

# ECWID

# ECOMMERCE FOR WORDPRESS

**Presenter:**

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TUNA TRAFFIC**

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e c w i d

# WHO AM I?

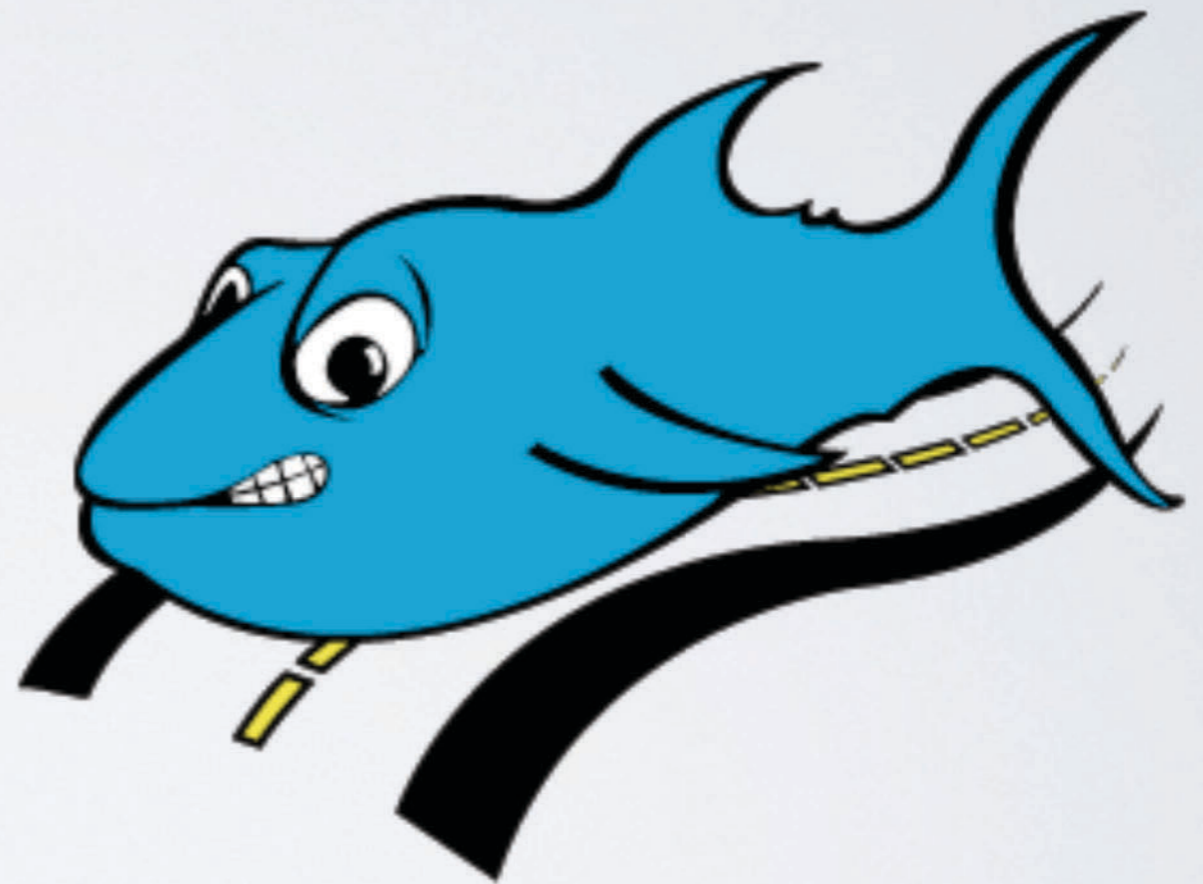
Mike Zielonka of  
**TUNA TRAFFIC**

Director of Web Strategy & Client Solutions

@mikezielonka

[facebook.com/tunatraffic](https://facebook.com/tunatraffic)

