

Why Choose Drupal

for Your Ecommerce Website?

With so many ecommerce solutions offering easy templates, you may be wondering if Drupal still makes sense for your online store. But as content-driven ecommerce helps brands earn sales in a crowded marketplace, Drupal's strengths in content and commerce show a clear advantage.

Content marketing is critical today to raise brand awareness, earn more organic traffic and gain brand ambassadors, among many other benefits. And with the right Drupal ecommerce developers on your side, the open-source software frees your digital store from limitations. Discover a few of the benefits of choosing Drupal for ecommerce.



Benefits of Drupal Commerce

There are a few great reasons more than 50,000 stores use Drupal Commerce. It's trusted and secure, can handle large amounts of content and products, and is almost infinitely scalable. If you hope to grow your business at any point in the future, Drupal Commerce provides the following advantages.

Capitalize on Content & Personalization

Content is the key to marketing in the digital era. Drupal offers a wide range of content features, including in-place editing, content moderation, page modifications and content sharing. Combining Drupal ecommerce features with its content capabilities empowers you to build compelling, content-driven ecommerce websites.

Every customer is different, and capturing their interest means providing the content they want to see. Drupal can display the right content to the right person at the right time to drive sales and conversions.

By integrating Drupal's out-of-the-box capabilities with powerful third-party personalization engines (AI and rule-based), your site can deliver real-time, personalized content to known and anonymous users.

The focus on content can also result in better search engine results, which in turn drives more traffic and increases conversions.

Completely Customize Your Site

While templated sites can offer a quick start, there are a number of Drupal ecommerce themes to help build a unique site for your business. And because Drupal is maintained by continuous contributions from a passionate developer community, there are more than 80 ecommerce modules to use — which also keep Drupal lightweight for a fast-loading site.



Drupal Commerce allows you to customize product pages and types, as well as order types and checkout flows, which isn't the case with many CMS platforms. You can offer a variety of promotions, with a range of conditions, as well as coupons.

In addition, Drupal Commerce enables you to sell products or services that buyers can then customize themselves. This includes marketing materials or event registrations, but customers can get even more granular. For example, shoppers can custom configure the features they want for a farm tractor.

Drupal commerce shipping also lets you add rules for shipping method, fulfillment, flows and calculations.

Take a Data-Driven Approach

Data-driven marketing efforts are widely based on analytic capabilities, and Drupal offers easy integration with leading third-party analytics tools such as Google Analytics and Salesforce. Through customizable dashboards, you can gain insights into various business functions including products, warehouse, inventory, shipment and much more.

Knowing how your customers arrived at your site, what compelled them to purchase, and how you got their attention in the first place helps you tighten your strategy to earn a higher return on investment.

Easily Manage Multistore Solutions

Managing multistore with Drupal doesn't require a complex setup. You can use different configurations and functionalities between different stores without any interruption.

Similarly, Drupal allows developers to use multiple database and domain names under a single code base and server. This helps businesses quickly generate reports based on the stores or domains.

Improve Site Performance & SEO

Ecommerce demands the best site performance to maximize search engine optimization efforts and page rankings. Drupal is a lightweight solution to speed up page loading and improve overall site performance.

The customizable, global performance and on-site SEO parameters include image optimization, lazy loading, schema management and more to better align with core web vitals standards.

In addition, Drupal offers core modules to support multilingual capabilities for your customers around the world. Your site can provide content in the user's preferred language based on their IP address, sessions and browsing sessions.

Customizing your ecommerce site with the visitor's regional language helps SEO and improves rankings in the search engine results pages (SERP).

Implement Headless/Decoupled Ecommerce

For even more advantages in content delivery speed, Drupal can be built as a headless and decoupled CMS. Using REST API for interaction, Drupal can be implemented as a separate ecommerce system from the presentation layer.

This makes the CMS fast and flexible while providing developers the freedom to test new micro modules to enhance the customer experience and offer personalized content.

Design for Mobile First

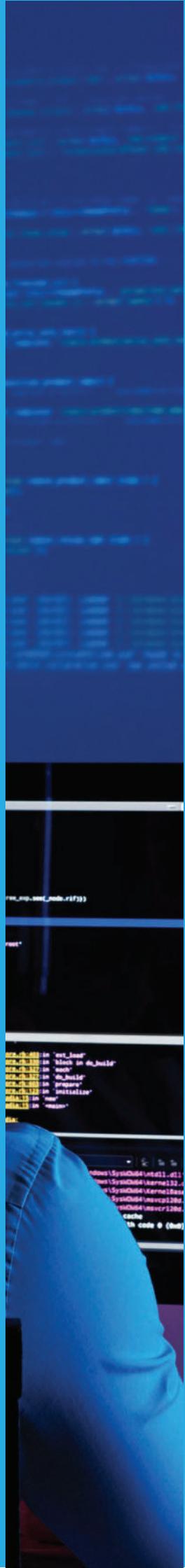
Drupal has a mobile-first design strategy, so it's easy to make your ecommerce site responsive to all users — including your team of editors and marketers behind the scenes.

