A helpful guide to

Taking an established store online

A helpful guide to taking an established store online

Going online or creating a digital shopfront for an existing bricks and mortar business offers a range of opportunities.

A well executed online presence can help you reach a wider customer base unrestricted by geographical location, offer greater flexibility in communicating with these customers, reduce overhead costs and provide 24/7 customer accessibility to your products and services.

At Australia Post, we know that taking your established business online is no small task. That's why we have dedicated ourselves to providing you with information, as well as a range of our product solutions to help you go online. Think of us as an extra resource to find the right information quickly and easily to develop your growth strategy.

A checklist for
taking an established
store online

- ☐ Review your business plan
- ☐ Make sure you're easily found
- ☐ Research the market
- ☐ Register a domain name
- ☐ Choose a hosting company
- ☐ Build your website
- ☐ Get social
- ☐ Develop a plan for SEO
- ☐ Leverage your existing database
- ☐ Be prepared for growth
- ☐ Sell successfully online
- ☐ Products to help take an established store online

Checklist   Helpful products

A checklist for
taking an established store online

✓ **Review your business plan**

Your initial business plan would have helped to bring your entrepreneurial vision to life. However, as your business moves into the online space, it becomes necessary to review and update your business plan.

An updated business plan will help accommodate important considerations for a business operating in an online environment. For example – the necessary level of technical and web knowledge, software and hardware expenses, risks such as online scams and fraud, reaching new audiences and managing a wider customer base and what products and services can be offered online.

Doing business online also opens doors for increased marketing activity. Through social media channels and digital advertising, audience reach can grow exponentially, however a responsive marketing plan is crucial for managing communication.

Visit **business.gov.au/plans** or the 'Work Smarter' section on Australia Post's Business Lounge **businesslounge.net.au** for templates and guides.

Checklist   Helpful products

A checklist for
taking an established
store online

✓ **Make sure you're easily found**

One of the most important factors for bricks and mortar retailers is connecting their physical presence with a digital presence.

Whether or not an online store is necessary for your business, today's tech savvy shopper will go online to search and research for products and services. It is therefore important that your details can be retrieved by relevant customers in a largely cluttered online market place.

✓ **Google your business**

Once you are up and running with your business website, you can optimise your presence on the world's largest search engine. 'Google Places' is a local marketing tool to help secure a top listing for relevant local searches, while 'Google+ Local' allows users of the 'Google Plus' social network to search for and recommend local businesses.

Learn more at **google.com.au/business**

Checklist   Helpful products

A checklist for
taking an established
store online

✓ **Facebook your business**

Talk to active social media users and reach a wider customer base through a Facebook business profile page.

Learn more at **facebook.com/business/overview**

There are several other local search engines and location-based social networking tools where you should consider listing your business – Yelp **biz.yelp.com/claiming**, Foursquare **business.foursquare.com**, LinkedIn **linkedin.com/company** and Yahoo **au.yahoo.com**

The website 'Search Engine Journal' **searchenginejournal.com** provides useful account set-up instructions for each platform. Be sure to include a link to your URL in each instance.

✓ **Research the market**

Website design should be reflective of what your customers want from your site. The best form of research is to look at what competitors and other websites are doing online. Spend time considering the design aspects – including navigation, search optimisation (try a few key word searches), functionality and links to social media.

A checklist for
taking an established store online

✓ **Register a domain name**

Your domain name is simply your web address. It is what customers will enter or click on to find you online. It's a good idea to register a domain name even if your website isn't live. Securing multiple domain formats (i.e. .com.au, .com, .net.au) is also recommended – this will assist with search. All formats can easily be re-directed to your preferred domain.

Visit the .au Domain Registration website **auda.org.au** to view a list of accredited domain name providers and to confirm current fees and options.

✓ **Staying smart online**

The 'Stay Smart Online' website provides useful advice and information for individuals and small businesses to protect themselves online. Take advantage of the SCAMwatch tool as well as information on the laws and regulations that apply to online shopfronts, which covers SPAM (electronic junk mail), privacy and consumer protection and competition laws. Visit **www.staysmartonline.gov.au** for more valuable information.

Checklist   Helpful products

A checklist for
taking an established store online

✅ **Choose a hosting company**

A hosting service enables your website to be viewed online by storing your website pages on a server. Your existing Internet Service Provider (ISP) or a webhosting service can host your domain name.

When choosing a hosting company, it is important to consider server speed (shared versus dedicated) for reliability, analytics and website features as well as the level of customer service available.

Visit **digitalbusiness.gov.au/creating-your-website/hosting-your-website** for more information.

