



ECOMMERCE

INTRODUCTION

Selling online has never been easier, but there's still a good amount of work involved in running an online store. This paper outlines the basics a small business owner needs to consider.

THE FANTASTIC FOUR

Considerate planning will help you implement a winning ecommerce strategy.

1 SHIPPING

- Choose a carrier: USPS, UPS, FedEx
- Decide on packaging materials and process.
- How are you going to charge for shipping?

2 PAYMENTS

- You'll need a payment gateway, to accept credit cards.
- Typical fee is 2.9% plus 30 cents for each transaction.
- PayPal, Square, Stripe, Authorize.net are examples of gateways.

3 PROCESS

- Who is going to process and support web orders?
- Create policies; refund, privacy, terms of use.
- Who is responsible for the online store maintenance?

4 PRODUCTS

- Pick your most popular products to sell online first.
- Create the best, most enticing product page you can.
- Make the shopping process quick and easy.

FINAL THOUGHT

Running a successful ecommerce website requires the attention and dedication equal to that of a brick-and-mortar store.