

# Requirements for CMS Web Commerce

At least 10+ things you need to sell products or service on the World Wide Web with CMS and marketplace tools

# A Credit Card and Bank Account is Required to Acquire a Commerce Host Account

- **A credit card** (a debit card may not be sufficient)
  - All commerce web hosts require a credit card to complete the account purchase
  - Many companies allow you to set up a test account at no cost, but to open the store, you will need a credit card to complete the process

## **NOTE ON CREDIT CARDS:**

**Most web hosting companies do not accept American Express**

**PLEASE have a Visa, MasterCard, or Discover card for this process.**

- A bank account you can link to the online payment system
  - A bank account is required to get paid
  - I recommend a separate bank account for your commerce site. This makes it easier to keep track of sales and expenses
  - If this is a corporation (inc.) , then I recommend setting up and using a business bank account

# Firm decision on a company name

- Company name – You must have a company name to establish a commerce account
  - A company name is required by commerce companies, with the exception of personal accounts, like Amazon Personal
- An available company Domain Name
  - Before you go through the process of acquiring and setting up a commerce account, make sure the company name you want to use has an available domain name you can purchase
  - If company name is not available, consider using a variation of the name
  - Please purchase the domain name ASAP
    - If someone else purchases it, you won't be able to
    - **Purchase domains at: Godaddy, Network Solutions, or through the commerce site host company.**
- A company description and purpose – You have to enter this information when you set up the store, so it's a good idea to have this ready to go
- A company Logo – A logo is not required
  - It's a good idea to have your logo ready to go before you create the commerce account

# Required Product/Item Information to add a products to a commerce system

- Product/Item Digital Pictures/Images
  - A web ready digital picture of the product – JPEG or PNG
  - Image is reduced in size to make it easier to upload into the commerce system
- Product/Item Descriptions
  - What is it?
  - What is it for?
  - Who made it?
- Product/Item Price
  - What does it cost?

# What you need to sell on the World Wide Web

1. A registered domain name account subscription
2. Secure socket layer certificate account subscription
3. A commerce host site account subscription or hosted server account
4. A commerce supporting website (SaaS, Proprietary, or Open Source)
5. Product SKU schema (not required on Etsy)
6. Products or Services to sell – documented, described, and priced
7. And Electronic Payment System (EPS) – may be handled by SaaS company
  - Linked to your bank account
8. A clear understanding of your state sales tax obligations and responsibilities
9. Clearly defined and documented product fulfillment plan
10. Clearly defined and documented fulfillment and return policies and practices

# 1. A Registered Domain Name

Domain names are used to identify one or more IP addresses. For example, the domain name microsoft.com represents about a dozen IP addresses. Domain names are used in URLs to identify particular Web pages. For example, in the URL `http://www.pcwebopedia.com/index.html`, the domain name is pcwebopedia.com.

Every domain name has a suffix that indicates which top level domain (TLD) it belongs to. There are only a limited number of such domains. For example:

- gov - Government agencies
- edu - Educational institutions
- org - Organizations (nonprofit)
- mil - Military
- com - commercial business
- net - Network organizations
- ca - Canada
- th - Thailand

Because the Internet is based on IP addresses, not domain names, every Web server requires a Domain Name System (DNS) server to translate domain names into IP addresses.

# 1.1 Domain names are not free

- Domains cost money and they are usually purchased as a subscription with yearly renewal
- Some Software As A Service (SASS) companies might give you a domain free for a year when you purchase a high tier account
- Domain name vendors
  - GoDaddy
  - Network solutions
  - 1&1
  - Namecheap
  - Hostgator Domains

# 2.1 A Secure Socket Layer (SSL) Certificate

- SSL certificates are not free.
- SSL certificates range in cost from \$70 to \$150+ / year.
- SSL certificates can be purchased by certificate vendors
- SSL Certificates are usually purchased as a subscription with yearly renewal.
- Some SaaS companies will give you a free SSL for one year when you sign up for a higher tier commerce account.
- Some marketplace sites (like Etsy) have an SSL included in their proprietary checkout and payment system.
  - This means you do not have to pay for one with these types of commerce solutions
- **You should not sell anything over the internet without being on a secure site. This means you or your host must have an SSL Certificate on the commerce site.**



## 2.2 A Secure Socket Layer (SSL) Certificate

- SSL (Secure Sockets Layer) is a standard security technology for establishing an encrypted link between a server and a client
  - typically a web server (website) and a browser; or a mail server and a mail client (e.g., GMail).
- SSL allows sensitive information such as credit card numbers, social security numbers, and login credentials to be transmitted securely.
- As of 2016 – SSL Certificates are 2048-Bit with Strong Encryption & Authentication

## 2.3 SSL Vendors

- Verisign
- GeoTrust - \$121.00 per year
- Comodo
- Dificert
- Thawte - \$132.25 per year
- GoDaddy - 54.49 per year
- Network Solutions - \$49.99 for a four-year term - has support for 256-bit encryption
  - Network Solutions is a well-known and trusted brand.

<https://www.pluralsight.com/blog/software-development/top-reliable-ssl-certificates>

# 3.1 A Commerce Site Host

- Could be an SASS Content Management host with a **proprietary website Builder**
  - SaaS-based content management system (CMS) which is composed of a website builder, blogging platform and hosting service. The service allows individuals and businesses to create and maintain websites and blogs.
  - Example: Square space, Wix, Weebly, Jimdo
- Could be an Shared Web Host host company with open source Web client Management tools
  - Example SiteGound – offers WordPress, Joomla, Drupal, Modex site building tools
  - Hosting companies have tiered service
    - Lowest tiers are on shared servers with many clients and your month bandwidth is a set number of bytes and it is monitored
  - With a shared hosting company, you are responsible for the entire process of designing and creating the ecommerce website and all its configurations and add-ons.
  - Examples: SiteGround, GoDaddy, BueHost, eHost, HostClear, 1and1

# 3.1 A Commerce Site Host continued

- Could be a Dedicated Server Hosting company
  - Fully managed, single-tenant hosting for the highest levels of performance and uptime
  - Examples: RACKSPACE
    - Host your server and your software.
    - Its all up to you hardware and software, backups, security
- Could be a Public Cloud Hosting company
- Could be a Private Cloud Hosting company
- Could be Amazon – An Amazon Seller Account
- Could be an Amazon Web Services (AWS) Market place account
- **Could be Etsy** – A no initial cost web marketplace website with integrated security and an easy to use product entry user interface

