



JUMBO LIST OF

75 TOOLS

THAT WILL
IMPROVE YOUR



ECOMMERCE STORE

BNA Whitepaper





There are unique challenges associated with running an online store. Having cool merchandise is only one part of the puzzle. Customers expect a seamless ecommerce experience, and you can't give them anything less.

Fortunately, there are tons of tools, plugins, and tech on the market that can help you optimize and improve your ecommerce store, so you can drive more traffic, reduce shopping cart abandonment, and get more sales.

WORDPRESS PLUGINS



1 **WooCommerce** to build an online storefront

Possibly the most popular ecommerce shopping cart plugin for WordPress, WooCommerce allows you to build your digital storefront from scratch.

Price: Free

2 **Jigoshop** to create an online store

An alternative to WooCommerce, you can create a fully featured online store almost instantly with this WordPress plugin. Just upload your products and start accepting PayPal payments ASAP.

Price: \$40/month for basic

3 **PrestaShop** for website building

Build your ecommerce shop for free with PrestaShop. This website builder is ideal for smaller shops.

Price: Free

4 **WP eCommerce** to create an ecommerce shop

This is the original ecommerce plugin that allows you to create your ecommerce store to sell physical or digital goods, as well as manage orders, manage catalogues,

and even create a membership. It's SEO friendly, offers a one-page checkout, and comes with a few customer payment options, including checks, money orders, and PayPal. You can customize the plugin by HTML and CSS.

Price: Starts at \$49 for 30-day access

5 **Easy Digital Downloads** to sell digital goods

This is a great plugin for those looking to sell digital goods online. It's an easy-to-use tool that has a bunch of different extensions for different platforms, services, and payment gateways.

Price: \$99/year for a Personal Pass

6 **Swoop** for customer login

Make it easier than ever for your customers to create an account and login to make purchases by eliminating the need to create a password. With the Swoop plugin, customers will only need an email address to login instantly (and it's still secure thanks to four layers of security checks)!

Price: \$19.99 for a basic plan

7 **Ecwid** for online shopping carts

This PCI-compliant shopping cart plugin enables you to sell your merchandise worldwide by giving your customers more than 40 international payment options and 45 language translation options.

Price: Free or pay \$15/month for more robust features



8 **WooCommerce Product Reviews Pro** to accept product reviews

Allow customers to share product reviews, complete with video and images, so you can create more trust in the buying process.

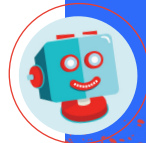
Price: \$79 for one site



9 **ShortPixel** for image optimization

All your product images could be slowing down your WordPress website. ShortPixel compresses and optimizes images to improve load time and performance without losing image quality.

Price: Free up to 100 images/month



10 **Divvit** for ecommerce analytics

Get insights into your website traffic and customers' shopping behaviours with this analytics plugin for WordPress. Divvit makes data-based recommendations to help you improve your online store. Track unique order views, live orders, top sellers, and more.

Price: The free version allows you to see data for the last 7 days



11 **MonsterInsights** for analytics

Understand what your audience likes, wants, and prefers by tracking your website's analytics. This plugin allows you to connect Google Analytics to your ecommerce store to learn more about what visitors are doing on your site.

Price: Free!

12 **Cataloggi** for inventory management

This simple online product catalogue lets you keep track of and publish your merchandise. You can organize products into categories, create a product search form, customize how products are displayed, and more.

Price: Free!

13 **Veeqo** for WooCommerce inventory management

This inventory management software is not only ideal for managing your WooCommerce merchandise, but the products you sell on eBay, Etsy, and Amazon, too—all on a single platform. Edit product listings, manage shipping, sync inventory in real time, and manage orders and stock to create a more efficient online business.

Price: \$156/month for basic

14 **OptiMonk** for onsite retargeting

Convert more visitors into customers by displaying tailored pop-up offers with OptiMonk. With a range of templates, you can easily create unique messages tailored to your products and your visitors' expressed interests.

Price: \$29/month

15 **WPForms** for form building

This plugin is one of the easiest WordPress forms plugins that anyone can use without training. With drag & drop functionality, WPForms lets you quickly and easily set up a contact form, payment forms, email subscription forms, order forms, and more in just a few clicks.

