

Customizing Your Online Store Doesn't Have to Be Hard. Here's How

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It can be overwhelming to make your online store stand out and do well. You know, you've got a great product that people want, but they don't know where to find it.

You need to get the word out there about what you're selling. One way to stand out is by shining up your brand through your online store, which means you need to customize it.

But there's no reason why this has to be complicated.

We will give you some simple yet easy-to-implement ideas on how you could customize your own online store so that it becomes better than anyone else's out there!

What Most Sellers Don't Realize



First, let us explain why many online stores suffer from bad designs.

The reason is that many of them are made using templates that are already pre-designed for specific products. So, when you use these templates, you end up with an online store that may look pretty generic and uninviting.

Now, we understand that not all businesses are alike. But, if you're going to create an online store, you should at least try to differentiate yourself from others.

It's literally the first impression your customers would see when they visit your store. If you don't want them to leave without buying anything, then you'll have to put in extra effort into making sure your online store looks good.

If you were to go into a clothing store that looks dull and not user-friendly, would you buy anything? Of course not!

Also, what if what you have written in your online store isn't addressing your customers' concerns? Would they still come back to check out your other products?

Well, most likely, it is a no.

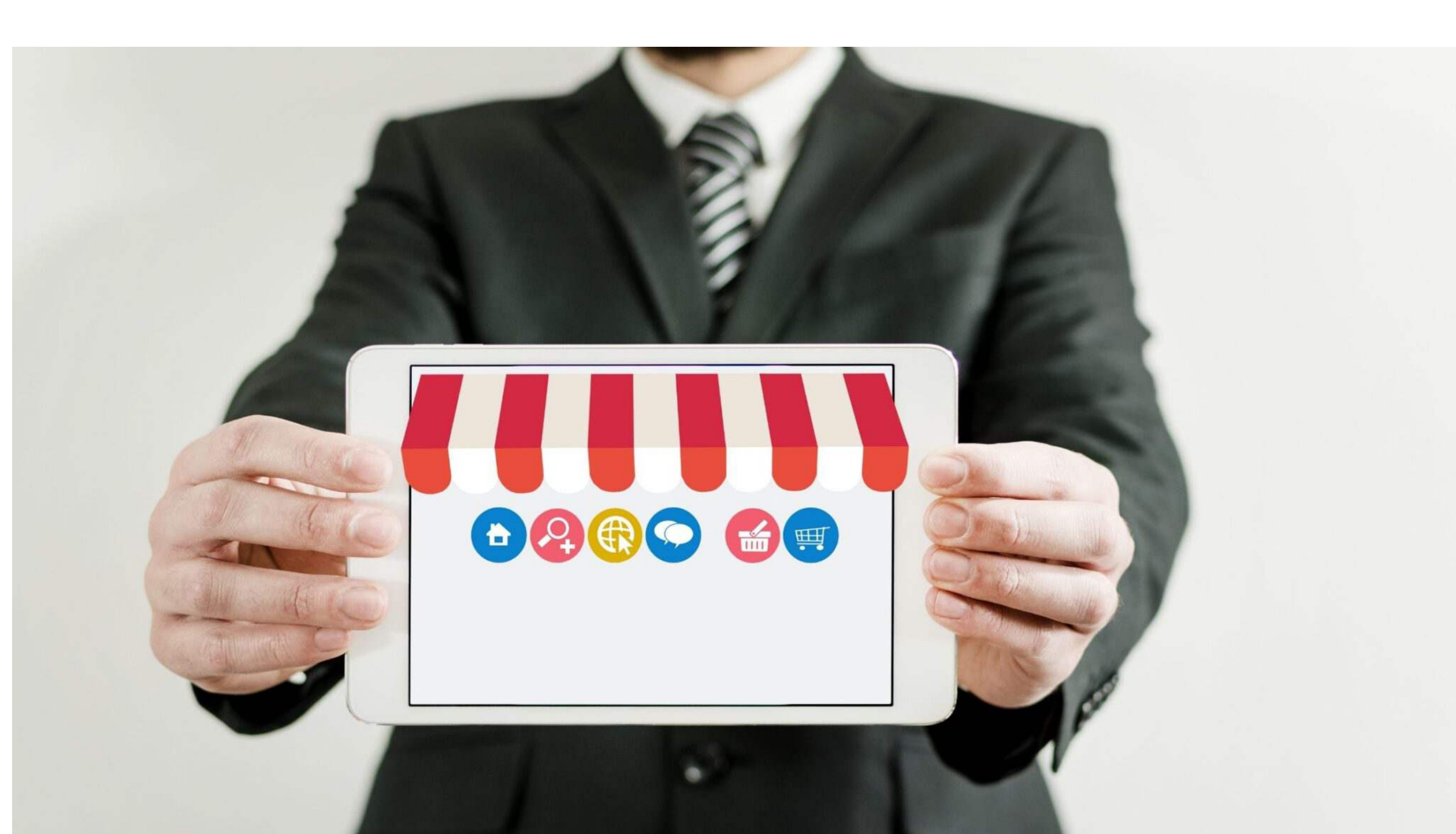
Online retailers want customers to find what they're looking for quickly and easily.