# Commerce Website Vendors By Type

- **Proprietary SASS Commerce Site Providers:**
  - Wix
  - Weebly
  - Squarespace
  - Jimdo
  - Amazon
- **Web Marketplace Proprietary Commerce Providers**
  - Etsy
- **Shared Hosting Solutions - Open Source Commerce website providers**
  - SiteGround – Offering shared WordPress Joomla, Drupal, Modx shared hosted sites
  - GoDaddy
  - BlueHost
  - 1and1
- **SaaS OpenSource Blog site host**
  - WordPress.com

## 4. A Website on Propriety or open source CMS systems (If not going the Etsy or Amazon route)

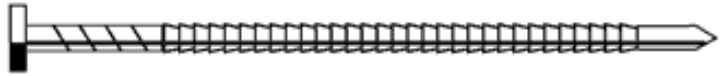
- Website should have responsive and adaptive templates to make it mobile device compliant
- Website builder should offer many templates
- Website builder should be easy to use
  - Easy to add and maintain content
  - Easy to add and maintain products
- Website builder should support SEO
- Website Builder should support social media integration
- Website builder should allow you to change templates
- Website Builder should allow for customer feedback and testimonials
- Website and company should support multiple payment systems

# 5. A Product SKU Schema (designed and documented)

- **SKU** (stock keeping unit, sometimes spelled "**Sku**") is an identification, usually alphanumeric, of a particular product that allows it to be tracked for inventory purposes.
- Typically, an **SKU** (pronounced with the individual letters or as SKYEW) is associated with any purchasable item in a store or catalog.
- On Etsy and other open market websites, SKUs are not used.
  - Products have names and descriptions.
  - There is not even an edit box to enter an SKU

# SKU Examples

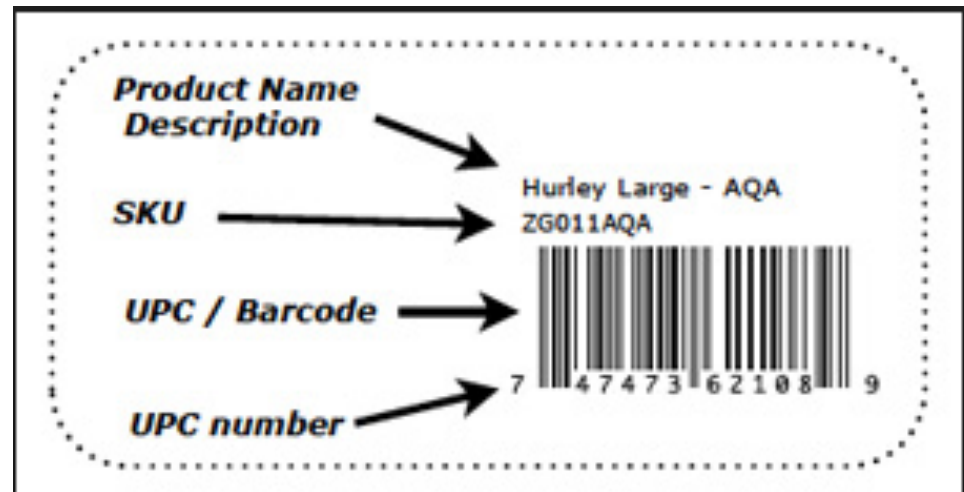
## Nail SKU Example



F310R90G8BCPJ1AT

Tool Type	Nail Shank Dia: 3.1mm	Shank Type: Ring	Nail Length: 90mm	Galvanised Finish: 8 microns	Point Profile: Blunt Chisel Point	Coil Size: Jumbo 1000 nails	Specific Tool: Roll series only
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LEVI STRAIGHT GREEN  
LEG  
LEV-JN-SL-36-GN  
JEANS 36" WAIST





# 6. Products or Services to sell

- Products + Inventory
  - Variations: Sizes, Colors, Shapes
  - Product Attributes:
    - Title
    - Product descriptions
      - What is it
      - Who made it
      - When was it made
      - What's its purpose
      - price
  - Product Picture(s) – 1 to many
- Services
  - Descriptions
  - Rates – hourly, fixed bid, per #

# 7.1 An online or electric payment system (EPS)

- An online payment service that allows individuals and businesses to transfer funds electronically.
- Here are some of the things you might use an electronic payment system for:
  - Send or receive payments for online auctions at eBay and other Web sites
  - Purchase or sell goods and services
  - Make or receive donations
  - Exchange cash with someone
- Examples:
  - PayPal
  - Stripe
  - EPS
  - Net banking
  - Bitcoin

# 7.1 An electric payment test system (EPS Sandbox)

- An online payment service that allows you to test your commerce website without transferring actual funds.
- EPS systems are not free.
- Your EPS should offer a no-cost test accounts, known as sandbox accounts
  - PayPal offers two types of sandbox accounts, one for PayPal purchases, and one for Credit Card purchases. Sandbox accounts are no-cost accounts.
  - Stripe has a sandbox system as well that is no-cost

# PayPal

	PayPal Payments Standard	PayPal Payments Pro
	<a href="#">Get Started</a>	<a href="#">Apply Now</a>
Features		
Monthly fee ( <a href="#">See all merchant fees</a> )	\$0	\$30
Design and host your own checkout pages for full control		✓
Customers pay without ever leaving your website		✓
Accept credit cards via phone, fax, and mail (Virtual Terminal)		✓
Accept credit cards (your buyers don't need a PayPal account)	✓	✓
Accept PayPal payments	✓	✓
Send invoices online for fast payment	✓	✓
PayPal Here card swiper for your iPhone, iPad, or Android device	✓	✓
Get paid on eBay and Etsy	✓	✓
<a href="#">+ Show additional features</a>	<a href="#">Get Started</a>	<a href="#">Apply Now</a>

# Stripe Pricing

**2.9% + 30¢**

per successful charge.



**No monthly fees**

Only get charged when you earn money.



**No refund costs**

If you refund a transaction, Stripe will return the entire fee.



**No hidden fees**

Stripe has no setup fees, no monthly fees, no card storage fees.

## Pricing like it should be

Stripe doesn't charge any setup or monthly fees. There's no extra charge for failed transactions, storing and updating cards, or recurring payments.

## Volume pricing

Discounts are available for businesses at scale. If you process more than \$80,000 per month, [get in touch](#).

VISA



AMERICAN  
EXPRESS

DISCOVER



# Stripe Pricing

- Transparent & crystal clear
  - Predictable transfers
  - Earnings for your business are automatically transferred to your bank account on a 2-day rolling basis.
- Disputes & chargebacks
  - Stripe actively works to prevent fraudulent charges, but there is a \$15.00 fee for chargebacks. If the dispute is resolved in your favor, Stripe refunds this fee.
- International cards
  - Accept major international debit or credit cards, including Visa, MasterCard, American Express, Discover, Diners Club and JCB, right out of the box.

