

Building an eCommerce Website

Masters in Information Technology
Angeles University Foundation

Romack L. Natividad
<romacknatividad@gmail.com>



Building an eCommerce Website

- Getting ready for business
- Finding a home for your business
- Content Management Systems (CMS)
- Choosing how to host your site
- Choosing and registering a domain name
- How to take payment
- Adding a shopping cart
- Is Hosted e-commerce right for you?
- Metadata and Links
- Designing a Landing Page

Getting Ready for Business

- How much will it cost to provide?
- **Viable Business**
 - Product Development or Service Price < Selling Price
- Every business needs a **BUSINESS PLAN**.
 - Guide www.pcpro.co.uk/links/businesslink
 - Why are you setting up in business?
- Accounting and Administration
 - www.freeagentcentral.com
 - www.backpackit.com



Finding a Home for your Business

- Choose the right kind of online presence to connect with customers.
- Selecting a Shop or Office.
- What form of **ONLINE PRESENCE** you need?
 - **2 Main Purposes:**
 - To **PERSUADE** customers to buy
 - Act as a **SHOPPING CART**.

Finding a Home for your Business

- Most businesses will also include support and background information, but the main purpose of the website is to **get people to buy**.
- Site = HTML, Images, Sounds, Videos, Scripts
- Options:
 - Hosted on a server owned and operated by someone else.
 - Internet presence in an instant. Little Technical Knowledge
 - www.eBay.com, www.1and1.com, www.volusion.com
 - Do it yourself: Rent a web server, or space on a shared server.
 - Development process takes longer, but you get full control.
 - Construct your site exactly the way you want.
 - You can move from one host to another.

Content Management Systems (CMS)

- CMS is a ready-made system that enables you to create and edit a website without needing to code it by hand. CMS offers an alternative to doing it all from scratch.
- CMS Objectives:
 - Quick to get up and running
 - Extendable through plug-ins
 - Reliable and continually updated
- Wordpress, Joomla, Drupal.
 - Open source CMSs, free and written in PHP

Choosing How to Host your Site

- Hosting Types:
 - **Shared Hosting**: share a server with dozens, hundreds or even more.
 - **Dedicated Server**: physical machine leased in its entirety by you.
 - **Virtual Private Server (VPS)**: between shared and dedicated in their cost and features.
- Operating Systems
 - Windows-based webserver, Linux-based webserver
- Space and Bandwidth
- Technology
 - PHP, MySQL
- Service-Level Agreements: 99.9% guaranteed uptime
- Email-handling

Choosing and Registering a Domain

- Top-Level Domains (TLD)
 - .com
 - .biz
 - .com.ph
 - NEW
 - .store
 - .careers
 - Etc. FIND MORE



