

# Our advices

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## Our advices

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

Find here a precious advices to improve each page of your online store. You will be able to improve the performance of your website and then 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"](#)