# Stripe Pricing Continued

- other currencies
  - In the United States, you can accept payments in 100+ currencies. Fees remain the same, but conversion incurs an extra 2% fee atop market exchange rates.
- Managed accounts
  - Setting up managed accounts for sellers (including international accounts, ID verification, and 1099-Ks) costs just 0.5% of funds paid out.
- Bitcoin
  - Avoid exchange rate hassles—specify amounts in USD and we'll send you dollars. Stripe charges just 0.5% per successful Bitcoin transaction.
- ACH payments
  - We support ACH payments in the U.S. We charge 0.80% per payment capped at \$5, which includes instant verification.
  - Failed ACH transfers will be charged \$4.
  - ACH payments are electronic payments that are created when the customer gives an originating institution, corporation, or other customer (originator) authorization to debit directly from the customer's checking or saving account for the purpose of bill payment.

# Stripe Test Credit Cards

## Which card numbers should I use for testing?

In test mode, you can use these test cards to simulate a successful transaction:

Number	Card type
4242 4242 4242 4242	Visa
4012 8888 8888 1881	Visa
4000 0566 5566 5556	Visa (debit)
5555 5555 5555 4444	MasterCard
5200 8282 8282 8210	MasterCard (debit)
5105 1051 0510 5100	MasterCard (prepaid)
3782 822463 10005	American Express
3714 496353 98431	American Express
6011 1111 1111 1117	Discover
6011 0009 9013 9424	Discover
3056 9309 0259 04	Diners Club
3852 0000 0232 37	Diners Club
3530 1113 3330 0000	JCB
3566 0020 2036 0505	JCB



# Creating a Stripe Payments Test Account

- <http://www.larryullman.com/2012/11/07/creating-a-stripe-payments-test-account/>

*Translating Geek Into English*

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## Creating a Stripe Payments Test Account

November 7, 2012

This entry is part 2 of 8 in the series [Processing Payments with Stripe](#)

When you go to use any payment system for the first time on a project, you'll need to create a test account. As with almost every step of the process, [Stripe](#) again makes this ridiculously easy. In this post I'll explain how to create a test account in Stripe, and how that process is different than the other payment systems I've worked with, in a couple of ways. If you're not currently planning on using Stripe, you may want to read [my first post in this series](#), which explains how Stripe works and what its pros and cons are.

With most payment systems I've used, testing is done in one of two ways:

### Processing Payments with Stripe

1. [Introduction to Stripe](#)
2. **Creating a Stripe Payments Test Account**
3. [Getting an SSL Certificate/Setting Up HTTPS](#)
4. [Creating a Form for Handling Payments with Stripe](#)
5. [Writing the JavaScript Code for Handling Stripe Payments](#)
6. [Writing the PHP Code to Process Payments with Stripe](#)
7. [Handling Stripe Errors](#)
8. [Stripe Testing and Tricks](#)

# 8.1 A Clear Understanding of Your State Tax Responsibilities and Obligations

- **An Illinois Sales Tax Number – SSN or EIN**
  - **Accepted Tax ID numbers are**
    - **INDIVIDUAL Social Security Number (SSN)**
    - **Business Employee Identification number (EIN)**
- **The current state and county sales tax rate**
- **Understand the rules on when to collect sales tax**

# 8.2 Tax Responsibilities and Obligations

- **Illinois Sales Tax Number is Required**
  - **If you are selling as an individual, then you can use your own Social Security Number**
  - If you are a business, then you must obtain a State Sales Tax Number.
    - If your business sells products on the internet, such as eBay, or through a storefront, and the item is shipped within the same state, sales tax must be collected from the buyer and the sales tax must be paid on the collected tax to the state.
    - Depending on the type of business and the amount of revenue, the state sales tax collected must be paid either monthly or quarterly.
- **When to charge Sales Tax**
  - **Items shipped within state are taxable.**
  - Items shipped out of state are usually not subject to state sales tax if annual revenues are less than four million dollars.

# 8.3 When To Apply Sales Tax – General Rule

- When to charge Sales Tax
  - **Items shipped within state are taxable.**
  - Items shipped out of state are usually not subject to state sales tax if annual revenues are less than four million dollars.

# Sales Tax – When to collect sales tax short answer:

- You must collect sales tax — sometimes called a franchise tax, a transaction privilege tax, or a use tax, among other aliases — on most goods and some services delivered to a customer who lives in a U.S. state where your business maintains a physical presence, such as a store, office, or employee.
- The current default rule throughout the United States is that you must collect sales tax on Internet sales to customers in those states where your business has a “**physical presence**.” The physical-presence rule is based on a [1992 United States Supreme Court decision](#), *Quill Corp. v. North Dakota*, that addressed the obligations of mail-order businesses to collect sales tax on out-of-state sales; the decision has been extended to include online retailers.

# State Sales Tax Examples

- **Example 1:** You are operating solely out of an office in Abilene, Texas and make a sale to a customer in Rockford, Illinois—a state where your business **has no physical presence**: **You are not required to collect sales tax** from the Rockford customer.
- **Example 2:** You are operating solely out of an office in Peoria, Illinois and make a sale to a customer in Joliet, Illinois: **You *are* required to collect sales tax from the Joliet customer**.
- **Example 3:** After several years of operating solely out of a warehouse in Abilene, Texas, you open a one-room satellite office just outside of Springfield, Illinois—a state where previously you had no physical presence. A day later, you make a sale to a customer in Waukegan, Illinois: You *are* required to collect sales tax from the Waukegan customer.

# The State Sales Tax Process

1. You get a sales tax ID number from your state or use your SSN
2. Check your state government's website for details.
3. Each time you conduct a taxable transaction, you calculate the tax owed and collect it from the buyer.
4. You keep excellent records about the tax that you've collected through your business.
5. Each month, quarter, or year (depending on your level of sales), you file a tax return and submit the sales tax that you've collected to your state.

# State Sales Tax Reference Links

- Illinois Sales Tax Rate By City
  - <http://www.sale-tax.com/Illinois>
- Illinois Revenue Sales & Use Taxes
  - <http://www.revenue.state.il.us/businesses/taxinformation/sales/rot.htm>
- Internet Sales Tax; A 50-State Guide to State Laws
  - <http://www.nolo.com/legal-encyclopedia/50-state-guide-internet-sales-tax-laws.html>



# Illinois Tax ID Number Online Form

<http://www.online-tax-id-number.org/online-tax-identification-number-application-form.html>

## ONLINE REQUEST

### Tax Identification Number Request

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#### SCHEDULE OF SERVICE FEES

##### **\$100 – STATE SALES TAX NUMBER**

Application for a Single State Sales Tax Number, Colorado Registration +\$75

##### **\$ 50 – EIN: EMPLOYER IDENTIFICATION NUMBER**

Application for a Single EIN – Employer Identification Number

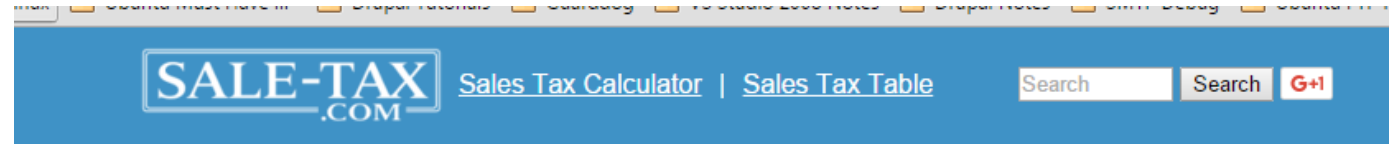
Fees may be paid with MasterCard, Visa, & Discover.

