Website & E-Commerce

A preparatory guide to digital transformation

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Odoo and Nalios
in a nutshell

Odoo and Nalios in a nutshell

In a world where digitization is essential for business growth, having a powerful and flexible management tool is a real asset. **Odoo**, one of the most popular and innovative **ERPs** on the Belgian market, is distinguished by its **modularity**, **ease of use** and the **ability to adapt to the needs of both SMEs and large companies**.

With more than 12 million users worldwide and a presence in more than 175 countries, Odoo offers a range of applications that cover all business needs: CRM, accounting, inventory management, e-commerce, marketing, etc. The ecosystem is supported by a large community of n partners, die bedrijven ondersteunen bij de implementatie en optimalisatie van Odoo.

Among these experts, **Nalios** stands out as a **Gold Partner**, a status that testifies to the high level of expertise and customer satisfaction. In numbers, **Nalios** is:

- More than 250 Odoo projects carried out, with customers from different industries.

- More than 3,000 satisfied users who benefit from a solution tailored to their needs.

- 46 employees, including certified consultants who are experts in Odoo implementation and optimization.

- 7 agencies in Belgium (Wallonia and Flanders), France (Lille), Switzerland (Lausanne and Geneva) and West Indies-Guyana, which provide a local presence for local support.

Founded in 2020, **Nalios** grows by 60% annually, reflecting its dynamism and dedication to its customers.

Thanks to its know-how, **Nalios** guarantees **smooth implementation** and strategic support to **maximize the productivity and profitability of its customers**.

CHAPTER 2

Website and eCommerce applications

Website and eCommerce applications

1. Introduction

Are you self-employed? A company? An association? Or do you have a personal project? Regardless of the situation you are in, in a world more connected than ever, having your own website has become essential in many ways. Visibility and credibility, building a strong brand image, trust of visitors, 24/7 accessibility, creating opportunities, selling through e-commerce, etc. As you can see, a strong and effective online presence is a growth lever that you have a lot to offer.

Conversely, a poorly managed website can quickly become a burden. Imagine a contact form that is not connected to your CRM, an e-commerce that displays products that are out of stock, or a stock that is not updated based on your online sales. All of these aspects may slow down your business and waste your time.

Odoo is able to meet these challenges because it offers a complete and above all integrated solution. The website and e-commerce applications allow you to create an attractive website and e-commerce and connect it to other aspects of your project, be it business management, inventory or digital marketing.

Ready to take action? Dive into this guide and discover how Odoo can become your best online ally.

2. (At least) 30 reasons to choose Odoo for your website / e-commerce

In general, Odoo is distinguished by its simplicity of use, the interconnectivity of the different applications and the absence of hidden costs associated with third-party integrations. But what about the Website and eCommerce modules?

A. Website application

1. The intuitive editor gives autonomy and allows you to create, manage and edit pages without coding. Simply drag building blocks to the desired location, add visual effects to images, animate elements from one page and more.

2. Pre-configured (and customizable) themes are available for free.

3. Artificial intelligence builds a tailor-made website based on your activity, your logo, the desired functions and the theme of your choice.

4. ChatGPT integration makes it possible to take in and do copywriting the second time then nod to pronounce it.

5. Thanks to the interconnectivity of different applications, the website is directly connected to your recruitment process, events, online agenda, support requests, products, online courses, inventory, CRM, sales, projects, social marketing, etc.

6. The display of the website is automatically adapted to different types of devices (mobile, tablet, computer). In addition, the content displayed on mobile can be selected.

7. The content of the website can be translated from any page.

8. A library of free-to-use images is available thanks to the native integration with Unsplash.

9. Odoo offers search engine optimization tools (SEO): redirects, meta tags, sitemap, targeted content for visitors, etc.

10. It is possible to create and manage multiple websites on the same database and to adjust the domain names.

11. Integrated reporting: number of views, online sales, visitors, tracking of traced links, etc.

12. The visitor experience can be customized through features such as live chat, visitor portal, support tickets, forums, blogs and more.