How to Setup your Web Space

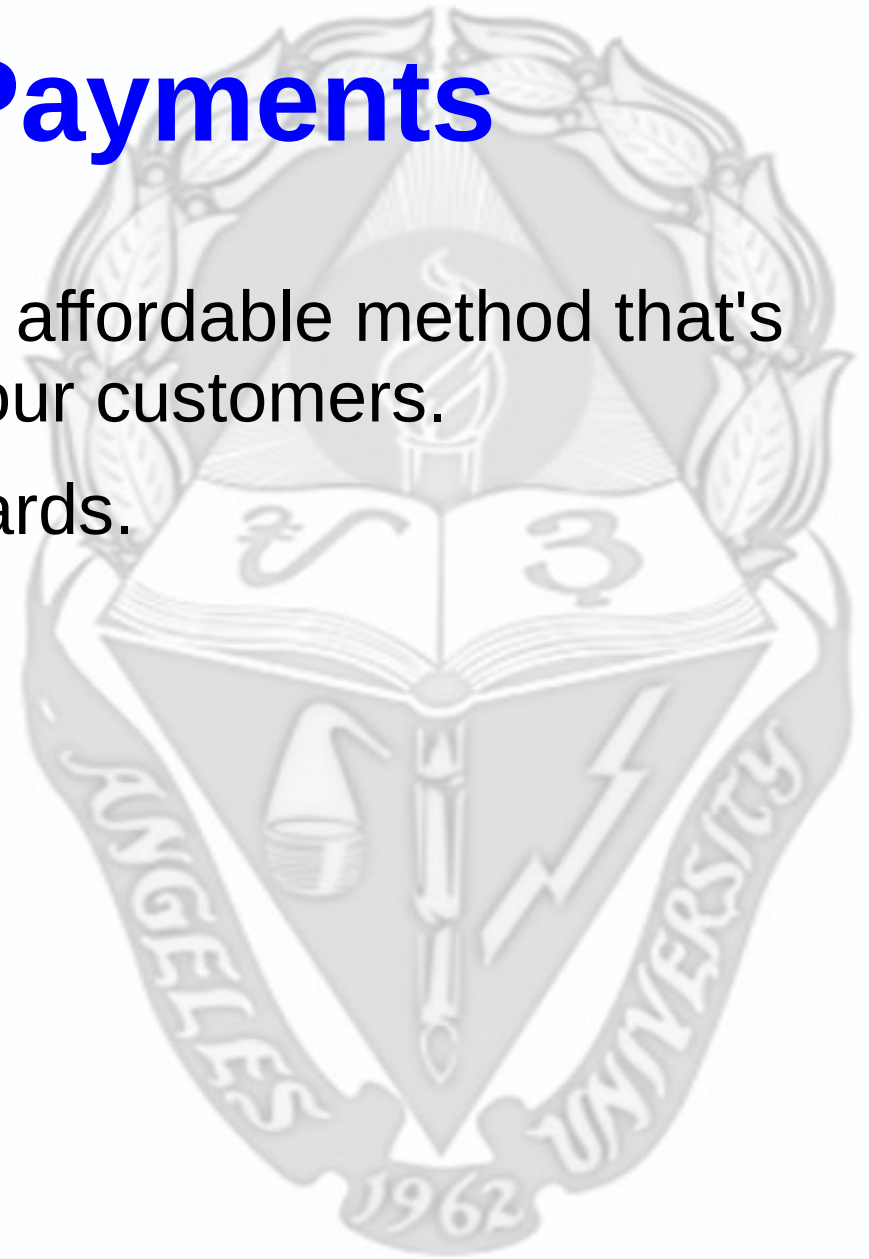
- Now that you've registered your domain and chosen a host for your website, it's time to get your web space ready.
 - Choose a Package
 - Minimum, Business, Reseller
 - Hosting Account: Manage your web hosting
 - Email Addresses: Setup your email addresses
 - File Transfer Protocol (FTP) Access

Getting your site written

- **Design is sexier.**
 - While clients are happy to lavish plenty of time and effort on the look and feel of their shiny new site, they'll pay almost no attention to getting the **words** right.
- **Its only words, and words are all I have to take your heart away.**
 - No matter how impressive the design of your website or how effective it is from the usability point of view, poorly chosen or badly written copy is the fastest way to encourage your potential customer to click the Back or Close button rather than take the action you want.

