

Blogs

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As an e-commerce business owner, you might ponder the significance of incorporating a blog into your website. Blogging in the realm of e-commerce has evolved into a pivotal marketing strategy with the potential to not only bolster your brand's presence but also drive substantial website traffic and boost sales.

Moreover, blogging plays a pivotal role in shaping the customer's purchasing journey. Recent studies reveal that during the initial stages of the buying process, 60% of consumers consider blog posts invaluable. While their relevance diminishes as one progresses further along the sales funnel, at the initial touchpoint, blogs prove exceptionally valuable in capturing and engaging potential customers.

These articles will help you add and customize the blog on your webstore.

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