13. Odoo offers smart marketingtools to turn visitors into leads: adding call-to-action, designing effective forms or obtaining data based on IP address.

14. The website benefits from a high loading speed thanks to its powerful architecture.

15. Tools are available for developers: code editor (HTML, CSS and JS), clean stack, insert external widgets, etc.

B. The e-commerce application

Odoo's eCommerce is quick and easy to set up with free and ready-made, pre-configured business themes.

1. The intuitive editor offers flexibility when designing product pages. Just drag and adjust building blocks.

2. The e-commerce display is automatically adapted to mobile devices.

3. It is possible to create and manage multiple online stores on the same database.

4. Advanced product management: dynamic prices according to the customer profile, customizable products (size, material, color and other variants), upsells and cross-sells, sales of digital products, etc.

5. Synchronization with the different Odoo applications: real-time stock update in the Inventory application, sale of products according to stock levels, link with the Sales and Billing / Accounting applications, etc.

6. Optimizing the customer experience can be achieved through many features such as showing reviews from other customers, click & collect, product comparator, customer portal, wish list, use of gift cards, coupons and codes, etc.

7. Odoo offers many marketingtools: live chat, automated emails, customer notification when a product is back in stock, upsell / cross-sell, or reminders in case of abandoned shopping cart.

8. The online store is compatible with other marketplaces such as Amazon or Facebook.

9. Automatic delivery cost calculation thanks to a configurator, and shipment tracking thanks to integrated connectors such as DHL, FedEx, UPS, USPS, BPost, etc.

10. The online store checkout process is simple and Odoo offers a wide range of payment options (bank transfer, Stripe, PayPal, Adyen, Mollie, Ogone, etc.).

11. Every e-commerce is adaptable to the international market thanks to translations, tax positions and multi-currency.

12. With the integrated dashboard you can not only analyze e-commerce data (placed orders, best-selling products and categories, abandoned shopping carts, generated income), but also track visitors in real time and contact them (via SMS, live chat, push notifications, etc.).

13. The online store benefits from high loading speed thanks to a powerful architecture. The visitor experience is smooth, even with a large product catalog.

Developers can make changes to e-commerce through the code editor (HTML, CSS and JS).

3. Make the right choice: comparison with other software

Before creating a website / e-commerce site, it is important to take the time to map out your needs and choose the tool that best suits it. To help you make an informed decision, we compared four popular solutions on the website / e-commerce market: WordPress, Wix, Shopify and Odoo.

A. Wordpress

Criteria	Description
User-friendliness	Complex without technical skills
Customization	Highly customizable with lesson plug-ins the theme
E-commerce functions	Requires WooCommerce for e-commerce
SEO	Excellent with plugins like Yoast SEO
Hosting included	No (requires external hosting)
Security Extensions and applications	Depending on hosting and plugins

Criteria	Description
Customization for companies	Wide choice of plugins
Payment Management	Flexible, suitable for all types of websites
Integration with other tools	Excellent integration via API and plugins
Performance and speed	Depending on hosting and optimization
Maintenance and updates	Must be managed manually by use
Community and Ressources	Large community and many tutorials
Multilingual and multi-currency	Multilingual support via plugins
Mobile experience and responsiveness	Depending on the theme and plugins

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Criteria	Description
Automation and artificial intelligence	Automation tools available through plugins
Customer management and user roles	Powerful marketing with plugins
User experience and navigation	100% customizable navigation
Subscription management and recurring payments	Subscriptions possible via WooCommerce
Compatibility with marketplaces and social networks	Can be linked to marketplaces via plugins
Adjustment of the conversion tunnel	Checkout 100% customizable with plugins

