

# ekmPowershop introduces new, more user-friendly...

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/EINPresswire.com/ UK (Submitpressrelease123.com - press release) ekmPowershop, the business which has provided the know-how and technology behind one in five of British retailers' online shops, has undertaken a major overhaul of its [ecommerce](#) interface to make it even easier to use. Going right back to basics, the company has reviewed the procedure clients use to post and edit all their product names, prices, descriptions, images and all other essential data contained in their [eshop](#), and made the task of editing these details much quicker and more convenient.

A great new innovation is the fact that all data is saved continuously as edits are made, which will banish the curse of losing information between editing and uploading it.

Images of products used on a retail website can also be added more easily than ever, simply by dragging an image from the file source on a computer straight into the interface – they're automatically resized and edited, and can be seen instantly.

The interface is even more intuitive, 'learning' the processes which users carry out most often and sections they use most, and making them easier to get straight to. So workflows are streamlined as much as possible, cutting even further the amount of time spent making updates.

Writing on the ekmPowershop blog, the company's Head of Marketing and BD Steven Hickey said: "The old interface had too much on the page – too much scrolling and too much waiting for each section to load up. So we've reduced the clutter, done away with those pesky page loads and introduced some cool features to save [our clients] time." He added: " We think this root-and-branch overhaul will be greatly appreciated by our customers, as they'll spend less time updating their shop, and more time doing what they want to do – selling goods to their customers through the fast-growing medium of the internet, and increasing their productivity and profits."

The new interface is being rolled out steadily to all ekmPowershop's existing customers. Meanwhile, a new section of online support guides has been published on the firm's website. To find out how any business can put itself into the fast lane to successful selling online, visit [ekmpowershop.com](#) today to find out more, and to sign up for a free trial account.

[ENDS]

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NOTES TO EDITORS:

About ekmPowershop: Founded in 2002 by then 22-year-old Antony Chesworth, ekmPowershop.com has grown to become the UK's largest ecommerce provider, powering one in every five online shops.

Now available in six countries worldwide, ekmPowershop.com have helped over 35,000 businesses create their own easy to use online shop. Clients include O2, Michelin Tyres, The Mirror, Lotus Cars, Prudential and thousands of SMEs.

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