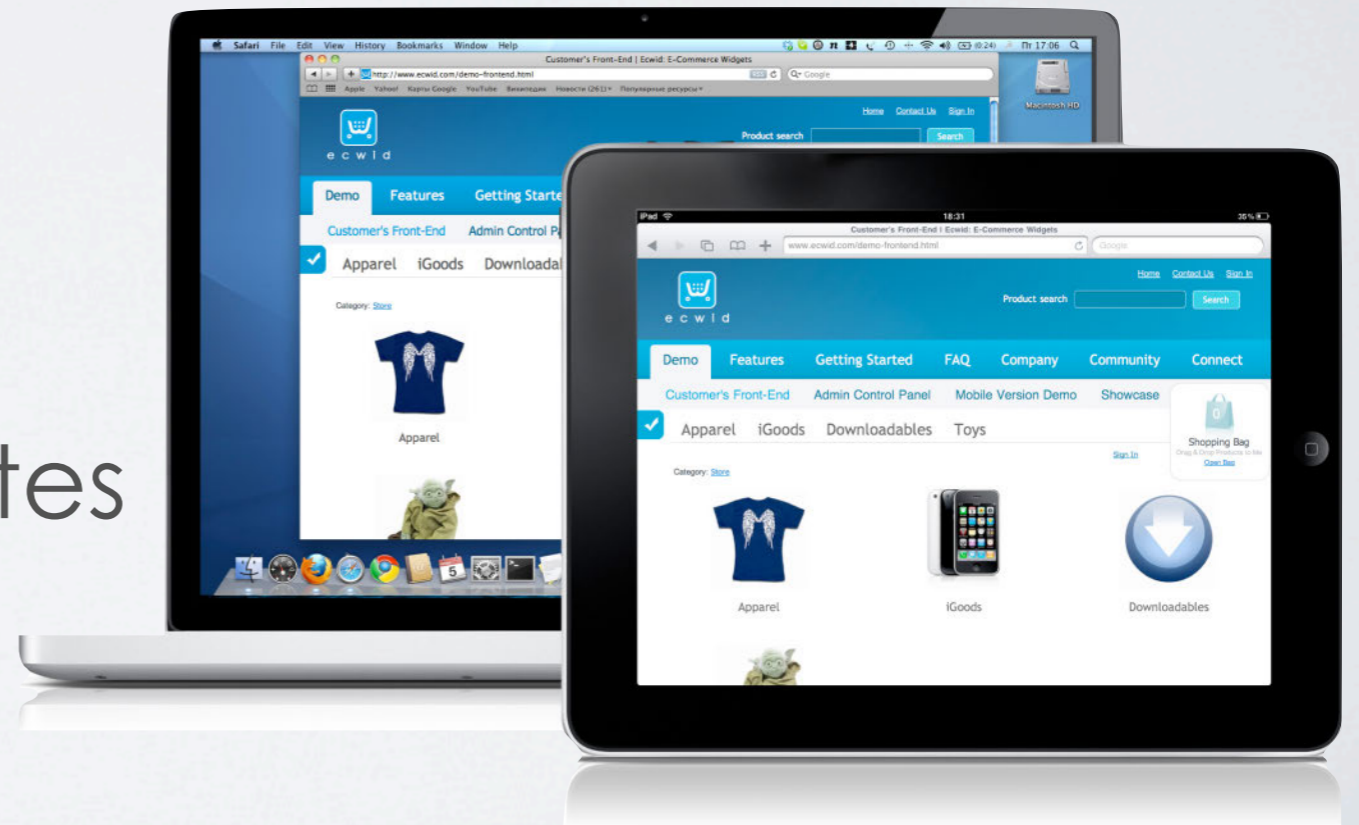
[linkedin.com/in/mikezielonka](https://linkedin.com/in/mikezielonka)





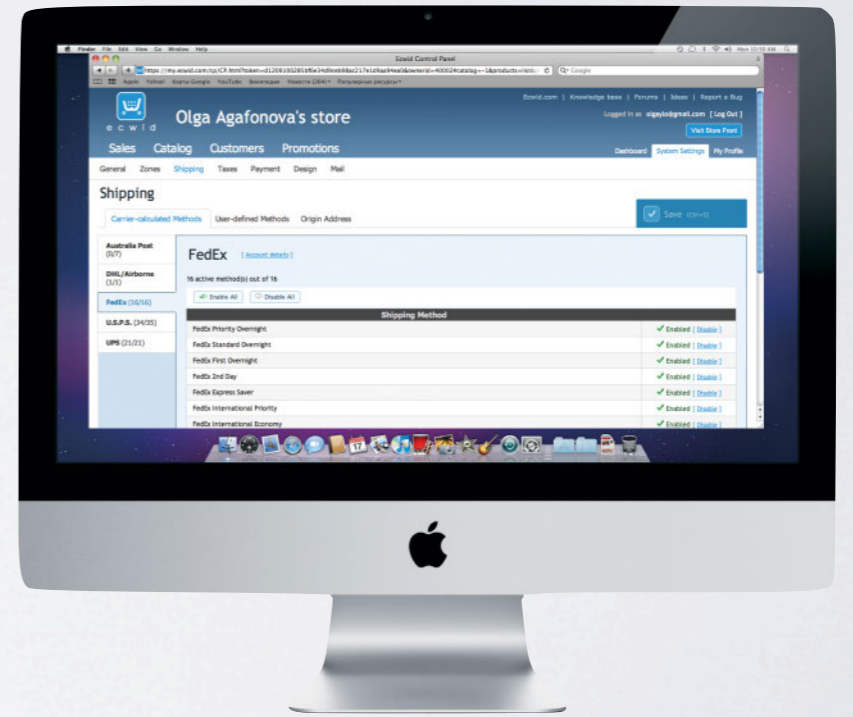
# ECWID IN A NUTSHELL

- Works with your existing site
- Sell on the Web, Facebook, and mobile devices
- AJAX Driven
- FREE & Paid Options
- Takes less than 5 minutes to set up



# WHY ECWID?

1. Leading social commerce solution
2. ECWID preserves your design
3. Lightning fast
4. AJAX Powered
5. Wordpress Friendly





# ECWID CORE FEATURES

- Lightning Fast
- Inline SEO
- Custom CSS Themes
- eGoods & Physical Goods
- Order Management
- Over 10 Payment Options
- Shipping Integration
- Email Notifications
- Single Sign On
- Discount Codes

<http://www.ecwid.com/compare-plans.html>

# PAYMENT & SHIPPING OPTIONS

- **Payment Options:**

- PayPal, Google Checkout, Authorize.Net, + 10 more

- **Shipping Options:**

- FedEx, UPS, USPS, & More



# NEGATIVES OF ECWID

- It's AJAX driven
- It's Not Hosted On Your Servers
- Can't Use Google Analytics for eCommerce
- No Google Merchant Center Integration
- Customization of Functionality is Limited
- Inline SEO is Not the Best SEO Option

[http://wholelifestylenutrition.com/store/?ecwid\\_product\\_id=7886057#ecwid:mode=product&product=7886057](http://wholelifestylenutrition.com/store/?ecwid_product_id=7886057#ecwid:mode=product&product=7886057)

# ECWID EXAMPLE

## WHOLE LIFESTYLE NUTRITION

- WordPress: <http://wholelifestylenutrition.com/>
- Facebook: <https://www.facebook.com/halleswholelifestyle>
- Mobile: <http://mobilestore.wholelifestylenutrition.com/>

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