B. Wix

Criteria	Description
User-friendliness	Very simple, drag and drop
Customization	Limited personalization through templates
E-commerce functions	Requires WooCommerce for e-commerce
SEO	Reasonable SEO, but requires optimizations
Hosting included	Yes
Security Extensions and applications	Security managed by Wix
Customization for companies	Apps available in Wix App Market
Payment Management	Suitable for small businesses and self-employed workers

Criteria	Description
Integration with other tools	Limited integration options
Performance and speed	Can be slow with large websites
Maintenance and updates	Automatic updates
Community and Ressources	Documentation and forums available
Multilingual and multi-currency	Supports multiple languages, but limited
Mobile experience and responsiveness	Responsive themes, but adaptable
Automation and artificial intelligence	Basic marketing automation
Customer management and user roles	Simple hatch management

Criteria	Description
User experience and navigation	Easy navigation with basic options
Subscription management and recurring payments	Limited subscription management
Compatibility with marketplaces and social networks	Can be linked to social networks, not to marketplaces
Adjustment of the conversion tunnel	Checkout limited customizable

C. Shopify

Criteria	Description
User-friendliness	Simple, intuitive interface
Customization	Limited personalization without code
E-commerce functions	Very powerful for e-commerce
SEO	Powerful SEO
Hosting included	Yes
Security Extensions and applications	Strong security, PCI DSS conformity
Customization for companies	Many apps available in Shopify App Store
Payment Management	Ideal for web shops

Criteria	Description
Integration with other tools	Good integration with e-commerce tools
Performance and speed	Very fast, optimized servers
Maintenance and updates	Automatic updates
Community and Ressources	Active community and official support
Multilingual and multi-currency	Multilingual support via apps
Mobile experience and responsiveness	Mobile responsible and performance message
Automation and artificial intelligence	Marketing and automation tools
Customer management and user roles	Simple hatch management

Criteria	Description
User experience and navigation	Customizable navigation with filters
Subscription management and recurring payments	Subscription management via external apps
Compatibility with marketplaces and social networks	Sales via Amazon, Facebook, Instagram
Adjustment of the conversion tunnel	Optimized cash register

D. Odoo

Criteria	Description
User-friendliness	Easy, intuitive interface
Customization	Advanced personalization with Studio
Fonctions e-commerce	Very powerful for e-commerce
SEO	Optimized for SEO
Hosting included	Yes, with Odoo.sh from Odoo Online
Security Extensions and applications	Good security, managed by Odoo
Customization for companies	Apps available in the database and through the Odoo App Store
Payment Management	Suitable for companies that use Odoo

Criteria	Description
Integration with other tools	Strong connectivity with other applications (CRM, Marketing, etc.) + API
Performance and speed	Stable performance
Maintenance and updates	Automatic updates
Community and Ressources	Active community and official documentation
Multilingual and multi-currency	Integrated management of multiple languages and currencies
Mobile experience and responsiveness	Responsive, optimized for mobile
Automation and artificial intelligence	Advanced workflows and automation
Customer management and user roles	Advanced management of roles and rights

Criteria	Description
User experience and navigation	Customizable navigation with filters
Subscription management and recurring payments	Advanced subscription management
Compatibility with marketplaces and social networks	Connected to Amazon, eBay, social networks
Adjustment of the conversion tunnel	Advanced checkout adjustment

As you can see, each software is suitable for a specific profile.

- WordPress is an interesting choice for people who want a custom website with full control over design and SEO.

- Wix is suitable for freelancers and small businesses who want a site that is quick and easy to set up, without advanced needs.

- Shopify is more suitable for e-merchants who need an online store optimized for sale without worrying about the technical aspects.

- Odoo is ideal for growing companies looking for a complete and integrated solution for managing their business (CRM, inventory, accounting management, etc.).

4. Create a website / e-commerce on Odoo

Creating a website or an online store on Odoo can be summarized in 3 words:

▶ **Fast** : just a few clicks.

▶ **Intuitive** : Be guided by the AI. (If you are not interested in the AI proposals, it is of course possible to design the website from A to Z yourself).

