

**ONLINE BUSINESS EXPANSION PROPOSAL**



LARAMIE'S RENTAL SOLUTION

WEBSITE DEVELOPMENT PLAN  
QRT2: Task 3





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## **Purpose**

This is a proposal to expand GNU Solution's web presence through an e-commerce, search engine optimization strategies, using customer relationship software and making the website accessible to a diverse customer base.

## **E-Commerce**

The e-commerce solution GNU will want to use is PayPal. When comparing apples in to oranges, or in this case PayPal to Google check out and Amazon Payments, PayPal is the same price but offers so much more than its competition. For example, PayPal is the only one of the three that accepts anyone with a credit card, eChecks, supports 24 currencies and 300 shopping carts and has live customer support (See Diagram 1 below). However, it is important to note that do to PayPal's security policy a tracking code from Google Analytics cannot be inserted onto a PayPal site. To overcome this issue ask your web developer to integrate Google's solution at, <https://support.google.com/analytics/answer/1326637?hl=en> so you do not loose the original referrer of your purchaser and valuable information (Sengers, 2011).

Let's see how they stack up:			
	<b>PayPal</b>	<b>Google Checkout</b>	<b>Amazon Payments</b>
What are their standard fees?	2.9% + \$0.30 per transaction	2.9% + \$0.30 per transaction	2.9% + \$0.30 per transaction
Who can pay me?	Anyone with a credit card	Buyers must have an account	Buyers must have an account
What forms of payment are accepted?	All major credit cards, plus bank accounts, eChecks, & PayPal	Major credit cards only	Major credit and debit cards only
How many currencies are supported?	24 currencies	8 currencies	11 currencies
How many shopping carts do they support?	300+	55	1
How about customer support?	<ul style="list-style-type: none"><li>• Live phone support</li><li>• Virtual assistant</li><li>• Dedicated account managers</li></ul>	Webform only	Webform only
Which payment service is most popular with buyers?*	1 <sup>st</sup>	3 <sup>rd</sup>	2 <sup>nd</sup>
		<a href="http://GoogleCheckout.com">GoogleCheckout.com</a>	<a href="http://AmazonPayments.com">AmazonPayments.com</a>

\*Diagram 1 (PayPal, 2011)

Another reason Google Analytics has a problem reading the PayPal transactions is because PayPal is a third party supplier. This means every time a client clicks on one of the “Pay Now” buttons on GNU Solution’s website they leave the website and are transferred to PayPal to finish their transaction. A landing page should be created to transfer the client back to the GNU Solution’s webpage informing them that their transaction is complete and thanking them for their business.

### **SEO**

Making your business show up on search engines can be a daunting and difficult task if you do not know where to start. Luckily, Dr. Ralph F. Wilson has given us a checklist of 37 different ways to Promote a website and stimulate traffic (Wilson, 2011). Below is are five tools from Dr. Wilson’s article that I would recommend GNU Solution to start with:

<b>SEO: Search Engine Optimization</b>		
<b>Plan</b>	<b>Strategy</b>	<b>Website Helps</b>
Create a Sitemap	A site map allows search engines to find and index your site more easily. First you need to go to <a href="http://www.XML-Sitemaps.com">www.XML-Sitemaps.com</a> , which is a free source to create a site map. Once created, upload the sitemap to GNU Solution’s website and submit the XML sitemap to all the major search engine providers: Google, Yahoo & Bing.	<p>Google: “Submitting Sitemaps”  <a href="https://support.google.com/webmasters/answer/183669?hl=en">https://support.google.com/webmasters/answer/183669?hl=en</a></p> <p>Yahoo: “Submitting Sitemaps”  <a href="http://help.yahoo.com/l/us/yahoo/smallbusiness/store/promote/sitemap/sitemap-06.html">http://help.yahoo.com/l/us/yahoo/smallbusiness/store/promote/sitemap/sitemap-06.html</a></p> <p>Bing: “Submitting Sitemaps”  <a href="http://www.bing.com/toolbox/submit-site-url">http://www.bing.com/toolbox/submit-site-url</a></p>
Request Reciprocal Links	A reciprocal link creates a bond between GNU Solution’s website and another website that a Google, Yahoo or Bing Bot can follow and drives more traffic to GNU Solution’s site. The Reciprocal links should be from similar market websites (i.e. Real-estate or GNU Solution’s Target Market: University of Wyoming Students). All Reciprocal links are not made equal and this is “one-way Google determines what your website is about...who you link to and who links to you” (Wilson, 2011). So seek quality links that will improve the knowledge of	<p>Finding Similar Sites:  <a href="http://www.sitesell.com/">http://www.sitesell.com/</a></p> <p>WHOIS behind that domain:  <a href="http://www.networksolutions.com/whois/index.jsp">http://www.networksolutions.com/whois/index.jsp</a></p>