\*Clicking next will direct you to the registration form.

Next

# Illinois (IL) Sales Tax Rates by City

## <http://www.sale-tax.com/Illinois>



### Illinois (IL) Sales Tax Rates by City (C)

The state sales tax rate in Illinois is 6.250%. With local taxes, the total sales tax rate is between 6.250% and 11.000%.


Illinois has recent [rate changes](#) (Mon Jan 04 2016).


Select the Illinois city from the list of cities starting with 'C' below to see its current sales tax rate.

Show: [Popular](#) | [Counties](#) | [All](#) | [A](#) [B](#) **[C](#)** [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

City	Total Sales Tax Rate
<a href="#">Cabery, IL Sales Tax Rate</a>	6.250%
<a href="#">Cache, IL Sales Tax Rate</a>	6.250%
<a href="#">Cahokia, IL Sales Tax Rate</a>	8.100%

# Chicago Sales Tax: 10.250%

 [IL Rates](#) | [Calculator](#) | [Table](#)



## Chicago, IL Sales Tax Rate

The current total local sales tax rate in Chicago, IL is [10.250%](#). The December 2015 total local sales tax rate was [9.250%](#).

### Sales Tax Breakdown

District	Rate
<a href="#">Illinois State</a>	6.250%
<a href="#">Cook County</a>	2.750%
Chicago	1.250%
Total	<a href="#">10.250%</a>



### Chicago Details

Chicago, IL is in [Cook County](#). Chicago is in the following zip codes: [60290](#), [60601](#), [60602](#) ...[Show 90 more](#)

## 9. A product fulfillment process or contract with an eFulfillment company

- For manual fulfilment, at least have the process steps documented and tested so you know how to process the order and get the client the product or service they purchased or process a return and keep your inventory and books in balance.
- A good fulfilment process will have a return policy covering return rules and fees
  - Restocking fees
  - Return feels
  - Package must be un-opened or yet another fee

# 10. Shipping, Pricing and Purchasing Policies

- A return policy
- Shipping rates and carrier policy
- **Shipping restrictions** - rules on where in the country or world you will and will not ship
- Coupon rules
- Insurance policies – products over a specified amount are insured for...

# Commerce Website Vendors

- **Proprietary SASS Commerce Site Providers:**
  - Wix
  - Weebly
  - Squarespace
  - Jimdo
  - Amazon
- **Web Marketplace Proprietary Commerce Providers**
  - Etsy
- **Shared Hosting Solutions - Open Source Commerce website providers**
  - SiteGround – Officering shared WordPress Joomla, Drupal, Modx shared hosted sites
  - GoDaddy
  - BlueHost
  - 1and1
- **SaaS OpenSource Blog site host**
  - WordPress.com

# Wix – Cloud Based SaaS

- Wix.com is a cloud-based web development platform that allows users to create HTML5 web sites and mobile sites through the use of their online drag and drop tools.
- Customer service: 1 (800) 600-0949
- Stock price: WIX (NASDAQ) \$20.23 +0.02 (+0.10%) Mar 3, 11:35 AM EST - CEO: Avishai Abrahami
- Headquarters: Tel Aviv, Israel
- Founded: 2006
- Revenue: 141.8 million USD (2014)
- Parent organization: WixPress

# Wix Alexa Ranking – 77 million users

Website

wix.com

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Alexa rank

245 (February 2015)

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Users

77 million (2015)

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# Wix Attributes and Features

- Basic website hosting is Free
- If you purchase a Wix domain subscription , the domain cost money
  - A Wix domain cost differs depending on a number of factors, including:
    - The type of domain extension
    - Your local currency
    - The number of years selected
    - Adding privacy protection
    - The use of a domain voucher
    - Your local tax or VAT laws

# Wix Lowest End Account Highlights

- Lowest end Account “Connect Domain “
  - Yearly plan \$4.08 / month
  - Wix ads display on the site
  - You are responsible for purchase the domain name
  - You get 500 MB of storage
  - Free hosting
  - Premium support – Support is very good. Better than Weebly (see article link below)
    - <http://www.websitebuilderexpert.com/wix-vs-weebly-which-website-builder-is-better/#support>
  - When building content, online GUI has question marks at each point of data entry. You can get help on a specific item and not have to slog through an online help manual, or PDF download

# Wix Account features and Attributes

	VIP	eCommerce	Unlimited	Combo	Connect Domain
	First Priority Support	Best for Small Business	Entrepreneurs & Freelancers	For Personal Use	Most Basic
<div>BEST VALUE</div> <div>Yearly Savings Plans</div>	<div>\$24<sup>92</sup> /month</div> <div><del>\$39.90</del></div> <div>Save 35%</div>	<div>\$16<sup>58</sup> /month</div> <div><del>\$25.90</del></div> <div>Save 35%</div>	<div>\$12<sup>92</sup> /month</div> <div><del>\$23.90</del></div> <div>Save 45%</div>	<div>\$9<sup>75</sup> /month</div> <div><del>\$13.90</del></div> <div>Save 30%</div>	<div>\$4<sup>08</sup> /month</div> <div><div>i</div> This Plan Displays Wix Brand Ads</div>
<div>🌐 Domain</div>	1 Year Free	1 Year Free	1 Year Free	1 Year Free	
<div>🎁 Ad Vouchers</div>	\$300 Value	\$300 Value	\$300 Value		
<div>➕ Free Premium Apps</div>	2 Premium Apps Free \$118 value	2 Premium Apps Free \$118 value	2 Premium Apps Free \$118 value		
<div>💎 Special</div>	VIP Support Line				
<div>🕒 Pay per Month</div>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/> <div>Buy Now</div>	<input type="radio"/>	<input type="radio"/>