▶ **Effective** : the result is professional, modern and impactful.

Nothing beats a situation to visualize better. Below you will find a concrete practical case, namely creating a website for a photography company.

Step 1 : Define your website project. In our case: a company website in the photography sector to develop the brand.

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Je veux *un site web d'entreprise* pour mon business de

service de photogr ,

avec l'objectif principal de _____ ˅

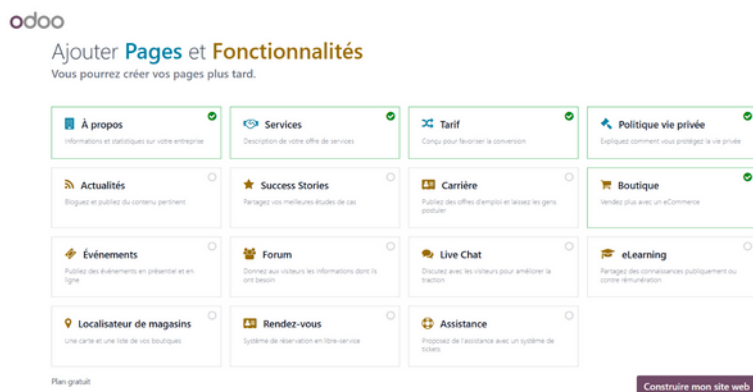| obtenir des prospects |
| développer la marque |
| vendre plus |
| informer les clients |
| planifier des rendez-vous |

Passer et commencer de zéro

Step 2 : Select a colour palette or upload your logo so that Odoo can do it for you.
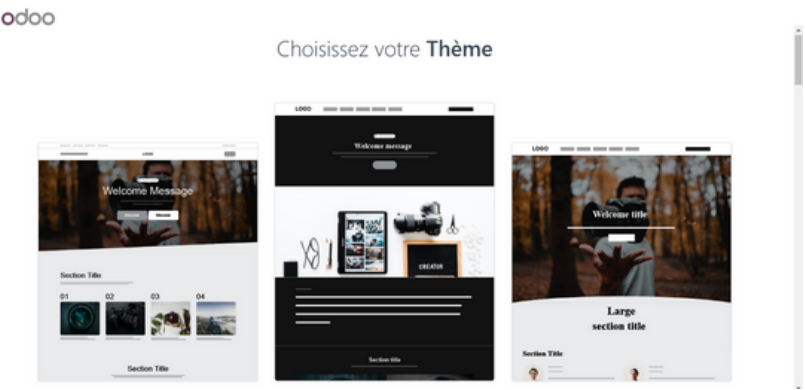
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Choisissez une palette de couleur

Détectez à partir d'un logo

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ou

Allons-y ! ›

Passer et commencer de zéro

Step 3 : Indicate the pages and functions you want to see on your website.

To start an online store, check the "store" option.

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Ajouter **Pages** et **Fonctionnalités**

Vous pourrez créer vos pages plus tard.

📄 À propos	💬 Services	⚄ Tarif	⚡ Politique vie privée
Informations et statistiques sur votre entreprise	Description de votre offre de services	Conçu pour favoriser la conversion	Expliquez comment vous protégez la vie privée

📡 Actualités	⭐ Success Stories	📇 Carrière	🛒 Boutique
Bloguez et publiez du contenu pertinent	Partagez vos meilleures études de cas	Publiez des offres d'emploi et laissez les gens postuler	Vendez plus avec un eCommerce

✦ Événements	👥 Forum	💬 Live Chat	🎓 eLearning
Publiez des événements en présentiel et en ligne	Donnez aux visiteurs les informations dont ils ont besoin	Discutez avec les visiteurs pour améliorer la traction	Partagez des connaissances publiquement ou contre rémunération

📍 Localisateur de magasins	📇 Rendez-vous	⊕ Assistance
Une carte et une liste de vos boutiques	Système de réservation en libre-service	Proposez de l'assistance avec un système de tickets

Plan gratuit

Construire mon site web

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Step 4 : Choose a theme from the supplied library.

