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Miva, Inc. Debuts Best-In-Class Page Builder Feature for the Miva Ecommerce Platform

Version 10.05 of the Miva ecommerce platform includes the “PageBuilder” no-code website builder, a marketer-focused tool for ecommerce website page design and management.

San Diego, CA — January 10, 2023 — Miva, Inc., a leading ecommerce software and service provider for mid-size and enterprise merchants, has released version 10.05 of its popular ecommerce platform featuring PageBuilder, a flagship feature for the easy creation and management of pages on Miva websites. The release provides industry-leading advances to the speed, flexibility, and effectiveness of the page building process, and is available now for all merchants on the Miva platform.

Designed for ease of use, PageBuilder is a visually-oriented page building and management tool with a powerful suite of efficiency features for online businesses.

“PageBuilder was built specifically with the marketer in mind,” says Brennan Heyde, Miva’s VP of Product. “Marketing teams and non-technical users need the ability to create and update professional, standards-compliant web pages easily and effectively. This is what PageBuilder was designed to do.”

PageBuilder eliminates the need for HTML tags, CSS, or other programming code when creating web pages from the point and click admin panel. Users create pages by visually selecting elements from a library of the most popular ecommerce site components and adding them to pre-built layouts for important pages and promotions.

This economical solution requires no expensive third party plug-ins, with a comprehensive native feature set that’s perfect for managing complex ecommerce promotions and multi-channel audiences.

- dramatically easier to use than conventional WYSIWYG page editors
- highly configurable pre-designed components and layouts for great looking pages
- easy control of SEO factors which increase search visibility

- save time by scheduling page components to launch at future dates
- sophisticated preview functions to test display & complex business rules
- repurpose designs as starting points for different uses throughout the year

“Marketers want a tool that’s easy to use, and fast to spin up beautiful content pages, but they also want the autonomy to do it without having to contact their developer,” says Heyde.

PageBuilder adds unparalleled ease-of-use to Miva’s powerful ecommerce platform, making it the premier solution for successful online selling. For businesses with large product catalogs, hybrid B2B/B2C audiences, and enterprise-level sales volume, PageBuilder supports faster workflows and total autonomy over sophisticated web page creation and management.

Miva CEO Rick Wilson celebrated the highly anticipated release. “We are so excited to share the new tools we’ve built for our customers,” Rick said. “Our goal is to take the power of the Miva platform and put it in the hands of marketers. If you’re a marketing person whose job is to launch new products, build landing pages, or keep the storefront up-to-date, we want to empower you to succeed without having to call your web developer. PageBuilder is going to make marketers’ jobs so much easier, productive, and creative, and I can’t wait for our community to discover how.”

For more information about Miva PageBuilder, please visit: <https://www.miva.com/pagebuilder>

To build a new store with Miva, schedule a product tour at: <https://www.miva.com/miva-ecommerce-consultation>

About Miva, Inc.

Miva offers a flexible and adaptable ecommerce platform that evolves with businesses and allows them to drive sales, maximize average order value, cut overhead costs, and increase revenue. Miva has been helping businesses realize their ecommerce potential for over 20 years and empowering retail, wholesale, and direct-to-consumer sellers across all industries to transform their business through ecommerce. Learn more at www.miva.com.

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