	VIP First Priority Support	eCommerce Best for Small Business	Unlimited Entrepreneurs & Freelancers	Combo For Personal Use	Connect Domain Most Basic
<div>BEST VALUE</div> <div>Yearly Savings Plans</div>	<div>\$24<sup>92</sup>/month</div> <div><del>\$39.99</del></div> <div>Save 35%</div>	<div>\$16<sup>58</sup>/month</div> <div><del>\$25.99</del></div> <div>Save 35%</div>	<div>\$12<sup>92</sup>/month</div> <div><del>\$23.99</del></div> <div>Save 45%</div>	<div>\$9<sup>75</sup>/month</div> <div><del>\$13.99</del></div> <div>Save 30%</div>	<div>\$4<sup>08</sup>/month</div> <div><span>i</span> This Plan Displays Wix Brand Ads</div>
Bigger Storage	20GB	20GB	10GB	3GB	500MB
Wider Bandwidth	UNLIMITED	10GB	UNLIMITED	2GB	1GB
Connect Your Domain	✓	✓	✓	✓	✓
Google Analytics	✓	✓	✓	✓	✓
Free Hosting	✓	✓	✓	✓	✓
Premium Support	✓	✓	✓	✓	✓
Remove Wix Ads	✓	✓	✓	✓	
Customized Favicon	✓	✓	✓	✓	
No Mobile Ads	✓	✓	✓	✓	
Site Booster App*	✓	✓	✓		
Form Builder App*	✓	✓	✓		

# Wix Account features and Attributes

	VIP First Priority Support	eCommerce Best for Small Business	POPULAR Unlimited Entrepreneurs & Freelancers	Combo For Personal Use	Connect Domain Most Basic
BEST VALUE Yearly Savings Plans	<b>\$24<sup>92</sup></b> /month <del>\$39.90</del> Save 35%	<b>\$16<sup>58</sup></b> /month <del>\$25.90</del> Save 35%	<b>\$12<sup>92</sup></b> /month <del>\$23.90</del> Save 45%	<b>\$9<sup>75</sup></b> /month <del>\$13.90</del> Save 30%	<b>\$4<sup>08</sup></b> /month ⓘ This Plan Displays Wix Brand Ads
Local Listing Voucher*	\$125	\$125	\$125		
Bing Ads Voucher*	\$100	\$100	\$100		
Google AdWords Voucher*	\$75	\$75	\$75		
Online Store	✓	✓			
Priority Call Back	✓				
Instant Response	✓				
Professional Site Review	✓				
* Yearly Savings Plan Only					

# Weebly – SASS Proprietary CMS

- Founded in 2007, **Weebly** is a San Francisco-based, global platform that lets people easily create a unique website, blog or online store.
- Millions around the world use **Weebly** to start their own business, sell online, showcase their achievements and communicate with visitors in a thoughtful and meaningful way.
- Designed with the first-time business owner in mind, **Weebly** gives everyone the freedom to build a high-quality site that works brilliantly across any device.
- **Weebly** offers a range of pricing options, including free and premium consumer plans, as well as enterprise offerings and is consistently the highest-rated website building mobile app in the App Store and Google Play.

# Weebly Accounts Summary

<b>Business</b>  Perfect for growing businesses selling products or services.  <hr/> 1 year domain FREE <hr/> <b>\$25</b> per month	<b>Pro</b>  Great for professionals or organizations who want to boost their online presence using premium features.  <hr/> 1 year domain FREE <hr/> <b>\$12</b> per month	<b>Basic</b>  Ideal for expressing a unique brand, style, or project online.  <hr/> 1 year domain FREE <hr/> <b>\$8</b> per month	<b>Limited</b>  Free plan appropriate for students, educators, and hobbyists.          <b>\$0</b> per month
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# Weebly Accounts Details

	Business \$25/mo <a href="#">Sign up</a>	Pro \$12/mo <a href="#">Sign up</a>	Basic \$8/mo <a href="#">Sign up</a>	Limited \$0/mo <a href="#">Sign up</a>
Domain name <a href="#">?</a>	1 Year Free	1 Year Free	1 Year Free	
Google advertising credit <a href="#">?</a>	\$100	\$100	\$100	\$0
	FEATURES			
Drag & drop builder <a href="#">?</a>	✓	✓	✓	✓
Free hosting <a href="#">?</a>	✓	✓	✓	✓
Unlimited pages <a href="#">?</a>	✓	✓	✓	✓
Storage limit <a href="#">?</a>	Unlimited	Unlimited	Unlimited	500MB
Search Engine Indexing <a href="#">?</a>	✓	✓	✓	
Connect domain <a href="#">?</a>	✓	✓	✓	



	Business \$25/mo <a href="#">Sign up</a>	Pro \$12/mo <a href="#">Sign up</a>	Basic \$8/mo <a href="#">Sign up</a>	Limited \$0/mo <a href="#">Sign up</a>
Chat and Email support <a href="#">?</a>	✓	✓	✓	✓
Phone support <a href="#">?</a>	✓	✓		
Expanded Stats <a href="#">?</a>	✓	✓	✓	
Customizable footer <a href="#">?</a>	✓	✓	✓	
Remove Weebly branding <a href="#">?</a>	✓	✓	✓	
HD video & audio players <a href="#">?</a>	✓	✓		
Password protect pages <a href="#">?</a>	✓	✓		
Site search <a href="#">?</a>	✓	✓		
Membership <a href="#">?</a>	Unlimited	Up to 100		
Member registration <a href="#">?</a>	✓			
SSL security <a href="#">?</a>	✓			

# Weebly - Ecommerce Accounts Details

	Business \$25/mo <a href="#">Sign up</a>	Pro \$12/mo <a href="#">Sign up</a>	Basic \$8/mo <a href="#">Sign up</a>	Limited \$0/mo <a href="#">Sign up</a>
Number of products <a href="#">?</a>	Unlimited	Up to 25	Up to 10	
Weebly transaction fee <a href="#">?</a>	0%	3%	3%	
Integrated shopping cart <a href="#">?</a>	On your domain	checkout.weebly.com	checkout.weebly.com	
Digital goods <a href="#">?</a>	✓			
Inventory management <a href="#">?</a>	✓			
Shipping & tax calculator <a href="#">?</a>	✓			
Coupon codes <a href="#">?</a>	✓			

# Weebly - Accounts Details

LIMITED: Lowest Level – ecommerce not supported

## • Ecommerce Accounts:

- Basic \$8.00 /month
  - SSL not included
  - **Max Number of products 10**
  - Transaction fee 3%
  - Digital goods: No
- Pro \$12 /month (more products)
  - SSL not included
  - **Max Number of products 25**
  - Transaction fee 3%
  - Digital goods: No
- Business \$25 /month (more products)
  - SSL not included
  - **Max Number of products 25**
  - Transaction fee 3%
  - Digital goods: Yes