Here is the raw result generated by Odoo:
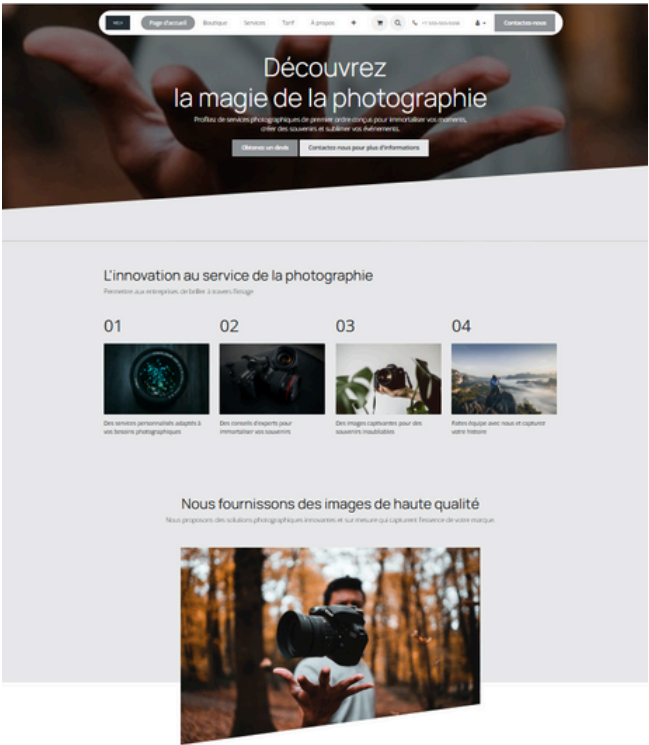
All you have to do is adjust the content and layout via the editor.

When it comes to e-commerce, you need to make the basic settings, such as creating your products and payment methods.

Has your Odoo website already been published and would you like to add a webshop? No problem! All you must do is install the eCommerce module through the apps in your database.

5. Customize the domain name of an Odoo website

When you create a website with Odoo, the URL that gives access to the website is by default a subdomain of the.odoo.com domain. In other words, your website is accessible via un lien the type https://www.mycompany.odoo.com. This applies to both Odoo Online and Odoo SH.

Do you want to replace this default URL with your own domain name to enhance your brand image? Follow the steps below in the order shown.

Step 1 : Start installing the Website app in your database.
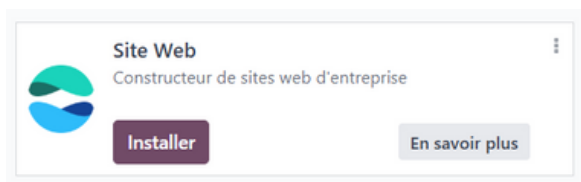
Step 2 : Think about the domain name you want to use.

If you do not yet have a domain name and your database is hosted on Odoo Online, you can register a free domain name for one year. It is quick and easy: open your database manager on your odoo.com account, click on the gear to the right of the database name and select the option "Domain names". Search for the desired domain name.

Is it available? Good news!

Fill in the domain owner form and save the details. A verification email will then be sent to the email address provided in the form. For the years after this first free year, shortly before the expiration date, Odoo sends an extension offer (still to the domain owner) at the host-Gandi.net rate. Easily confirm this quote to continue using your domain name.

Is it not available?

Find another one and follow the above steps.
If you already have an existing domain name, open your domain host (eg. OVH, Gandi, GoDaddy), find the DNS zone of the domain in question and add a CNAME entry to redirect your domain name to the address of your Odoo database.

