E-Commerce terms & definitions.

Match the following terms with their definitions:

The buying and selling of goods or services over the internet.

1. The buying and selling of goods or services over the internet. _____
2. A software application that allows customers to select and store items for purchase on an online store. _____
3. A service that authorizes credit card or direct payments for e-commerce transactions. _____
4. The percentage of visitors to a website that complete a desired action, such as making a purchase. _____
5. The practice of improving the visibility and ranking of a website on search engines to attract organic traffic. _____
6. A retail fulfilment method where a store doesn't keep the products it sells in stock but instead transfers customer orders to a manufacturer or wholesaler. _____
7. A performance-based marketing strategy where a business rewards affiliates for driving traffic or sales to their site through their marketing efforts. _____
8. A strategy for managing a company's interactions with current and potential customers, often using data analysis to improve relationships. _____
9. The overall experience a user has when interacting with a website, including ease of use, accessibility, and satisfaction. _____
10. The guidelines set by a retailer regarding how customers can return products after purchase. _____

SEO (Search Engine Optimization) **User Experience (UX)** **Payment Gateway**

Dropshipping **Shopping Cart** **Return Policy** **E-commerce**

Conversion Rate **Customer Relationship Management (CRM)** **Affiliate Marketing**

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