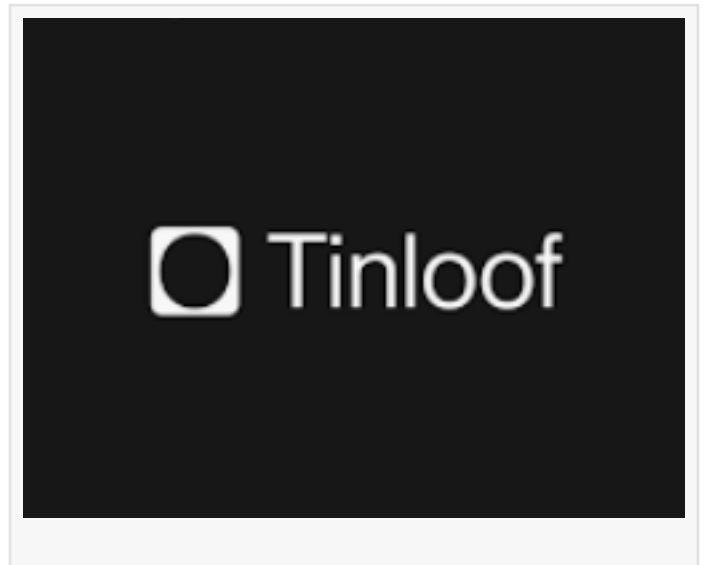


Leading Design Agency Tinloof Explores Business Benefits and Increasing Popularity of Headless Commerce Architecture

LONDON, UNITED KINGDOM, January 25, 2023 /EINPresswire.com/ -- [WordPress websites account for 34%](#) of all websites on the Internet, with a 60% market share in the CMS market. But is your WordPress website actually serving you, or is it doing more harm than good? Is your ecommerce website all it could be, or are you missing out on potential benefits? Answers to questions such as this have prompted many business owners to explore and adopt headless commerce site architecture - a solution that is rapidly growing in popularity, according to leading design agency Tinloof.



Put simply, headless commerce is the separation of the front and back end of an ecommerce application, the design of which allows domain owners greater freedom and customizability, allowing them to build whatever kind of website they want while enriching the customer experience.

The benefits headless commerce provides naturally makes it a favorite among large brands, including Debenhams, Nike, Target and even Amazon. In fact, many small businesses are also going headless in 2023 to solve cart abandonment rate, among other issues. But what are the exact benefits of headless commerce?

The experts at Tinloof are often asked why headless commerce is the optimal solution. They answer this question along with other [commonly asked questions about headless commerce](#), explaining that headless commerce architecture gives the user complete control over the frontend, often resulting in incredible page speed (a known ranking factor) and improved conversion rates. Headless commerce allows domain owners to build custom features , which can be used to encourage shoppers to fill their virtual baskets. In fact, according to a 2022 Forbes article, "Legacy platforms are holding back companies from real growth and stunting new business models".

Speaking of the many benefits of headless commerce and how it can set ecommerce businesses

apart, giving them an edge on the competition, Omar, Co-founder of Tinloof says:

“Competition in the ecommerce landscape is fierce. For each store, you have dozens of alternatives -as a result, the need to differentiate a store is a necessity, not a luxury. With a headless ecommerce setup, we enable our clients to reach top page speeds (known SEO ranking factor and determining element in drop-off and conversion rates), a custom frontend with tailored design and hand-picked integrations, and the best content editing experience to write narratives around products - people buy stories, not products.”

About Tinloof:

Tinloof is a leading design and development agency that creates unbeatable ecommerce websites, web applications and mobile apps. Tinloof creates quality websites with unparalleled performance, usability and accessibility, specialising in headless commerce and Shopify.

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