- Basic \$8.00 /month
  - Inventory Management: No
  - Shipping & tax calculator: No
  - Coupon Codes: No
- Pro \$12 /month (more products)
  - Inventory Management: No
  - Shipping & tax calculator: No
  - Coupon Codes: No
- Business \$25 /month (more products)
  - Inventory Management: No
  - Shipping & tax calculator: No
  - Coupon Codes: No

# Weebly Accounts Summary

- Basic and pro are basically the same with different number of max products.
  - So up to 10 products then Basic is fine
  - Neither includes the SSL Certificate, so you will have to purchase that subscription separately
    - From \$70 to \$150+ per year
- Business is really the only ecommerce Product ready out the box product
  - At \$100 a year its not a bad deal , and its not a great deal either.
  - Weebly does include the domain name free for 1 year.
  - The Business account is the only account that includes an Integrated shopping cart on your domain. Basic and Pro use “checkout.weebly.com” a generic checkout payment processor shared by all Basic and Pro accounts.
  - Only Pro includes coupon codes
  - Only Pro includes a shipping and sales tax calculator

# Square Space Attributes and Features

- Has a good rating from PC magazine
- Beautiful responsive designs that accommodate mobile screens. Lots of powerful website-building tools and options. Deep selling capabilities, including digital downloads. Good help and analytics tools.
- Less straightforward than competing site builders. Fewer and more-restrictive templates than the competition. No free level. Lacks third-party widget marketplace. No preview and little customization for mobile sites.
- Squarespace gets you a modern, beautiful, responsive website for desktop and mobile, and it lets you expand to full-scale commerce, too.
- Accounts start at \$5 per month for a single Landing Page, \$8 for a site with up to 20 pages (this is the plan I tested), and run all the way up to \$70 for a high-power commerce site with unlimited bandwidth and real-time shipping integration. For a full rundown of the pricing option

# Square Space – Simple Pricing

**Cover Pages - COVER PAGE** - A beautiful, single page website. \$5 /month

## Websites

- **PERSONAL** - A beautiful, simple website. **(e-commerce)** \$ 8 /month
  - Sell 1 product and take donations
  - 3% Sales Transaction Fee
- **BUSINESS** - Perfect for businesses of all sizes. **(e-commerce)** \$18 / month
  - **Sell up to 25 Products**
  - **2% Sales Transaction fees**

## COMMERCE

- **Basic** - Everything you need to get your business off the ground. \$26 /month
- **ADVANCED** - Advanced features as your business grow \$70 /month

# Square Space Website Accounts Details

## PERSONAL \$8 / month

- A beautiful, simple website.
- 20 Pages, Galleries, and Blogs with Unlimited Bandwidth and Storage, and 2 Contributors
- Mobile-Optimized Website
- Powerful Website Metrics
- Free Custom Domain
- with annual purchase
- 24/7 Customer Support
- **Fully Integrated E-Commerce**
- **Sell 1 Product & Accept Donations**
- 3% Sales Transaction Fee

## BUSINESS \$18 /MONTH

- Unlimited Pages, Galleries, and Blogs, with Unlimited Storage, Bandwidth, and Contributors
- Mobile-Optimized Website
- Powerful Website Metrics
- Free Custom Domain
- with annual purchase
- 24/7 Customer Support
- Professional Email from Google
- \$100 Google AdWords Credit
- **Fully Integrated E-Commerce**
- **Sell up to 25 Products**
- 2% Sales Transaction Fee
- Developer Platform

# Square Space Commerce Accounts Details

## BASIC \$26 / month

- Sell Unlimited Products
- No Transaction Fees
- Squarespace Website with Integrated Galleries and Blogs
- Mobile-Optimized Website and Checkout
- Free Custom Domain
- with annual purchase
- 24/7 Support
- Powerful Commerce Metrics
- Professional Email from Google
- \$100 Adwords Credit
- Unlimited Storage, Bandwidth, and Contributors
- Inventory, Orders, Tax, Discounts
- Label Printing via Shipstation
- Integrated Accounting via Xero
- Developer Platform

## ADVANCED \$70 /MONTH

- Sell Unlimited Products
- No Transaction Fees
- Squarespace Website with Integrated Galleries and Blogs
- Mobile-Optimized Website and Checkout
- Free Custom Domain
- with annual purchase
- 24/7 Support
- Powerful Commerce Metrics
- Abandoned Checkout Autorecovery
- Real Time Carrier Shipping
- Professional Email from Google
- \$100 Adwords Credit
- Unlimited Storage, Bandwidth, and Contributors
- Inventory, Orders, Tax, Discounts
- Label Printing via Shipstation
- Integrated Accounting via Xero
- Developer Platform



# Square Space Account Overview

- Cover Pages – For \$5 a month, that's not a bad deal for a single page site
- The Website Accounts are geared for non-profits who seek donations and maybe sell 1 to 25 products
- The Commerce accounts are ready to go commerce solutions

# Jimdo – SASS Propriety CMS

- [Jimdo](#) is an easy to use, e-commerce oriented website builder.
  - **If you want to build an online shop without too much hassle, Jimdo is a very strong candidate to fit your needs.**
- Jimdo is based out of Germany, and their team and website support more than 8 different languages – so they truly have a global presence.
- Jimdo has more than 15 million websites
- Good Jimdo tutorials
  - <http://www.websitebuilderexpert.com/jimdo-review/>

# Jimdo – Account Details - Attributes and Features

JimdoFree	JimdoPro	JimdoBusiness
For anyone, who needs a website.	Perfect for creatives, freelances, and bloggers	Best for your business or online store
\$ 0	\$ 7.50 / month	\$ 20 / month
Now and forever	billed annually	billed annually
<a href="#">Get Started</a>	<a href="#">Get Started</a>	<a href="#">Get Started</a>
See features in all Plans ⓘ	See features in all Plans ⓘ	See features in all Plans ⓘ
.jimdo.com subdomain	Free domain	Free domain

# Jimdo – Account Details - Attributes and Features

JimdoFree	JimdoPro	JimdoBusiness
	BESTSELLER	
For anyone, who needs a website.	Perfect for creatives, freelances, and bloggers	Best for your business or online store
.jimdo.com subdomain	Free domain	Free domain
<a href="#">Get Started</a>	Email account	Business email package
	Fast and friendly support	Personalized priority support
	Statistics	Statistics
	Ad-free	Ad-free
	Optimized for smartphones	Optimized for smartphones

## JimdoFree

For anyone, who needs a website.