Very concrete :

1. Type of record: CNAME

2. Name: www.yourexistingdomain.com

3. Hostname (target): mycompany.odoo.com (the name of your Odoo database)

You also want your bare domain name to give access to your website (access via yourexistingdomain.com, without the www. Just before)? Easily create a 301 redirect to redirect visitors from yourexistingdomain.com to www.yourexistingdomain.com.

Step 3 : Once your domain name is ready, you must assign it to the Odoo database.

If your database is hosted on Odoo Online, click the gear to the right of your database name in your database manager.

Select Domain Names and then select Use My Own Domain. Code your domain name (eg yourexistingdomain.com), check and confirm.

Utiliser un nom de domaine existant ✕

Utilisez un domaine que vous avez acheté ailleurs pour votre site web : beer-lovers-test-inventaire.odoo.com

Recherchez sur un nom d'entreprise ou un nom de domaine pour obtenir les alternatives disponibles.

| votredomaineexistant.com | Vérifier |

Effectuez les opérations suivantes dans votre gestionnaire de domaine :
- Créez un enregistrement *CNAME* enregistrement *www.yourdomain.com* qui redirige vers *beer-lovers-test-inventaire.odoo.com*
- Si vous voulez utiliser le domaine nu (par exemple *yourdomain.com*), vous devez rediriger *yourdomain.com* à *www.yourdomain.com*.

Concernant SSL/HTTPS

Odoo génère automatiquement un certificat pour vous, en utilisant son intégration avec *l'authorité de certification Let's Encrypt et le protocole ACME*. Il vous suffit d'ajouter votre nom de domaine dans votre portail client. Un certificat distinct est généré pour chaque nom de domaine.

Je confirme, c'est fait   Retour

If your database is hosted on Odoo SH, select the Branches production database. Then open the Settings tab. In the Custom Domains section, code your domain name (for example, www.yourexistingdomain.com) and confirm your choice by clicking Add Domain.

Step 4 : The last step is to assign your domain name to the Odoo website. Open the Website app. In the Settings menu, select the Settings option. If you have created multiple websites in your database, select the website whose URL you want to edit. Enter the address of your website in the Domain field

exemple : https://www.yourexistingdomain.com

Don't forget to save the change.

Please note that these changes take time to spread. You may have to wait a few hours for your custom URL to direct your visitors to your Odoo website.

6. Why use Nalios to implement your website / e-commerce

You can of course choose to design your website or e-commerce yourself, especially if you have the time and technical skills to do so.

That said, a fully autonomous implementation may have some limitations: lack of integration with other management tools, an unstable basis for project evolution, non-existent or poorly automated business processes, a frustrating user experience, a rigid configuration that offers little flexibility, etc.

This is where an integrator makes the difference.

It is not satisfied with simply putting a website or an e-commerce online. It designs a robust solution from A to Z, not only adapted to your needs, but also integrated and scalable. In other words, using an integrator means laying a solid foundation from the start, and above all avoiding complex and costly retrospective adjustments.

As an Odoo Gold Partner, Nalios helps you design a professional showcase site that reflects your brand identity and / or an e-commerce adapted to your business. We also provide SEO optimization services so that your site reaches the best positions in search engines. Whether you are looking for one-time support or a ready-made solution, we put our expertise at your service to captivate your audience and maximize your online results.

Discover our realizations online here.

CHAPTER

3

Conclusion

Conclusion

In this white paper we have explored the main features of website and eCommerce applications, highlighted the key concerns for successful implementation and shared best practices to follow. Thanks to these elements you now have all the cards in your hands to start your Odoo project on the right basis and optimize the management of your company.

However, each project is unique, and personal support can make a difference in the quality of your implementation to obtain a solution that is truly tailored to your needs.

If you want to discuss your project and benefit from the advice of our experts, we are happy to discuss this with you.

Make an appointment now with a Nalios consultant :

Book a meeting

See you soon to build your digital transformation together with Odoo!

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For more information, visit
nalios.com

If you have any questions :
info@nalios.be

Our YouTube channel :