

Feature List

Tradingeye is one of the most advanced, and accessible ecommerce shopping carts on the market. Tradingeye features a powerful online CMS, enabling you to update your shop from anywhere and even receive invoices direct to your mobile phone!

Accessibility/Compliance

- PCI Compliant
- UK DDA Compliant
- Section 508 Compliant
- WCAG AAA
- XHTML/CSS Valid
- Built in Accessibility & policy documents
- CSS Style Sheet Switcher

Administration

- Choice of standard or tree navigation
- Online admin (no software needed)
- Language packs
- One page checkout
- Wholesale/Retail pricing
- Create unlimited products & pages
- Create unlimited departments & sub-departments
- Order manager
- Product importer
- Contact Manager
- Inline editor
- Customer Manager
- Online help guides
- Staff management
- File manager
- Multiple reports
- Localisation settings
- Add Plugin Modules

Payment Methods

- Credit/Debit cards
- Credit/Debit cards over the phone
- EFT (Electronic Funds Transfer)
- COD (Cash on delivery)
- Cheque

Product Pages

- Downloadable products (virtual products)
- Automated image re-sizing & compression
- Product Attributes (with front end sorting)
- Standard options
- Custom options
- Manufacturer association
- Attach (cross sell) products & articles
- Powerful search engine
- Postage & packing estimates
- Customer reviews
- Product Enquiry Form
- Wish List
- Stock control
- Backorder splitting
- Complete/Incomplete orders
- Number of products per page
- Create product packages (bundles)
- Create product lists
- Image Gallery (with light box)
- Product Comparison
- Shop by brand/supplier
- Best sellers
- Show recently viewed items
- Top selling products
- Re-order module

Customer Login

- View invoice status
- View invoice history
- Edit/update information
- Re-send password
- Accept Terms & Conditions
- Member only pages

Payment Gateways

- Protx VSP Direct
- securetrading
- Authorize.Net
- PayPal Standard
- PayPal Payment Pro UK/US
- PayPal Express Checkout
- WorldPay
- SECpay
- HSBC
- Barclays
- No realtime

Postage & Packing

- Drop shipping
- Postage by zones (weight range and fixed)
- Postage Estimates
- Postage by weight
- All orders have free postage
- One rate for all orders
- Postage based on percentage of total sale
- Postage charged on a per item basis
- Set special codes to use on products
- Postage charge based on range of total order
- Setup special rates which users can select before checkout
- Create tracking numbers
- Notify customers of shipping

Shopping Promotions

- Membership points
- Discount codes
- Gift certificates
- Gift wrapping
- Site promotions
- Sale items
- Volume discounts
- % or £ off (unique or returning customers)
- Minimum Order

Security

- SSL Enabled
- SQL Injection Protection
- URL tempering
- Parameter Manipulation
- Sever Side Validations
- Forget Admin Password & encryption
- SMTP Authentication

Search Engine Optimisation

- Built using Web Standards
- Search engine friendly pages
- Optimise individual products, departments & pages
- Write your own file names (URL's)
- Meta Title
- Meta descriptions
- Meta Key words
- Alt tags
- Dynamic Site map

Marketing

- EBay feed
- Google & Yahoo sitemaps
- RSS Feeds - products, articles
- Google Base (Froogle) Feeds
- Google Analytics
- Lead groups (customers who bought or didn't buy x product within a date range)
- Email campaigns
- Plain text emails
- HTML emails
- SID (tracks products sold via a Tradingeye email campaign)

Reports

- Best sellers, out of stock, low in stock
- New orders, pending orders, incomplete orders
- Tops searches, most viewed products, cart abandonment
- New customers, returning customers, best paying customers
- Reports wizard

VAT/Tax Settings

- Create VAT/Tax tables for any Country/County
- Display products with or without VAT/Tax
- Add products inclusive or exclusive of VAT/Tax
- Allow VAT/Tax on postage
- Turn off VAT/Tax for individual products

Plugin Modules

- Various plugins available