	what your website is all about. Remember, even though getting reciprocal links can be difficult each quality link improves your SEO and they are 100% free.	
Press Release	News articles about your business can increase your online popularity dramatically. This is crucial during the online startup and even after GNU Solution is established in the online environment. When creating your news release it is helpful to put your URL in the online copies to help increase traffic to GNU Solution's site.	<b>Online News Release Company:</b> PR WEB <a href="http://www.prweb.com/">http://www.prweb.com/</a>  <b>Local Companies:</b> Laramie Boomerang <a href="http://www.laramieboomerang.com/">http://www.laramieboomerang.com/</a>  University of Wyoming – “The Branding Iron” <a href="http://www.brandingirononline.info/">http://www.brandingirononline.info/</a>
Bookmark	Ask people that visit GNU Solution's site to Bookmark it and save it to their favorites. Bookmarking means following the site on twitter, Facebook, Pinterest, Google Plus or any other social media site.	Widget: <a href="http://www.addthis.com/">http://www.addthis.com/</a>
Free Service	Let your target market know that GNU Solution is a free service. Advertise it online and in print. Keep in mind your local market and where they can be contracted the best (i.e. University digital web banners, Libraries, Popular local shops and restaurants).	<b>Potential Contacts:</b> University of Wyoming Library (307) 766-4228 Sweet Melissa's Restaurant (307) 742-9607

\* Other SEO tools that GNU Solution may want to consider are: Alexa, Web CEO, GSA Auto Submission Software and Web Master Tools.

### **Customer Relationship Management**

Keeping track of your customer base is essential to a well-run business especially when transitioning to an online system. After going online GNU Solution could possible triple in the amount of clients with in a week. To be able solve and handle this onslaught of welcome customers GNU Solution will need the following:

1. Sales Force ([www.salesForce.com](http://www.salesForce.com)): is an online program for customer relationships that uses API (Application Programing Interface) to tell how certain software components should interact. Will also allow GNU Solution

to make custom apps and websites for clients, have enterprise analytics and top security. With Sale Force on GNU Solutions will be able to connect with clients on any device through, social media in real time, phone calls, video chat and more.

2. Excel: used for CSV exports and integration with custom emails and Sales Force.
3. Goldmine: helps to keep track of all customer data, contact numbers, meeting notes, appointments, etc.
4. QuickBooks Online: Accounting software to keep track of financials from online transactions through PayPal as well as offline transactions.

Sales Force information can also be used to create a frequently asked questions page for GNU Solutions saving customers and GNU Solutions associates time and frustration.

### **Website Accessibility**

Another way GNU Solution will be able to attract more diverse customer base is through making their website internationally friendly and accessible to a diverse customer base. Laramie, WY has two main languages, English and Spanish. Google Translate will be used to do the initial translation from English to Spanish and then will be checked and modified by a native Spanish speaker. The goal will be to make the Spanish speaker of Laramie, WY feel at home while they are looking for a home.

Laramie is also home to many different religions and people; Baptists, Catholics, LDS (Mormon), Episcopalian, Lutheran, Presbyterian, Jewish, Islamic, guys, married and not married, large and small families, educated level and more. Each group has things to consider in turn. GNU Solution wants a website that is inviting to every group of people. Offensive or rude materials and/or remarks should be filtered out. Also, if sales tactics are used online they should not be limiting to one group or organization. Since GNU Solution is a Website for rental properties, owners and managers of said rentals should be informed that they may not discriminate due to ethnicity, color, sex religion or marriage status.

Alcohol, smoking, drugs and animals are very prevalent in the Laramie and Albany County areas. A chance should be given to rental owners to comment if they will allow pets or before mentioned behaviors, namely smoking, alcohol consumption and/or drug consumption on the premises of the property.

It is also important to note that not all people are using home computers to access GNU Solution's website. Having GNU Solution's websites accessible on mobile devices will allow people to have access where they feel is most comfortable. As most mobile devices have GPS capabilities GNU Solution will also be using Google map apps for navigation services to available rentals in Laramie, WY.

Lastly, GNU Solution also has a mission to be accessible not only on a mobile device but also to those who are in need of accessibility features (i.e. Blind & low-vision, Deaf & Hard of hearing). Google Accessibility offers a full site for accessibility solutions that will be integrated into GNU Solution's website (Google, 2013).

## **Works Cited**

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