Price: \$39.50/year for basic

16 **Smart Currency Converter** to translate prices

Give your customers relevant pricing information with this handy WordPress plugin. Smart Currency Converter automatically detects the right currency based on your visitors' location and auto-translates your product prices to that currency.

Price: \$16

17 **OptinMonster** for conversion rate optimization

Prompt visitors who are about to leave your website to become email subscribers with this popular conversion rate optimization software. Convert more visitors, build your email list, and increase customer outreach with OptinMonster.

Price: \$9/month for basic

18 **Envira Gallery** to showcase your products

WordPress's image gallery is pretty basic. Envira Gallery helps you create a responsive and beautiful photo gallery, create albums, and more, so you can showcase your merchandise in the best light.

Price: \$29 for basic

19 **Yoast SEO** to boost website visibility

This popular plugin helps you optimize your ecommerce store for search engines and increase your website's visibility, so you can drive more traffic.

Price: Get started for free

20 **BackupBuddy** for security

Protect your ecommerce store from hardware failures, data loss, and host server attacks with BackupBuddy. This reliable security plugin backs up your website in offsite cloud storage and restores it as necessary.

Price: Start at \$80/year for two sites

21 **MemberPress** to create a membership

Build a membership option for your online store with this cool WordPress plugin. Create exclusive content and special subscriptions for members to entice visitors to sign up.

Price: \$149/year for basic

22 **Arconix FAQ** to create a frequently asked questions page

Familiarize your customers with your products or services by quickly and easily adding a helpful and informative frequently asked questions page on your ecommerce website with this plugin.

Price: Free

23 **Constant Contact** to build an email list

A beginner-friendly plugin, Constant Contact will boost your email marketing efforts by enabling you to create signup forms, build an email list, and send emails to subscribers.

Price: Start with a free trial, \$20/month for basic

24 **CSS Hero** to customize WP themes

Easily customize your WordPress theme without having to learn code with CSS Hero.

Price: \$29/year for one site

25 **MaxCDN** for fast-loading pages

Load photos and static content even faster with MaxCDN, a plugin that's easy to use and install, and that will improve the user experience.

Price: Starts at \$9/month

26 **Product Countdown** to put merchandise on sale

Boost sales by putting your items on sale for a limited time with a countdown option. This WP plugin is great for encouraging customers to buy products before your impressive deals disappear.

Price: Start free





27 **Free Shipping Bar** to get free shipping

Customers are more likely to shop at your store if they can get free shipping. This app will add a fully customizable bar at the top of your ecommerce site to display a free shipping offer. Increase average order values and boost sales with Free Shipping Bar.

Price: Free

28 **Plug in SEO** for site optimization

Thousands of Shopify store owners use this digital SEO assistant to ensure their stores are optimized for easy discovery. This plugin will alert you to SEO issues, such as page speed, content freshness, blog post structure, and more.

Price: Free plan available

29 **Kit** for store discovery

More visitors will discover your ecommerce shop with Kit, which helps you manage Instagram and Facebook ads through an easy-to-use messenger interface. Just message Kit and start promoting discount codes, sending back-in-stock notifications, creating retargeting campaigns, and more.

Pricing: Free

30 **SMART Bundle Upsell** to drive average order value

This Shopify plugin will help you upsell by providing product recommendations and custom bundles based on what's already in a customer's cart. Encourage visitors to spend more money and drive average order value.

Price: \$47/month

31 **Buy Button Channel** to create custom buttons

Craft a custom "Buy" button or "quick checkout" link to add any of your products to external sites with this simple-to-use plugin. The tool will match the colours and style of your site for branding consistency. Use the buttons on any of your ads to send customers straight to your checkout page.

Price: Free!



32 **ReferralCandy** to drive more business

Automate your referral program with ReferralCandy. The program automatically sends emails to customers to remind them to share their referral links and then gives them whatever reward you have decided to give them, also automatically.

Price: \$49/month

33 **Social Photos** to add social proof

When customers tag photos of themselves on Instagram using your products, this plugin automatically collages the images into a gallery. Photos can then be linked to product pages to drive sales. Adding social proof to your ecommerce site will help you not only add more community to your online shop but also drive more sales by adding a new level of trust.

