

Our e-commerce advices

Table des matières

- Our e-commerce advices
 - Online Store's structure
 - Homepage
 - Product pages and images
 - FAQ
 - E-commerce's trends
 - Best countries to settle
 - The return to the handwork
 - Privates Sales, subscription e-commerce
 - E-commerce B to B
 - Best practices to make themselves known
 - SEO : improve your SEO
 - Improve your performance on the social networks
 - Newsletter
 - The community
 - Email campaign
 - Posting a Blog
 - Important times
 - M-Commerce
 - Let's go further
 - Modules
 - Templates
 - Code
 - Design Tips
 - Hook

Our e-commerce advices

[PrestaShop Blog](#) publish regularly e-commerce advices.

Find here some precious advices to improve each page of your online store. You will be able to improve the performance of your website and thus increase your sales.

Online Store's structure

Some tips to improve the quality of yours pages.

Homepage

- [A few PrestaShop Design Tips : the Homepage](#)
- [Ramp Up Sales by Optimizing Your Product Pages](#)

Product pages and images

- [Making the most of your product images with PrestaShop](#)
- [Original ways to showcase yours products](#)
- [5 tips for well-designed product sheets](#)
- [Ramp Up Sales bu Optimizing Your Product Page](#)

FAQ

- [Why the FAQ page is so important in the world of e-commerce](#)

E-commerce's trends

Let's discover the e-commerce's trends, stay connected !

Best countries to settle

- Poland : a new horizon for e-businesses
- Learn How to Market Your Online Store to the United Kingdom
- E-commerce : How to crack the German market
- E-commerce: Best Practices to Reach a Global Market
- How to go International with an E-Commerce

The return to the handwork

- Return to the real: Are artisans the future of e-commerce

Privates Sales, subscription e-commerce

- PrestaShop Presents the Benefits of Private Sales
- HTML vs. Flash: That is the Question

E-commerce B to B

- How to sell services online to other professionnals

Best practices to make themselves known

Some tips to improve your visibility !

SEO : improve your SEO

- Getting good natural search results: top Google rankings in 3 easy steps
- The Complete Guide to SEO

Improve your performance on the social networks

- Online Retailers, Time to Get on Pinterest, a social Network Designed for you
- Market your website on Facebook
- 4 practical tips to take advantage of social networking
- Social Shopping: When Social Networks meet e-commerce

Newsletter

- 10 keys points for developing a newsletter optimised for all clients
- How to increase the open rate of your newsletter ?

The community

- 3 Tips for Managing your Community

Email campaign

- 8 Tips for a Successful Email Campaign

Posting a Blog

- [Posting a blog for your online shopping : 5 good reasons to get closer to your clients](#)

Important times

- [The New School Year Means Increased Consumer Spending](#)
- [4 Tips to Improve Your After Sales Service Post Christmas](#)
- [6 pieces of advice for starting the year on the right foot](#)
- [7 Ways to Boost your Christmas Sales](#)

M-Commerce

- [Optimize your site for cell phones](#)

Let's go further

Approfondissez vos connaissances techniques dans la gestion de votre boutique en ligne. Grâce à ces articles vous allez en savoir plus sur les diverses fonctionnalités de votre boutique.

Modules

- [Custom URL Routing for PrestaShop Modules](#)
- [Take an Inside look at PrestaShop's Modules](#)

Templates

- [Integration : Best practices for PrestaShop themes](#)

Code

- [Improving the quality of your code](#)

Design Tips

- [A Few Design Tips : Technical Recommendations](#)

Hook

- [Better understand and use "hooks"](#)