Build an Ecommerce Store That Sells

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A guide to planning ecommerce stores around clear navigation and product information.

This ebook organizes the subject into practical themes you can compare with your goals, resources, and current approach. It is an educational reference; the ideas are not a promise of a particular business or personal result.

Topics covered

- Organizing store navigation and page structure.
- Designing product pages that answer common questions.
- Reviewing checkout steps and sources of friction.
- Testing changes and monitoring store performance.

Who this ebook is for

This book may be useful for business owners, founders, and independent professionals who want a structured introduction to this subject and related decisions.

Putting the ideas in context

As you read, identify a question from your own situation. Compare the approaches in the book with your constraints, then decide what information or small next step would help you evaluate them.

Book details

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