Price: \$10/month

34 **One Click Social Login** for customer accounts

Make it easier than ever for customers to login to your Shopify store by allowing them to use their existing social media credentials.

Price: From \$0.99/month

35 **Return Magic** for
merchandise returns

With this Shopify plugin, you can create a seamless return experience. The tool allows you to easily refund customers, process exchanges, and issue gift card refunds.

Price: \$10/month

36 **Back In Stock** for restocking
email alerts

Don't lose sales due to low inventory levels. Instead, allow your customers to sign up for back-in-stock email alerts, so they're the first to know when products are restocked, and they can complete the purchase.

Price: Free plan available

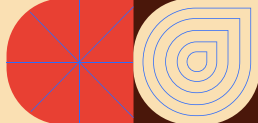
37 **Appifycart** to create
a mobile app

Turn your Shopify store into a mobile app that can be uploaded to Google Play and the App Store. You can even use push notifications to drive sales.

Price: \$59/month for basic



WOOCOMMERCE PLUGINS



- 38 Affiliate Royale** to manage affiliate programs

Enable others to promote your online shop for you with this affiliate plugin for WP. You'll boost traffic and generate more revenue with Affiliate Royale.

Price: \$85

- 39 WooCommerce Points and Rewards** for loyalty

Encourage your customers to refer their friends, sign up for your email list, or write a positive product review by rewarding them with points that they can redeem for discounts.

Price: \$129 for one site

- 40 YITH WooCommerce Compare** for product comparisons

Allow customers to make informed decisions with this WP plugin. Customers will be able to compare two or more products side by side to help them decide which best suits their needs.

Price: \$63.99 for one site

- 41 YITH WooCommerce Gift Cards** for prepaid cards

This WP plugin enables customers to purchase gift cards of any amount and send them to their loved ones as gifts.

Price: \$119.99 for one site

- 42 Discount Rules for WooCommerce** to create product discounts

Make it easy to offer your ecommerce customers bulk discounts, storewide discounts, special offers, cart discounts, and a variety of other deals to increase engagement and sales.

Price: \$49/year for one site

- 43 WooCommerce PDF Invoices & Packing Slips** to add legitimacy

Add legitimacy to your online store and boost trust with customers by making PDF invoices and packing slips available in your customers' accounts.

Price: Free!

- 44 YITH WooCommerce Quick View** to improve the shopping experience

Add a quick view option for your products to add convenience to the shopping experience.

With this feature, your customers will save time by not having to load a new page every time they want to learn more about a product's details.

Price: Free

45 **TrustPulse** to add social proof to your site

This WooCommerce plugin tracks and displays real purchases, so visitors can see when others have recently bought your products or subscribed to your services. TrustPulse creates FOMO and encourages people to buy by showing them that others have bought, too.

Price: Free when you have fewer than 500 sessions per month

46 **W3 Total Cache** for performance enhancement

For WooCommerce online stores, W3TC is a must-have cache plugin. It boosts site speed by displaying a saved HTML page rather than the heavier WP PHP scripts every time a user visits your site.

Price: Free

47 **YITH WooCommerce Wishlist**

to save products for later

Some visitors just aren't ready to buy yet. Allow them to create a wishlist, so they can save products and buy them later with this easy-to-use plugin.

Price: Free

ANALYTICS AND RESEARCH TOOLS

48 **Google Search Console**

for analytics

Monitor how Google is finding your ecommerce website and learn when to take action to ensure Google can access your site.

Price: Free!

49 **JungleScout** for product research

Conduct the product research that will help you stay ahead of the competition by identifying the top products in your niche and tracking their performance on Amazon with JungleScout.

Price: \$29/month for basic

50 **SEMRush** for website and competitor research

Keep track of not only your own website's ranking, keywords, and traffic but your competitors, too. This tool can enable you to optimize your own content and strategy to gain an edge.

Price: \$99.95/month for Pro

51 **Ahrefs** for website research

A great SEO research tool, Ahrefs helps you understand ecommerce marketing strategies for your site and your competitors' sites.