Checklist   Helpful products

A checklist for
taking an established
store online

✓ Build your website

The 'Stay Smart Online' website provides useful advice and information for individuals and small businesses to protect themselves online. Take advantage of the SCAMwatch tool as well as information on the laws and regulations that apply to online shopfronts, which covers SPAM (electronic junk mail), privacy and consumer protection and competition laws. Visit **www.staysmartonline.gov.au** for more valuable information.

Creating an online store with eCommerce software or adding eCommerce features to existing websites

Products such as 'My Online Shop' **auspost.com.au/business-solutions/my-online-shop.html** offer platforms for website design and layout, the ability to add product and payment methods as well as search engine optimisation (SEO). Building a website with a shopping cart and/or a paid CMS (Content Management System) offers the opportunity to control the build and on-going maintenance of your website. Other platforms include Shopify, Magento, Drupal and a paid version of WordPress.

Checklist   Helpful products

A checklist for
taking an established
store online

Free websites

eCommerce templates such as WordPress exist for those with low technical requirements. As such, you may be restricted with analytics, features and look and feel.

Engaging a web developer

Engaging a web developer for a custom built website is in most cases a more costly option; however their expertise will enhance your online presence considerably.

Learn more at **digitalbusiness.gov.au/e-commerce/ setting-up-an-online-store/choosing-a-sales-platform**

An important aspect of a website's relevance is the measurement of your customers' online behaviour and subsequent improvement of content and features. Metrics such as the number of visitors to your site, their geographical location, the referring site, pages viewed and time spent on each and bounce rate, are invaluable to the continuous improvement of your website and identifying marketing opportunities.

A website statistics tool such as 'Google Analytics', **google.com.au/analytics** is a great place to get started.

Checklist   Helpful products

A checklist for
taking an established
store online

✓ **Get social**

Social networking sites such as Facebook and Twitter offer a great platform to connect with your customers to build relationships and drive interaction with your business. Get it right and you will benefit from influential and cost-effective marketing built on customer advocacy, get it wrong and your business could suffer the damage of customer antagonism.

Social media is all about conversation – so consider whether you have the time and resources to both instigate conversation through content sharing and also respond to customer posts and feedback.

To learn more about how social media can work for your business, visit **digitalbusiness.gov.au/marketing-tips/marketing-with-social-media/facebook-and-social-networking-sites.**

Checklist   Helpful products

A checklist for
taking an established
store online

✓ **Develop a plan for search engine optimisation (SEO)**

SEO refers to website design techniques to improve search results and rankings for your website. Its purpose is to assist in customer acquisition based on a number of factors including content (relevance, frequency and placement of keywords), metadata (indexing of your site), headers and links from other sites (social media pages, blogs, forums).

Whilst you can implement some SEO techniques yourself, you may consider engaging an SEO specialist based on the nature of your business and the competitive landscape for your industry.

SEO is a vast and fascinating area, visit **digitalbusiness.gov.au/marketing-tips/increasing-website-traffic/improve-your-search-ranking** for more information.

A checklist for
taking an established
store online

✓ **Leverage your existing database**

Do you have an existing customer email database? Consider engaging loyal customers to help drive your online presence.

However, note the information on the laws and regulations that apply to online shopfronts, which covers SPAM (electronic junk mail), privacy and consumer protection and competition laws. Visit **www.staysmartonline.gov.au** for more valuable information.

✓ **Be prepared for growth**

The success of your online business will depend on the time and resources available to maintain your digital presence. Ensure you are adequately resourced to both drive growth as well as respond to growth arising from strategies implemented to drive online business.

Checklist   Helpful products

A checklist for
taking an established store online

✔ **Sell successfully online**

Once you have established the foundations of your online business, you will need to turn your attention to building consumer confidence.

A reputable online business will have a professional website, a secure payment gateway and a reliable order management and shipping tool. Your business will also benefit from offering customers flexible options for parcel delivery and collection.

