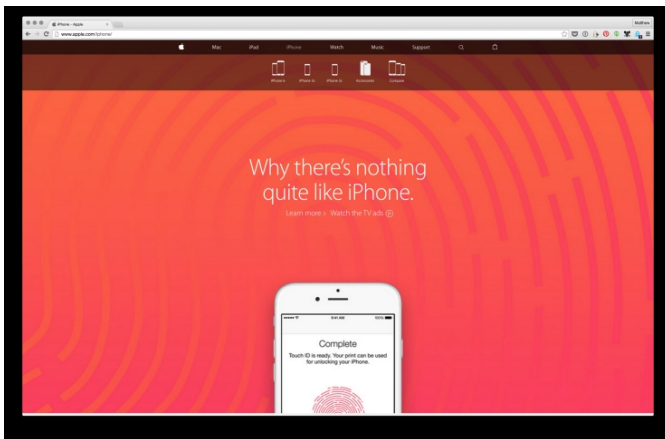


Apple Merges Website, Online Store

Written by Marco Attard
14. August 2015

The Apple website gets a major redesign with the removal of the standalone "Store" tab and the "store.apple.com" domain, creating a streamlined main website combining product details with online retail.



As a result each product page offers purchasing buttons, with no need to "jump" to the online store. The site also offers a unified shopping bag following users wherever they go on the site.

Also streamlined is the buying experience, as one press on the buy button summons all choices up to including extended warranties and cases. However, other than such changes the website and product pages remains more or less identical to their former selves.

"We redesigned Apple.com knowing that our customers want to explore, research and shop in one place," the company tells TechCrunch. "The new Apple.com takes the very best of our existing site and our online store to give customers one simple destination to learn and buy without navigating between two different sites. We've also improved several of the site's features to make shopping easier than ever for our customers."

Apple.com is one of the biggest website on the internet, visited every year by over 1 billion customers from 40 countries.

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