Price: \$99/month for Personal

52 **Qualaroo** for customer research

Conduct deep customer research to learn more about your potential and current customers, so you can design your online store to be customer-centric. Display surveys to gather insights about the shopping experience with Qualaroo.

Price: Starts at \$199/month

53 **User Testing** for market insight

If you want to see your audience's reactions to your online store, then this is an invaluable tool you'll want to use. You'll get live uncensored and honest video reactions to your website. This will give you the insight you need to make improvements where they're needed most.

Price: Custom

54 **Google Analytics** for site tracking

The #1 analytics tool that every ecommerce business owner should have, Google Analytics helps you optimize your website and product descriptions, track customer behaviours, and improve conversions.

Price: Free

55 **Peek** to analyze shop usability

This cool tool will send you a video of a real person interacting with your online store, along with advice on how to improve the user experience and drive more sales.

Price: Free!



MARKETING AND OPTIMIZATION TOOLS

56 **Buzzstream** to increase visibility
Increase your ecommerce shop's visibility by leveraging influencers. Get PR exposure, drive buzz, and promote your store within one platform.

Price: Starting at \$99/month

57 **VWO** to optimize conversions

Going beyond basic analytics, VWO offers click maps and heat maps, so you can test, analyze, and improve your online store.

Price: \$49/month billed annually

58 **Perfect Audience** for remarketing

Tempt visitors who have left your site to come back and purchase with Perfect Audience, a remarketing tool that delivers personalized ads about your products in other platforms.

Price: Try it for free, set your own budget

59 **Responsinator** for device testing

Make sure your site looks fantastic on a variety of different phones, tablets, and computers. Don't lose sales due to poor web usability.

Price: 100% free

INVENTORY AND BACKEND MANAGEMENT TOOLS

60 **Inventory Source** for inventory management

Use Inventory Source to sync inventory, update your website, and integrate tracking and ordering features.

Price: \$50/month for inventory management only

61 **Oberlo** for Shopify inventory management

Import, customize, and track drop-shipped products, while tracking sales, and even locating alternate suppliers with Oberlo. Similar to Inventory Source, Oberlo offers a user-friendly interface to help you manage ecommerce inventory specifically for Shopify.

Price: Free if you have under 500 products and 50 orders/month

62 **TradeGecko** for backend retail

Avoid oversells and stay on top of your inventory and orders with TradeGecko, which is compatible with WooCommerce, Shopify, Magento, Amazon, and other top tools.

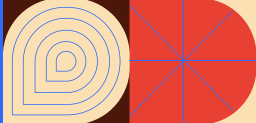
Price: \$99/month for basic

63 **Wave** for accounting and invoicing

A fast-growing accounting and invoicing platform, Wave is ideal for small online shops with small budgets. Features include direct depositing, payroll, invoicing, tax calculations, tax deductions, receipt management, and yearly recordkeeping. This tool integrates with Stripe, PayPal, Workato, Shoeboxed, and Google Drive, among others.

Price: Free

LOYALTY-BUILDING TOOLS



64 **Antavo** for loyalty

Use Antavo to make shopping and interacting with your brand more fun with gamification. It'll help you improve loyalty and drive sales online.

Price: Custom

65 **Smile.io** for loyalty

Similar to Antavo, Smile.io offers rewards and points to customers to encourage repeat sales and referrals. This app can integrate with any platform.

Price: \$59/month for basic



CUSTOMER SERVICE TOOLS

66 **Zendesk Chat** for customer service

Answer customer questions and solve problems in real time with this chat tool that will help you improve your ecommerce conversion rate.

Price: Free for the Lite version

67 **Olark** for live chat

Web visitors can ask questions about your merchandise or the buying process using live chat with Olark, which can be set up in both English and Spanish.

Price: Free up to 20 uses per month



68 **Intercom** for customer service management

Customer service can be your key differentiator—if you use Intercom. This software enables you to manage all your customer service channels, including email and social, so you can answer all your customers' queries in one place.

Price: \$87/month for Essential

69 **This Custom Thanks** to delight customers

Show your customers you care with This Custom Thanks, a loyalty-building tool that enables you to send personalized, handwritten thank-you cards to new customers thanking them for using your online store. This creates a great impression and helps encourage repeat business.