## JimdoPro

BESTSELLER

Perfect for creatives, freelances, and bloggers

Basic online store

- 15 store products
- No transaction fees

Search Engine Optimization (SEO)

Popular widgets

Get Started

-or-

*Try JimdoPro free for 30 days*

## JimdoBusiness

Best for your business or online store

Complete online store

- Unlimited products
- Discount codes
- Weight-based shipping
- No Jimdo transaction fee
- Payment options (PayPal, invoice etc.)
- Always up-to-date with international law

Search Engine Optimization (SEO)

Popular widgets

Mobile express page

# Jimdo – Accounts Summary and Review

Jimdo Free – Is a basic no cost website that does not support ecommerce **with ADDS**

## **Jimdo Pro \$7.50 /month**

- Basic online store
- 15 store products max
- No transaction fees
- SEO
- Popular widgets

## **Jimdo Business \$20/month**

- Complete online store
- Unlimited products
- Discount codes
- Weight-based shipping
- No Jimdo transaction fee
- Payment options (PayPal, invoices, etc.)
- Always up-to-date with international law

# Jimdo – Account Review

- Basic site is free and has ADDS and no e-commerce support
- Only the Business account has everything out of the box to be fully functional e-commerce system
- Pro at \$20 /month is a good deal
- My only issue is that it only lists PayPal and no other electronic payment system, so we do not know if its just PayPal or PayPal and credit cards.
- They do not mention Stripe, so its probably not supported.

# Amazon Seller Account - Option 1 - Individual

- Individual sellers are on a pay-as-you-go system and have the use of a basic set of tools for listing and order management.
- The individual account costs an extra \$0.99 on every item you sell.



# Amazon Seller Account - Option 2 – Sell Professionally

- If you have a lot of items to sell, you'll want to click the “Learn More” button at the bottom of the page which will take you to the “Sell Professionally” info center.
- This “Sell Professionally” account (aka Pro Merchant) has a **\$39.99** monthly fee is intended for those who have businesses and will be selling many products.

# Amazon Professional Account Benefits

- Create Product Pages –Professional [Amazon](#) Sellers can create a new page in the [Amazon](#) catalog. If you want to sell a product that is not in that catalog, you will need this type of account to list it.
- Discounted Selling – The \$0.99 per sale fixed closing fee is waived for every listing sold after you become a Professional Seller. Pro sellers pay only the remaining 6 to 20 percent commission and the variable closing fee, plus a monthly subscription fee of \$39.99.
- Volume Listing and Order Management Tools – As an Amazon Professional Seller, you will have access to a suite of tools for listing and managing dozens—even thousands—of listings at once. Amazon reports will allow you to download your data to spreadsheets and help you keep on top of orders, inventory, and active listings.

# Amazon Account Comparison

Individual Selling Plan	Professional Seller Plan
\$0.99 per item fee for each item that sells	Monthly subscription fee
Matching to existing catalog	Product page creation tools
Single listing creation	Bulk listing tools
Online listing and order management	Inventory and order reports
Price limit of \$10,000 for each listing	Generally no price limits for listings

# Etsy – An open market website

## [Affordable, transparent, and secure]

- Etsy – the account is free, the shop is free
- Seller pays fixed rate on each sale
  - Affordable, transparent, and secure
- Easy user interface to add products
  - Drag and drop picture
  - Listing details
    - Title
    - About this listing – Who made it, What is it, When was it made
    - Category: Static list Accessories to Weddings
    - Price
    - Description
- Link on How to choose a good Etsy shop name:
  - <https://www.etsy.com/seller-handbook/article/top-tips-for-choosing-your-shop-name/23181234159>

# Etsy – An open market website

- You **can sell** three types of items on **Etsy**.
  - Handmade items
  - Vintage goods (20 years or older)
  - Supplies for crafting
- No monthly fee
- Secure transactions (without purchasing an SSL)
  - Etsy processes payments with Direct Checkout, a secure SSL-encrypted payments platform, and have security specialists and fraud detection systems to protect both sellers and buyers 24/7.
- Automatic deposits
- Seller protection
- Listing fee is **\$0.20**
- Transaction fee is **3.5%**
- Payment Processing fee: 3% + \$0.25

# Etsy Reviewed – Looks Great if it fits your business

- Etsy has a simple user interface.
- Its easy to signup up for the account
- Its relativity easy to signup for the store
- They only allow you to post and sell Handmade items, Vintage goods (20 years or older, and Supplies for crafting
  - But if that what your selling, this is where customers go to look for it and purchase it
  - For the right person, selling the right products, this would be a very good match
- No upfront costs.
- You only pay when you sell and its a low percentage
- Purchasing is secure with a shared Etsy SSL certificate and online purchasing system
- Etsy is a trusted commerce website
- And they have fun stuff on Etsy
  - I once bought a friend Godzilla earrings on Etsy!

# WordPress.com

- A no-cost website Blog
  - Does not support commerce
  - You can not change themes
  - You can not add plugins
- 
- Great for non-commerce websites where you just want a no-cost blog to represent your business on the web.

# SquareSpace vs Siteground

- Squarespace's Personal Plan costs \$8.00 a month vs. SiteGrounds Shared Hosting plan which costs \$3.95 a month



# WordPress.org –WP eCommerce + Plugins

- WP eCommerce Plugin
  - WP eCommerce is a free, powerful plugin that empowers you to sell anything online, quickly and easily.
  - <https://wordpress.org/plugins/wp-e-commerce/>
- Gold Cart Premium
- Members & Subscriptions
- Stripe Payments
- FedExShipping
- Amazon S3 Integration
- TransFirst Payments
- TaxNow

## Plugin Directory

Username

Password

Log in

(forgot?) or Register



The screenshot displays the WP eCommerce plugin interface. On the left, a product listing shows a 'File Type' dropdown with 'Color' selected, and 'Add New Variants' and 'Product Variations' buttons. A 'Support' button is also visible. The main content area features a 'RECENT PRODUCTS' section with three product cards: 'The Element of Content Strategy' (\$15.00), 'Designing for Emotion' (\$15.00), and 'Creative Icons' (\$21.00). To the right, there's a 'FOLLOW US' section with social media icons, a 'LAST TWEET' section with a message about a Twitter API error, a 'SUBSCRIBE MAIL' section with a sign-up button, a 'SUBSCRIBER' section showing 316 subscribers and 0 followers, and a 'TESTIMONIAL' section with a quote from a user.

WP eCommerce is a free, powerful plugin that empowers you to sell anything online, quickly and easily.

