

Hints & Tips



Feel free to suggest any new articles that you may want us to create?

Please email us on: support.e-store@compusoftgroup.com

eStore Help Guides - Simplifying Support with Zendesk

We have some amazing new help guides, these guides are designed to help and guide on daily issues and any queries you most likely might have about our product.

We have two sections:

eStore Module in EQ Software:

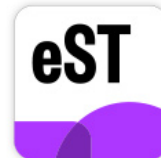
<https://estore.support.compusoftgroup.com/hc/en-gb/categories/12837761457937-eStore-in-EQ>

This section is all our guides, that you need to use EQ with, here you can learn the basics & get refreshers for some things you maybe have forgotten about from the eStore EQ training, such as adding suppliers' catalogues, adding promotion codes & delivery settings.

Online Content Management System (CMS):

<https://estore.support.compusoftgroup.com/hc/en-gb/categories/12837762483345-Content-Management-System-CMS>

This section is all our guides for our CMS, which you would have training for, however, it is so much to take in and remember everything, here you can find out how to create your own pages, sliders, changing text and uploading your own images to the website, if you wanted a refresher for the new year.



Content Management System

Monitoring your site's performance

Why should I use Google Analytics? Who is it for?

Google Analytics offers robust tracking for all web presences, from small hobby sites to large enterprises, making it one of the most potent free web analytics tools available.

For Executives:

Which marketing initiatives are most effective?

What are accurate traffic patterns/trends on my websites?

Which customer and customer segments are most valuable?

For Marketing Professionals:

Where are my visitors coming from and what do they do on my site?

How can my website convert more visitors into customers?

Which keywords resonate with prospects and lead to conversions?

For Content & Web Developers:

Why do so many people leave my site without doing what I want?

Are there website design elements that are turning visitors away?

What site content are people most interested in?

eStore Module

Using the Software Efficiently

Backing up data?

Backing up eStore product data is crucial because it protects against loss, ensures smooth operations, maintains data integrity, and provides peace of mind.

Enhancing Product Data:

Adding more product details or images helps users understand better and stand out from competitors, ensuring they have all the info they need to make a purchase.

Adding related product videos, whether as advertisements or demonstrations, can entice customers to make purchases by showcasing the product's features and benefits effectively.

Adding useful PDFs for the product can give users more info to help them decide to buy.

Setting up a Wishlist for your product can assist users in tracking it for future consideration and benefits.

Optimising the product description with relevant SEO keywords can enhance SEO performance, attract a larger audience & maximize benefits.

Providing delivery details on your product details page offers clear instructions for buyers during checkout.