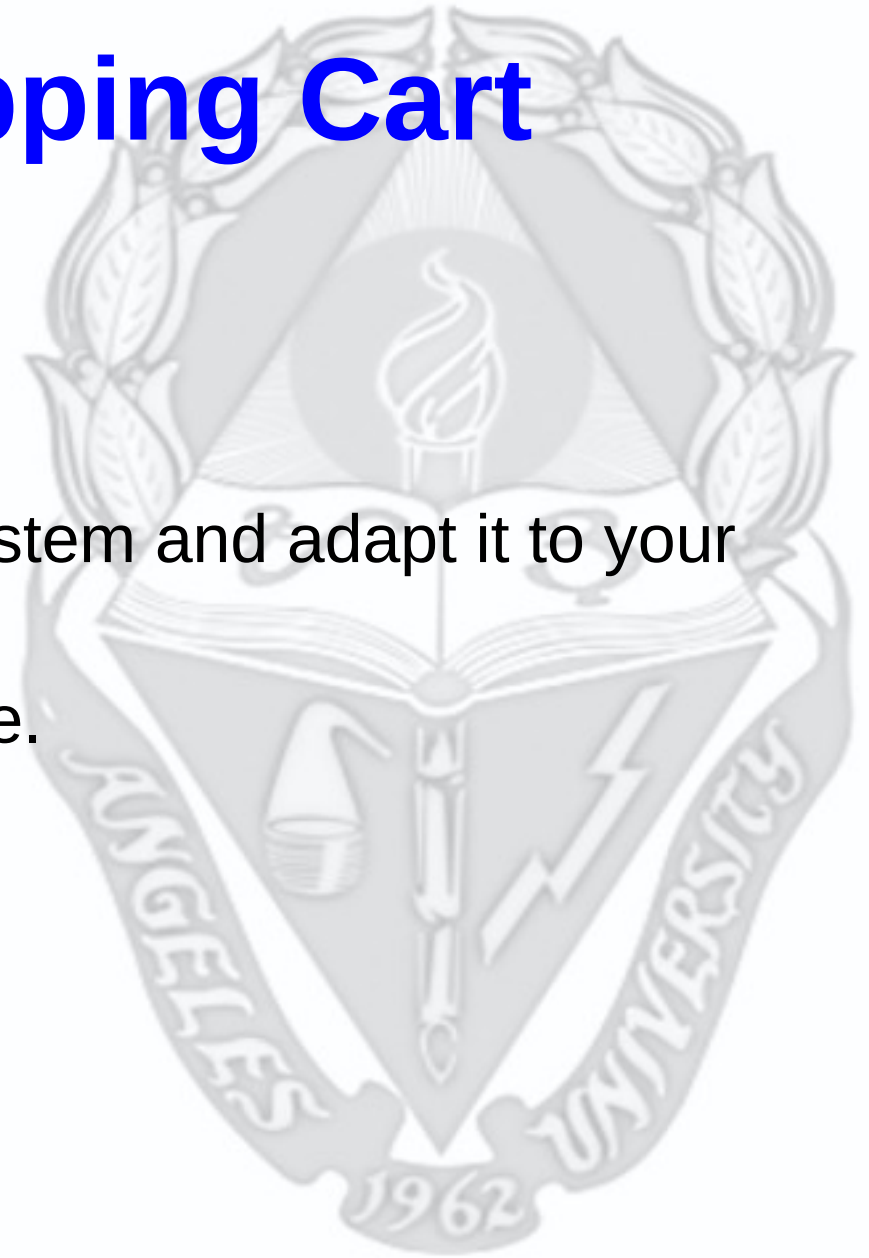
How to Take Payments

- You need a reliable, secure and affordable method that's as convenient as possible for your customers.
- Accept Credit Cards or Debit Cards.
- Paypal Merchant Account.
 - Paypal Web Payments Standard
 - Paypal Web Payments PRO
- Google Wallet
- Amazon Payments
- NoChex



Adding a Shopping Cart

- Three Choices:
 - Build your own from scratch.
 - Buy or download a pre-built system and adapt it to your purposes.
 - Sign-up for a third-party service.
- What are you selling?
 - Subscriptions
 - Software
 - Physical

