

Morse Data Announces eCommerce With Mobile Web Using Google's Recommended Responsive Design

Mobile Web design provides optimal presentation, improves search results over non-responsive designs

Dover, NH, November 10, 2015

Morse Data Corporation, developers of InOrder Enterprise Resource Planning (ERP) software, announced an enhancement to its eCommerce Module with a responsive design for mobile web using Google's recommended responsive design pattern. The upgrade also includes a new default eCommerce cart rollout that customers can upgrade to, with or without the Mobile Add-On.

InOrder's mobile cart rated 100/100 for user experience according to Google's ratings, and 91/100 for speed.

Among new features are image zoom, and easy links to favorite social media sites (Facebook, Twitter, LinkedIn, GooglePlus, YouTube, Pinterest, Instagram, Yelp, RSS feed, and your own blog) so customers can spread the word about your new site.

"This means that InOrder's eCommerce web site adjusts to the sizes of all devices customers are using, naturally providing optimal presentation. A single cart functions for both PC and mobile, with a similar look and feel, regardless of device size, no longer requiring multiple web sites," said Matthew Grandt, Morse Data Senior Software Architect. "This also means that your InOrder web site won't be severely penalized in search results for not meeting Google's responsive design recommendations."

"This completes a major development effort performed over the last two quarters," said Tony Marchese, VP of Software Systems. "Customers with the InOrder eCommerce Module, the InOrder Mobile Cart Add-On license, and Web Cart Upgrade Service will automatically receive this new version in time for the holiday shopping season."

About Morse Data Corporation

In business since 1975 and headquartered in Dover, NH with technical offices in Orland Park, IL, Morse Data Corporation offers InOrder, a real-time, tightly integrated, single database ERP system for multi-channel merchants, Internet retailers, publishers, and fulfillment solutions providers. The company is a certified Microsoft Small Business Specialist. To schedule a demonstration, call 888-667-7332 or visit <http://www.getinorder.com>.

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