Price: As low as \$4.75 per note

PERSONALIZATION TOOLS



70 **Monetate** for personalization

Segment customers, personalize offers, individualize product recommendations and do more with Monetate.

Price: Custom

Build a unique customer experience with RichRelevance.

Price: Custom

72 **Attraqt** for online visual merchandising

Always showcase the best product combos to increase sales. This visual merchandising tool adapts to sales, trends, and seasons, so your ecommerce visitors always see the best of the best.

Price: Custom

71 **RichRelevance** for personalization

Some of the top online brands use this tool for omnichannel personalization, including personalized search, recommendations, and navigation.

73 CloudEngage for personalization

This tool helps you recognize customer intent and delivers home page and shopping cart recommendations based on past customer behaviour, so you can boost conversion rates.

Price: Free for basic

74 GeoFli for a geographically specific user experience

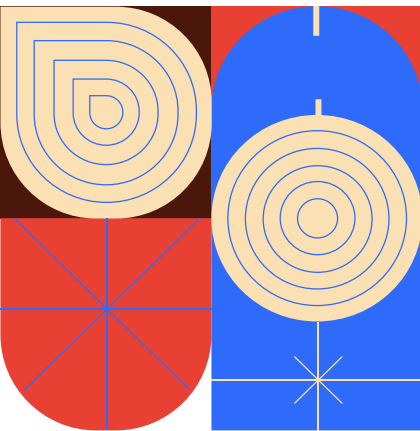
If you sell your products worldwide then you'll want to consider GeoFli, which changes your web content based on your visitor's location. This allows you to create a geographically relevant experience to drive engagement and conversions.

Price: Starts at \$99/month

75 Linkcious for product recommendations

Use Linkcious for cross-platform ecommerce personalization. It automatically provides Amazon-style related products and lets you sell your merchandise on other websites to boost sales, too. The software integrates with WooCommerce, Shopify, and more.

Price: \$9/month



TOOLS FOR ALL!

There you have it—a whopping 75 plugins, extensions, tools, and tech to help you improve your online store. Whether you need help managing inventory, marketing your ecommerce shop, or boosting conversion rates, there's a tool to help you do it.



Accept more payments online with BNA

Accept a wider range of payments online and open up your ecommerce business to endless possibilities. Our online payment solutions make it simple and easy for you to accept online and virtual payments (and even easier for your customers to pay), so you can maximize revenue.

\$30
BILLION

in transactions
processed

1st

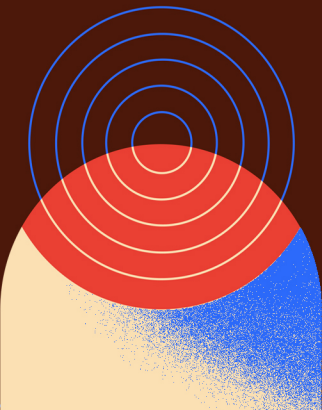
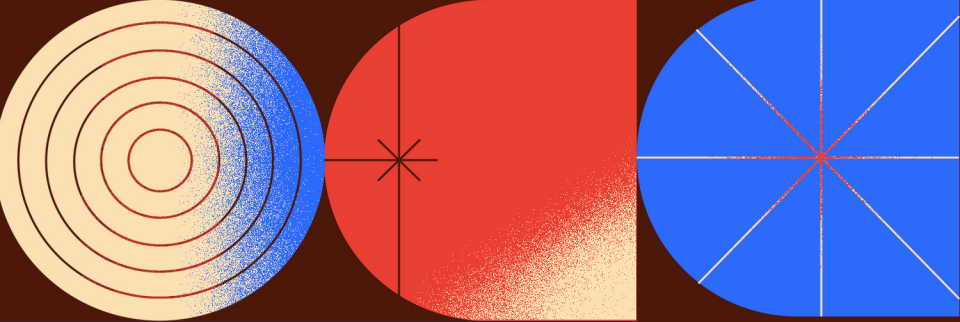
In Canada to offer
wireless terminals and
internet-based payments
instead of dialup

24/7

help desk and dedicated
customer-service teams

99.9%

reliable payment
processing



bnasmartpayment.com