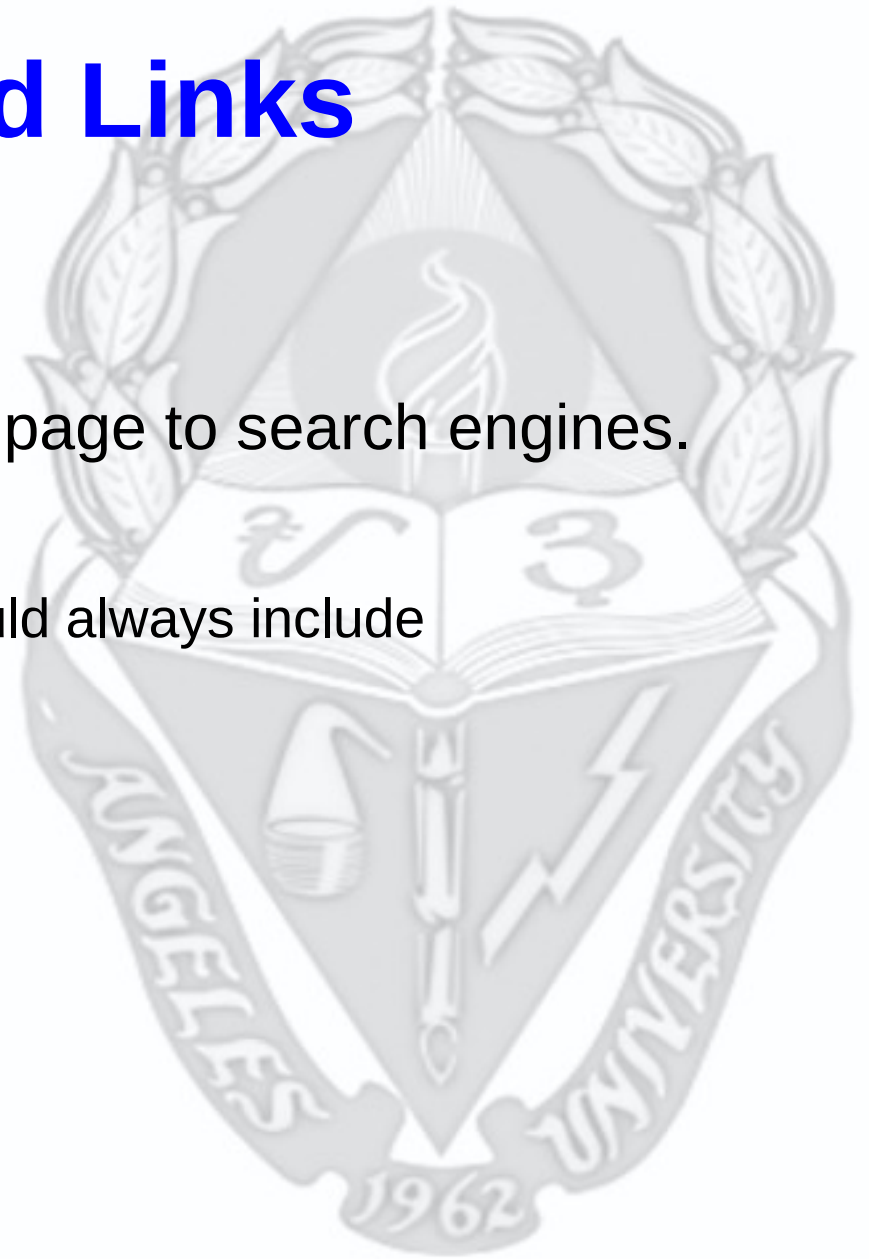


Is Hosted e-Commerce right for you?

- Critical factors in deciding whether to opt for a hosted e-commerce solution:
 - How many products do you have?
 - Do you need sophisticated order management?
 - Do your products vary greatly in weight?
 - Do you expect to grow substantially?

