sharp aX
COMPUTER SYSTEMS

Web Development

Integrated accounting order processing stock control software & website systems for trading companies

sharp-aX.com

Sharp-aX Web Development

Our highly experienced Sharp-ax Web team is based in Berkhamsted in Hertfordshire. The team uses modern languages including PHP, MySQL, HTML5, CS53, Bootstrap, JQuery, Javascript, CodeIgniter, (MVC framework) and Smarty templates.

Our websites are based on a continually enhanced tried and proven Sharp-aX template. We are able to interface with third party websites and systems such as Magento I & II, WooCommerce and Shopify. We have vast Magento experience from systems processing 3000 orders daily. Options include Account customers only and a customer only web portal site.

To further promote your website traffic we use tools such Google Adwords, Doofinder, Newsletter Campaigns and tracking cookies. The website address of every page is SEO friendly helping your site to rank higher in search engine results.

Sharp-aX Web orders are automatically and instantly uploaded to the Sharp-aX system thus avoiding rekeying errors, improving efficiency, customer service and saving time!

Our websites are highly secure using MVC framework, Astra Security and SSL certificates. All sites and databases are backed up securely on a daily basis via our dedicated servers.

Full demonstrations available either remotely, site visits and/or in house demonstrations together with consultancy and training, ongoing support hosting, security and maintenance.

Examples of web works: https://sharp-ax.com/websites/portfolio.

Website Features

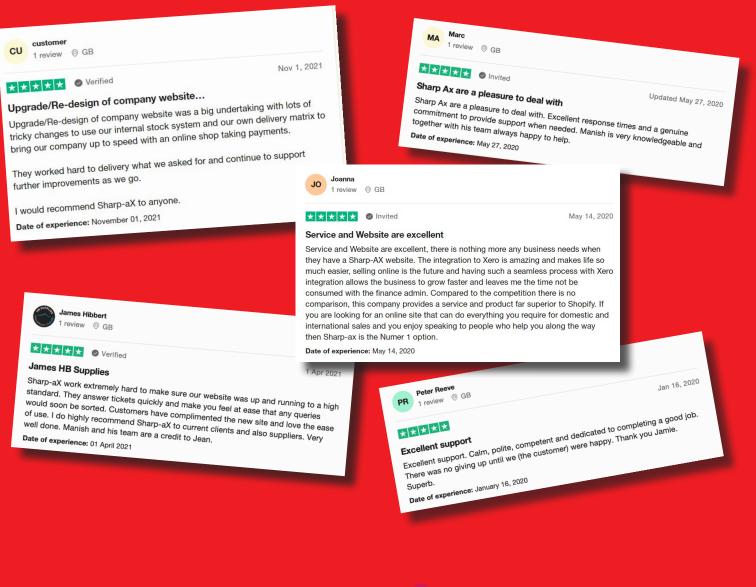|	
Fully responsive design	Resizes automatically to work with any device - mobiles, tablets, PCs
Customer and Product Data Import	Automatic import of customer and product data including images from your Sharp-aX software
User Configurable Category and Mapping	Design your own category structure and map products from your Sharp-aX software
Customer Price Lists	Maintain special offers on your site and add graphical banners to alert your visitors
Quantity Breaks	Better discounts on products purchased in greater numbers
Special Offers & Coupons	Offers on purchases: Buy X get Y free, buy X get £'s off Z etc.
Delivery Module	Advanced rules for delivery: free delivery over X amount, delivery per mile, premium deliveries etc.
Click & Collect / Within 1 hour	Orders collected free from store
User Configurable Home Page	Users can edit graphical links on the home page
Content Management System	Comprehensive Content Management Systems (CMS) which allows the user to manage many parts of the website instantly
Customer Log System	Customers can log and sign up on the website. They sign up as a cash customer or apply for a trade account, and checkout as a guest customer
Customer Account Information	Customers can view their Sharp-aX account information, including orders, quotes, invoices, accounts and pricing.

Website Features Continued

Ordering and Quotations	Process orders and quotations from customers and record them directly into Sharp-aX
One Page Check Out	Simplify the checkout process by gathering all customer information on one page and reduce customer cart abandonment
Abandoned Cart	Email customers to remind them of items left in their cart
Card Payments	Accept payments via secure payment gateways: Opayo, PayPal, Barclaycard, Evo & Take Payments
Pay by Finance	Finance options and pay by instalments using DEKO
Postcode Look Up	Easy Access to address details
Company Information Pages	Display additional information such as About Us, Contact Us and Delivery Details, all configurable using the CMS
Knowledge Base	Provide information, problem solving facts + graphics
Related and Alternative Products	Related & Alternative products from your Sharp-aX software are displayed on the product pages & also presented to the user on the shopping basket
Products Category Lists	A filtering system to allow the visitor to filter by price, brand and grade. Also, sort by popularity and price low to high or price high to low
Stock by Size and Colour	Support for products sold in multiple sizes and colours
Shop By Brand	Search by brand name.
Units of Measure	Customer may select different units of purchase: 5's, 10's packs and bundles
Search Engine Optimisation	SEO-friendly URLs to improve your search result placement and facility to set your page titles, keywords and descriptions using the CMS
Google Analytics	Setup Google Analytics to monitor your site's activity and how visitors found your site
Google Shopping and Inventory	Setup automated feed for Google shopping and Google Inventory
Multiple Images Per Product	Unlimited images upload per product
Multiple PDF Files Per Product	Unlimited PDF files and upload product-technical data sheets
Multi Language	Option to set up websites in multi languages
Multiple Server Backup Systems	Data backed up by multiple automated systems.
News & Articles	Use configurable news system to keep your customers up to date with your company
Sales Statistics	View your entire monthly sales history for web sales within your CMS presented in graphical format
Customer Reviews	Customers may write reviews on your products and services - only visible on your site once approved
Knowledge Base	Answer your customers' queries quickly via the website knowledge base library which includes FAQs, infographics and videos
Web Chat	Third Party Web chat system
Astra Security Option	Real time website protection

Third party integrations

Magento I & II, WooCommerce & Shopify	Automatically process orders from third party eCommerce websites into Sharp-aX. Automatically input product data from the Sharp-aX software system to the website.

Check out our Trustpilot Reviews …

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