Download Version 3.11.2

Description

Installation

FAQ

Screenshots

Changelog

Stats

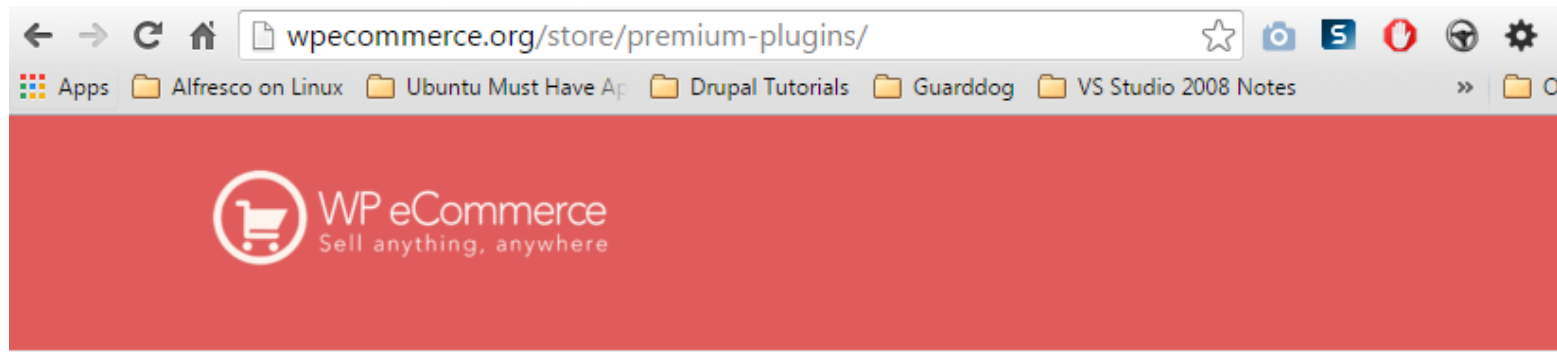
Support

Reviews

Developers

# WP eCommerce Premium Plugins List

- <http://wpecommerce.org/store/premium-plugins/>



# Premium Plugins

Membership Other Payments Shipping Store Management Support All



Gold Cart

Gold Cart our most popular



Gold Cart Installation

Let WP eCommerce support

# WordPress Woo Commerce

- WooCommerce is a free eCommerce plugin that allows you to sell anything, beautifully.
- Built to integrate seamlessly with WordPress, WooCommerce is the world's favorite eCommerce solution that gives both store owners and developers complete control.
- With endless flexibility and access to hundreds of free and premium WordPress extensions, WooCommerce now powers 30% of all online stores -- more than any other platform
- <https://wordpress.org/plugins/woocommerce/>



## Plugin Directory

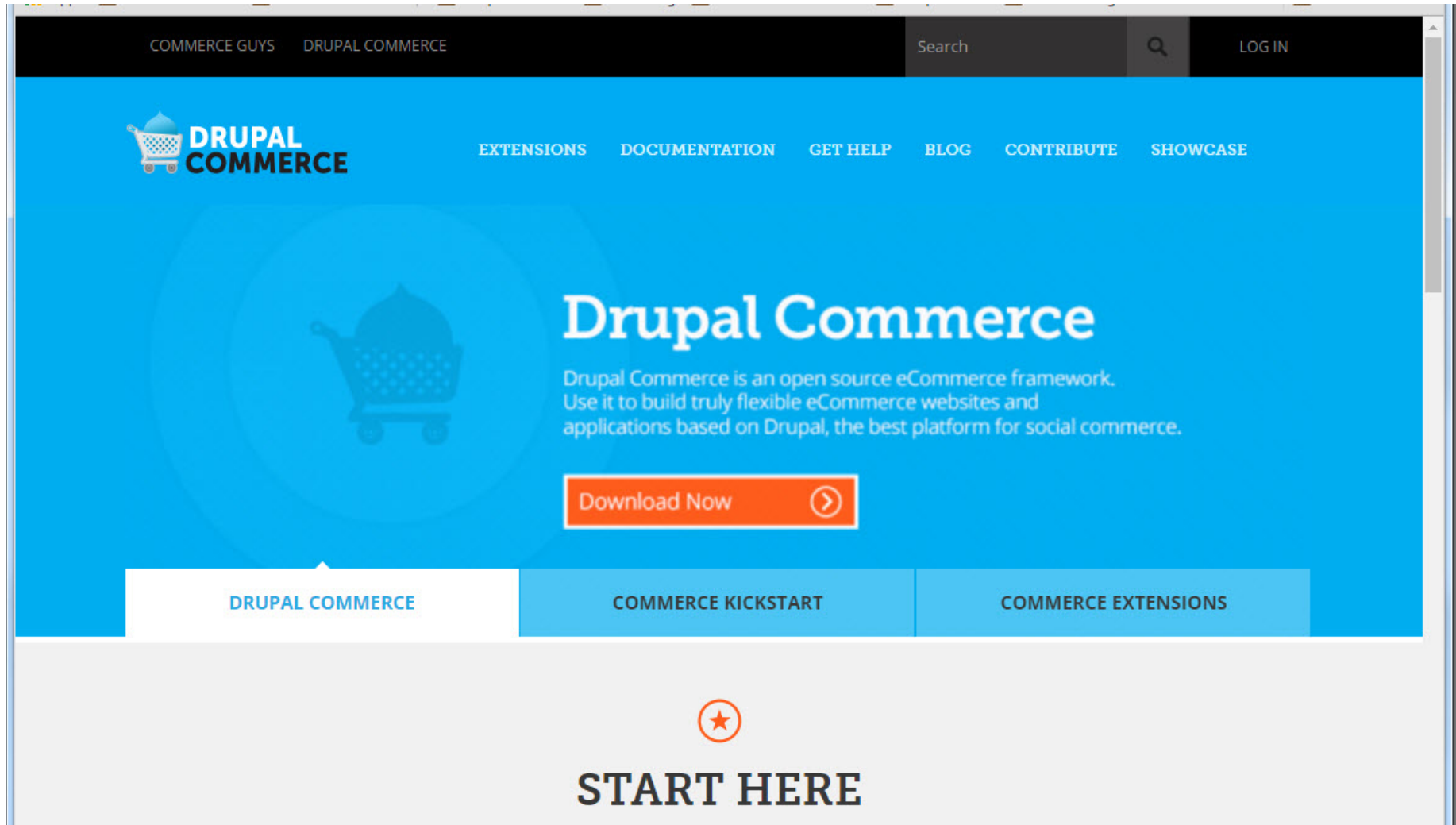
[Log in](#)[\(forgot?\) or Register](#)

WooCommerce is a powerful, extendable eCommerce plugin that helps you sell anything. Beautifully.

[Download Version 2.5.5](#)[Description](#)[Installation](#)[FAQ](#)[Screenshots](#)[Changelog](#)[Stats](#)[Support](#)[Reviews](#)[Developers](#)

# Drupal Commerce

## <https://drupalcommerce.org>



# And if your interested in learning all this

- And if your interested in learning all this, I teach a class in the Spring named Advanced CMS Commerce.
- We cover all the tools form this presentation.
- You will learn about how to build web commerce solutions using these tools and practice build commerce sites with several of them
- The class is offered in the spring quarter.