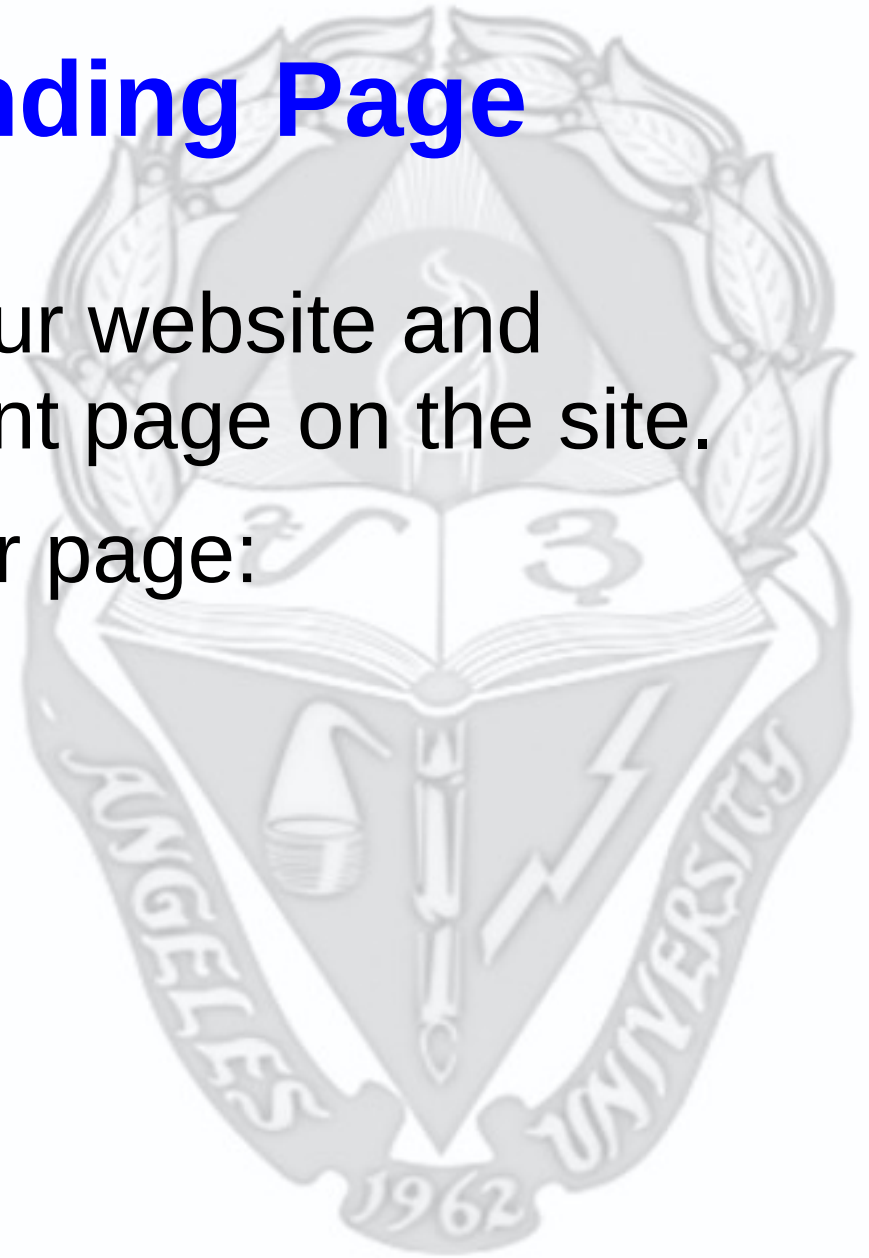
Metadata and Links

- “**meta**” tags
 - It provides information about the page to search engines.
 - Most common meta tags:
 - Description – the only tag you should always include
 - Keywords
 - Robots
 - Generator
 - Revisit-After
- Incoming Links
- Outgoing Links



Designing a Landing Page

- The main entry point to your website and probably the most important page on the site.
- The Main Elements of your page:
 - Headline
 - Navigation
 - Copy
 - Call to action (CTA)



Reference(s)

- How to setup an online business (step by step)
 - Kevin Partner, Magbook 2014
 - kevinpartner.co.uk
 - Creator and manager of:
 - MakingYourOwnCandles
 - ScribbleIt Ltd
 - PassYourTheory Ltd
 - NlightN Multimedia Ltd
 - FixedPriceWebsite

