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How to sell your online courses: choose your best e-commerce platform

5 tips for choosing a satisfying e-commerce platform and maximizing your revenues from eLearning courses.

Choosing an e-commerce platform is not an easy task: available options are truly abundant! On the other hand, choosing the right platform has top priority: choosing a platform that does not suit your needs could make you miss out on countless sales.

Here are 5 tips to make your decision difficult.

Scalability

It is necessary to opt for an e-commerce platform that offers easily scalable solutions, because the goal of your company is to grow. Choose a solution that can grow and expand with your market when your services / products become more and more successful.

Budget

Almost everyone is looking for an e-commerce platform with advanced features at an affordable price. However, although the market has become more competitive, the reality is that (if you have too limited budgets) sometimes you need to settle for basic functions.
So, if you want to enjoy a good value for money, you should limit the list of features that you think are absolutely necessary and then choose the solution according to your specific needs. Another factor that may be of interest to you is the fee schedule: some e-commerce platforms require an annual fee, others a monthly subscription fee, and some still charge for each transaction.

Custom design

Maybe you're not a designer, but you want your e-commerce site to be perfect and catchy. So, always ask yourself: which e-commerce platform will offer me the customization and design flexibility needed to get the site I want? Will I be able to update the pages quickly and independently to add new eLearning courses or will I need the help of web designers?

Support

Remember that everyone needs help on technical issues and therefore assess the level of support that is offered to you. Are you offered telephone support, by e-mail or live chat? What time is assistance available? Can you open assistance tickets? Is there any online forum / FAQ area available?

User experience

Your customers need to browse your e-commerce site and purchase courses with ease and speed. The purchasing process must be fluid and simple, it should not cause stress or frustration, otherwise the site will be abandoned and the transaction will not be closed.
Make sure that the purchase procedure is as simple and streamlined as possible. It is therefore necessary to choose a reliable and user-friendly e-commerce platform: check customer reviews on the various e-commerce platforms.

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