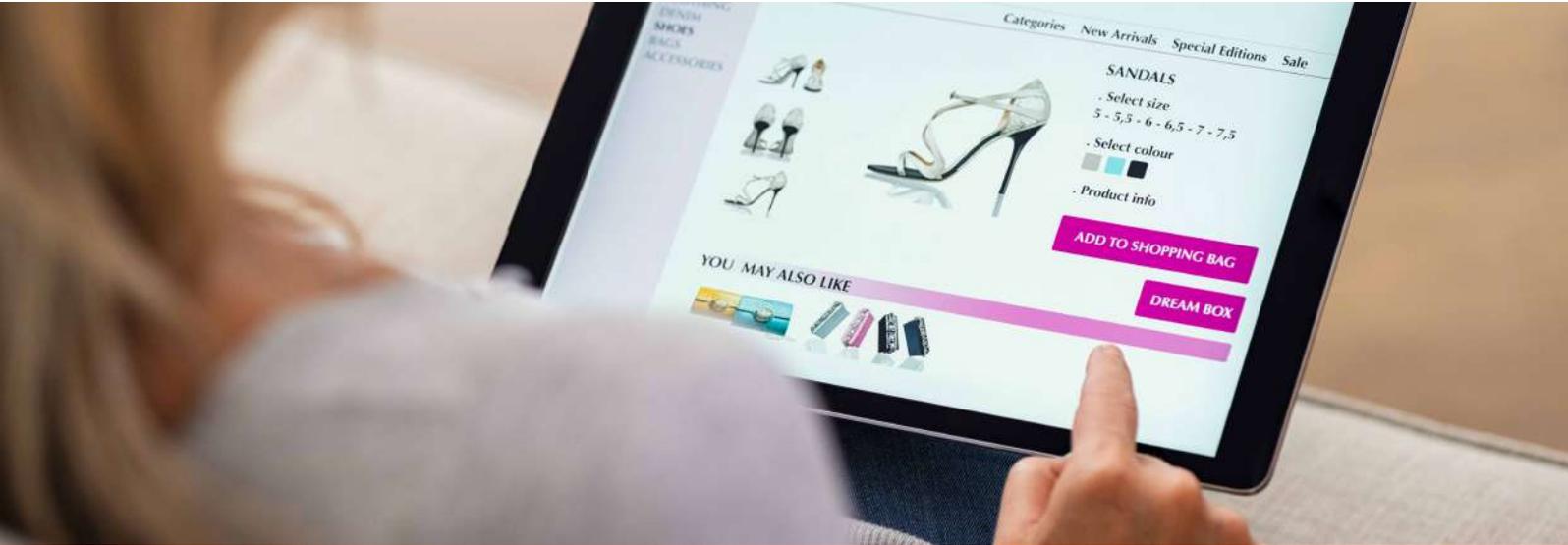
Creating responsive sites is non-negotiable these days. Users prefer sites that work on their favorite devices, and improved user experience has big impacts on engagement, conversions and SERPs. In general, the more eyes on your content and products, the more checkouts you'll receive.

Integrate Payment Gateways Easily

More than 125 global payment gateways can be integrated with Drupal Commerce, so your customers can pay however they prefer — and in whichever currency they like. Drupal also provides tax calculations that include support for VAT (value-added tax) for transactions in countries around the world.

Drupal ecommerce modules also help provide next-level customer experiences. For example, Currency enables currency conversion and price displays, while Commerce Stripe helps customers pay securely without getting redirected to a separate payment site.





Keep Customer Data Secure

Data privacy is the biggest concern in any ecommerce business, and customers deserve to know their data is safe-guarded.

As an open-source CMS, Drupal places security as the top priority. There are strict coding standards combined with a dedicated security team. Drupal also meets the Open Web Application Security Project (OWASP) standards to ensure the highest security.

Drupal Commerce has a built-in Payment Card Industry (PCI) compliance to secure customers' personal information, and non-standard activities like SQL injection and XSS are not allowed in Drupal contributed and custom modules.

The dedicated Drupal developer community helps ensure best-in-class security, with frequent releases of updated versions with bug fixes and security patches to resolve issues.

Our Drupal Development Team Can Help

With the right expertise, you can build a scalable store with Drupal Commerce that earns a high return on investment.

If you're ready for a powerful, custom Drupal website for ecommerce, Ameex can help. We have 13+ years of experience seamlessly developing Drupal business websites and creating scalable online stores. Contact us today to discuss what we can do for your brand's bottom line.

