



Ecommerce

At Direct Alliance, we contribute to the success of your web-based program with our cutting-edge ecommerce solutions, offering clients complete online capabilities. Additionally, a dynamic, end-to-end ecommerce solution can complement your direct sales channels.

Our turnkey ecommerce services contain everything you need from robust platforms to search engine marketing, site design to shopping carts, and more for one successful transaction after another.

- Ecommerce Platforms
- Search Engine Optimization (SEO)
- Extranets and Microsites
- Banner Advertising

Ecommerce Platforms

Our ecommerce platforms include site design and management capabilities to help you create and maintain your web page solutions. These can include:

- **Content management** to support self-service to full service offerings, including rules-driven, dynamic content to assist in publishing landing pages and websites
- **Product management** to provide individual and family product displays, dynamically add new customer attributes to product categories, support multiple product image sizes, supply attribute-based product comparisons and relationships such as cross-selling and upselling accessories, supplies, or spare parts
- **Price management** to integrate list and scale prices, quantity discounts, currency converters, customer-specific pricing, and real-time use of external price engines
- **Promotions display** based on recent order or behavioral information, rules-based discounts, or coupon generation



- **Merchandising** to support rules-driven, dynamic content as well as the ability to merchandise a website from a backend user interface
- **Dynamic navigation** for each individual user to personalize the customer experience
- **Shopping carts** customized by storefront, payment methods, permissions, or messaging to support registered user checkouts

Extranets and Microsites

We design, host, and manage personalized, easy-to-use web pages and microsites to solve business problems for our clients.

Search Engine Optimization (SEO)

We offer a full range of SEO services to improve your online ranking and visibility results such as competitive analysis, keyword analysis, site optimization, content creation, link strategy, directory submission, reporting, and maintenance.

Additionally, **Search Engine Marketing (SEM)** can drive qualified visitors to your website with paid search placement methods such as pay-per-click, XML fees, paid inclusion, and more.

Banner Advertising

We create highly effective banner ad campaigns that precisely target your prospects and pull them into your website. By analyzing which segments represent your best markets, we can determine how to effectively reach them via the Internet.

Learn More

Find out how our ecommerce services, including **ecommerce platforms, extranets and microsites, search engine optimization, and banner advertising**, can provide you with a solution tailored to meet your business needs. Contact us for a complimentary set of brochures about our services.

For more information visit www.DirectAlliance.com or contact us at 800.597.9741.