer demands.
- 



**Raznameh**  
**GROUP**

# Why is E-Commerce is so essential for your Business

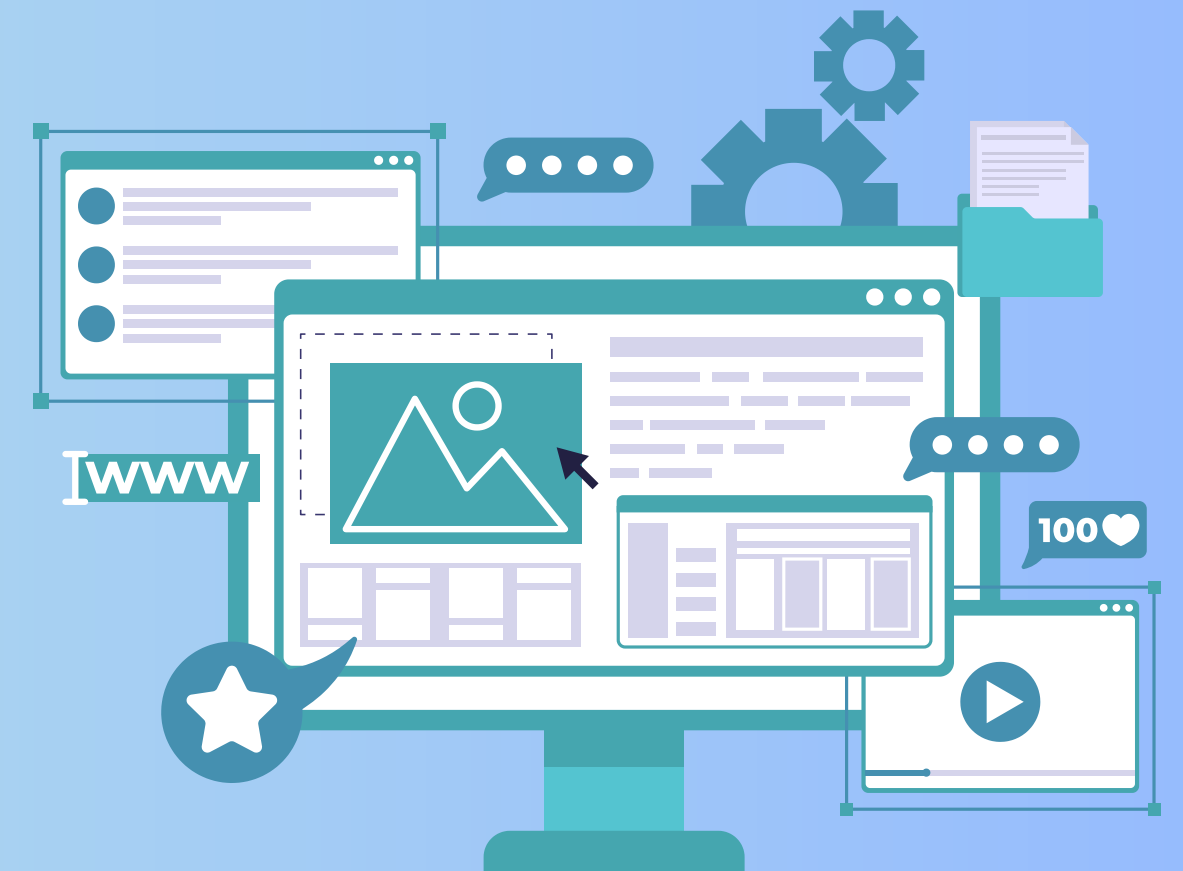
- **Cost Efficiency**
- **Marketing Opportunities**
- **Customer Convenience**
- **Competitive Advantages**





# Benefits of E-Commerce Websites

- **Low Overhead Costs**
- **Wider Reach**
- **Easy Setup**
- **Increased Convenience for Customers**
- **Higher Sales**
- **Improved Customer Service**
- **Flexibility in Location and Working Hours**
- **Better Data Tracking**





**Raznameh**  
**GROUP**

## **Advantages of our Online Business Operations**

**Reduced Expenses**

**Global Accessibility**

**Enhanced Customer  
Experiences**

**Choosing the Right  
eCommerce Platform**





# Best E-commerce Platform



## Odoo

- All-in-one solution with integrated modules
- SEO-Friendly
- Ease of use
- Community Support



## WooCommerce

- Integrated with WordPress
- customizability
- Cost-Effective
- Scalability



## Magento

- Robust Features including Product management, marketing tools and analytics.
- Enterprise-level support



**Raznameh**  
**GROUP**


## How SEO Helps your E-Commerce Websites to Increase Sales

- **SEO enhances your website's visibility on search engines**
- **Drives Targeted Traffic**
- **Enhances user experience**
- **Boost Local Sales**
- **Builds creditibility and trust for user**





## **SEO Parameters for E-Commerce Websites**

- **On-Page SEO; Title tags, Header and Product descriptions.**
  - **Tools like Google Keyword Planner, Ahrefs use for Keyword Research**
  - **Mobile Optimization and Page Speed**
  - **Content Quality**
  - **Technical SEO: XML sitemaps and SSL Certificate**
- 

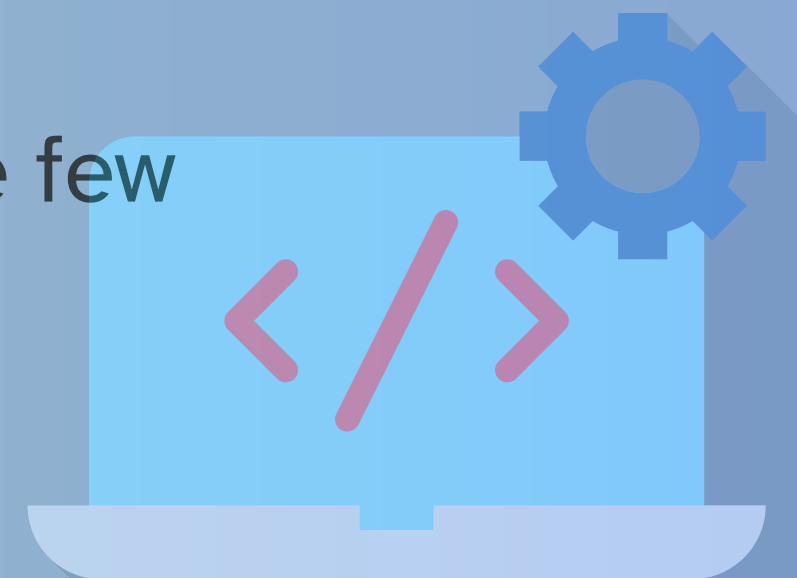




**Raznameh**  
**GROUP**

# Backlink Generation

- It is acquiring hyperlinks from other websites to your own.
- These backlinks are crucial for SEO because search engines
- It helps improving SEO and indexing
- Increases referral traffic
- Content Creation, Social-Media Promotion and Outreach are few strategies





**Raznameh**  
**GROUP**

## **Working with our solutions to unlock success online !**

Our Proficiency in **E-commerce** Solution at Raznameh Group enables your company to maximize their online potential growth and boost expansions



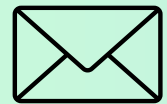
**Raznameh**  
**GROUP**

# Join us !

**Feel Free to contact us**



**<https://raznameh.org>**



**[saurabh.salvi@raznameh.org](mailto:saurabh.salvi@raznameh.org)**



**2nd Floor College House, 17 King Edwards Road,  
Ruislip, London, United Kingdom.**