

How to Build an Ecommerce App for Android or iOS

Toronto, Ontario Nov 6, 2022 ([Issuewire.com](https://www.issuewire.com)) - The rate of mobile phone use across the world is growing fast as devices become more available to everyone. Mobile usage has grown to such an extent that the world now has more phones than it has human beings.

"Despite technology becoming more affordable, mobile application development is still costly and complicated," said the I Can Infotech team. Take a look at the 10 actionable tips mentioned in this article to know how to build an e-commerce app faster and cheaper.

Essential steps to building an eCommerce App:

Idealize Your eCommerce App

If you ever asked a [mobile application development company in Canada](#) for building an eCommerce app the first they will tell you is not coding, but deciding on an idea. Coding for the development of an application is an expensive aspect as hiring developers charges a lot of money.

The hourly rates of hiring developers can reach up to hundreds of dollars. So, it is best to note down your application idea earlier, then perform analysis, and gain potential customer feedback before the start of the app coding procedure.

"Having an effective app idea before jumping into the coding can lead to you saving thousands of dollars. It can also stop you from making an application no one wants." say I Can Infotech developers.

List Down the Essential App Features

The next step to take for developing an eCommerce application is to make a shortlist of all the essential app features. Find and list the features that will set you apart from competitors. Take a look at the set of features mentioned below as a point of reference –

- Ecommerce Application Features
- Ratings and reviews
- Alternative payment options
- Easy and fast checkout
- Synchronization
- Wishlist

Start eCommerce App Design

Working on the eCommerce application process is one of the most important steps during development. Focusing on design can lead to you saving money as well as time, and gaining valuable design-related knowledge.

Incorporate App Templates for Faster Development

Based on the findings of amalgamating app development experiences of different agencies, a large chunk of the process can be repeated.

This fact holds great significance right now as many [ecommerce mobile app development company](#) are investing efforts to build apps similar to very popular ones. While some of these may be clone apps, even the ones that aren't so can contain very similar elements.

Write Backend Code

Coding the backend of an eCommerce application is a step that has to be performed with precision.

The two most viable options for creating a backend are:

- Making use of a backend platform
- Making a custom backend from the ground up

Write Frontend Code

Frontend development is also one of the most vital aspects of creating an eCommerce app. This type of application should have an eye-catching, clean, and usable appearance to interest customers.

Obtain Initial User Feedback

Gaining a thorough understanding of your users through feedback is the best way of deciding the right path for your app.

Perform SEO for your app

SEO can be vital for making your app rank above its competitors on the mobile platform app stores. Ranking higher also leads to people finding your app faster.

"An optimized app with healthy SEO or ASO ranking can prove beneficial" says a [digital marketing company in Canada](#). The factors that affect the SEO ranking of mobile eCommerce apps are –

- Title
- Backlinks
- Keyword

Perform eCommerce App Promotion

An eCommerce app you have created has to be promoted adequately to gain exposure. Some tips for promotion include –

- Starting a blog
- Creating app-related video content
- Using social media like Facebook, LinkedIn, and Twitter
- Answering Reddit and Quora questions

Publish Your eCommerce App

Making an app for publishing on the Google Play Store is quite easier compared to the Apple Store. Take a look at the difference between the processes of publishing apps across these app stores –

Google Play Store

- Sign up for a Developer Account
- Pay the one-time registration fee of \$2
- Create a title and description for your app
- Upload application interface screenshots
- Set out the content rating
- Define the app category
- Upload the app SDK
- Specify app pricing
- Wait for automated review
- Your eCommerce app is published in a few hours

Apple Store

- Sign up for a Developer Account
- Pay the yearly \$99 subscription fee
- Perform a test for crashes and bugs
- Upload the application
- Submit your app for a review
- Wait 2 days or more for the review

Conclusion

Transforming an idea into a fully functional eCommerce app is quite difficult but with the help of some resources, it becomes easier. **I Can Infotech** is The best mobile app development company that provides [mobile app development services in Canada](#) with considerable planning, effort, time, and finances.

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