However, as more customers start buying products online via mobile devices, many merchants want their stores to look modern and upscale without going through a lot of hassle or spending extra money on custom designs.

With Boutir, you can now take control over your online store's design and feel like you're actually creating a unique website for your business without complicated programming. Moreover, you can do so with just your smartphone.

Want to know more? Keep reading!

Easy and Quick Customization for Your Store



With that said, here's what you can focus on when customizing your online store. Note that we use Boutir settings as an example just to show how easy it is to customize your store.

Store URL

A Store URL is a link that directs to the product page.

When you want to name your store URL, make sure you name it something catchy and memorable. For instance, if you sell clothes, you might want to include the keywords "clothes" or "shirts" in the URL.

This will help you attract more visitors to your store.

Store Logo

A store logo (also known as a shop logo) is the photo of a business or brand that appears on your storefront.

Make sure your logo represents your brand pretty well. If you're unsure what kind of logo you should choose, you can always ask a professional who will help you design one for your business.

If you have the design chops, you can use online tools like Canva to create your own logo.

Store Cover Image

The cover image is the first thing that a user sees when they visit your online store. It's usually located at the top of your online store on the homepage.

It's essential to make sure that this image is eye-catching enough to draw attention.

As such, it needs to be carefully curated and displayed in an appealing way that entices visitors to stay and browse through.

Store Name

A store name is a business that sells goods and services. A store name can also be your company's brand name.

Having a store name is crucial as it helps people remember your business.

For instance, if you run a restaurant, you may want to call yourself "Boutir Restaurant."

(P.S. don't use this name LOL 😂)

It's important to decide on a unique and memorable name, so people will remember what they are buying from you. What will be the name of your company in 10 years? Will it still exist then?

Product Images

A product image is a picture of a product that appears on your storefront along with its description.

You can either upload an existing image to your store or take the best shots of your products by using a camera.

Even better, add some text in each image to describe the product as concisely as possible. This will help customers understand what they're buying before they buy it.

Product Descriptions

A product description is information about a product that appears below the product images.

To write a good product description, you need to think of the following:

What does the customer need to know about the product?

How would you explain it to someone else?

How do you want to present the product to potential buyers?

So, once you've answered these questions, you'll be able to write a great product description.

Shipping & Returns Policy

Shipping costs and return policies are two things you should consider when customizing your online stores.

Your shipping policy should clearly state whether you only ship locally or internationally.

Also, you should indicate whether you offer free shipping or a flat rate shipping fee.

Most importantly, you should provide clear instructions on how to return items. You don't want to lose money and, more importantly, your customers because of poor communication on this part.

Whewww, these are just some of the customizations you can do if you set up an online store on Boutir.

Customizing Your Online Store Made Easier



Admittedly, the process of customizing your online store can be tedious and time-consuming.

Not anymore when you build your online store with Boutir!

Boutir is an e-store solution that lets big and small enterprises build their online store and connect it to their social media easily, all on mobile.

We don't take commissions, view our transparent [pricing plans](#).

or!

.

Download Boutir now on the [App Store](#) or [Play Store](#).

Have more questions? Talk to our customer service by sending us an email at info.my@boutir.com . . .

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