Refer to the enclosed product cards to find out how Australia Post can assist with building an online presence that customers will respond to.
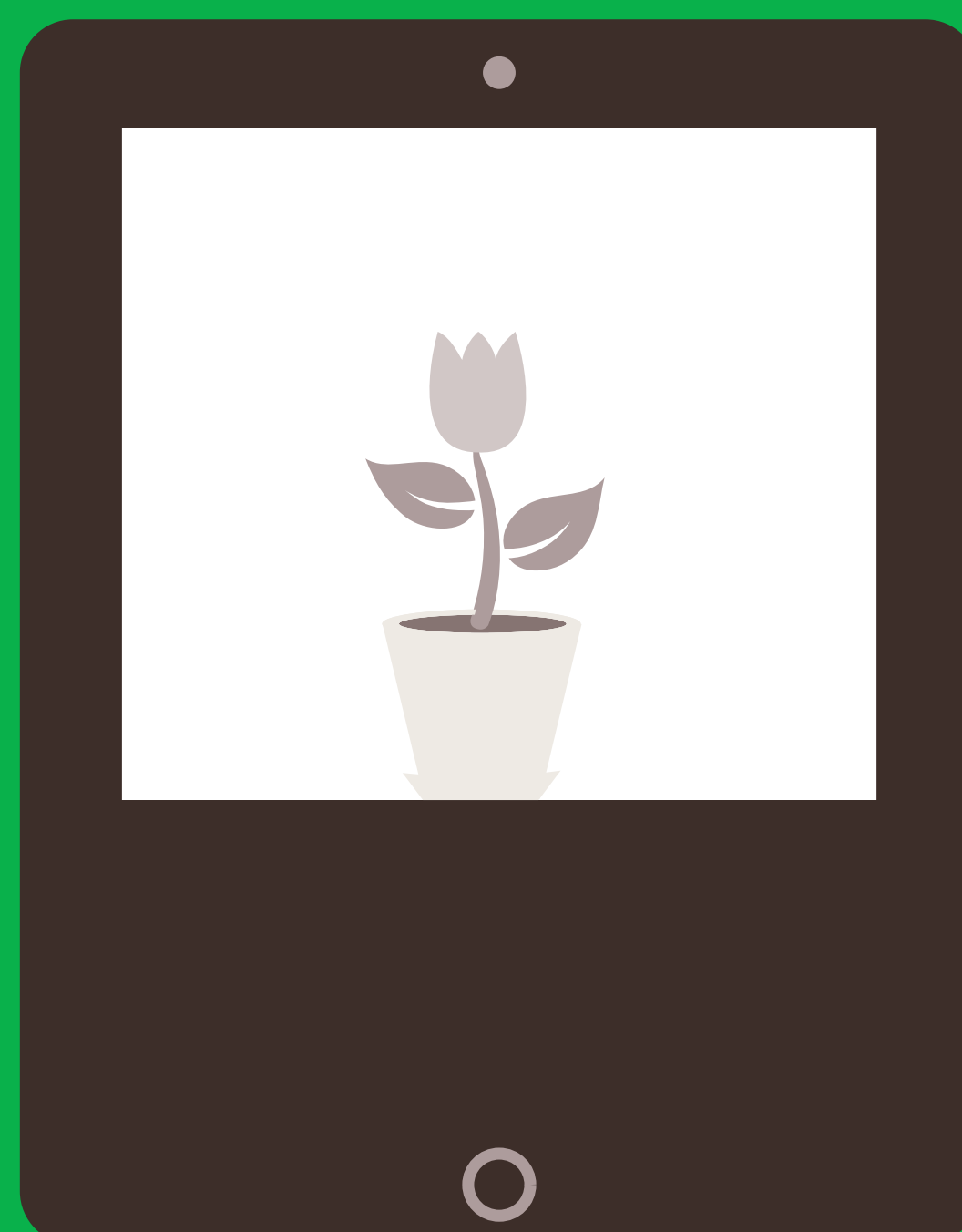
Products to help take an established store online

Checklist   Helpful products

Products to help take an established store online

My Online Shop

SecurePay

Click and Send

PostPay

Parcel Send App

Domestic parcel products and services

StarTrack Courier

Packaging solutions

Domestic delivery choices

Unaddressed Mail service

Checklist

Helpful products

Transacting with your customers

My Online Shop

The first step in taking your business online is creating an online presence. **My Online Shop** is a simple and cost-effective eCommerce solution designed to help you build your own website, sell products or take bookings and deliver orders.

The My Online Shop portal will guide you through:

- ✓ Setting up a domain name
- ✓ Designing the layout for your shop's website
- ✓ Adding product and payment methods (including an Australia Post shipping calculator – perfect for those new to online selling)
- ✓ Adding search engine optimisation (SEO) to help improve your website's ranking and visibility on search engines such as Google or Bing.

Register online for your free 30-day trial and gain access to our Advanced Package (2,000 products, 250 pages, 2GB storage data). You can then manage your subscription level according to the size of your business.

There are no set-up fees or hidden service costs, we do not take any commission on your sales and there are no long-term contracts.

For more information:

👤 Visit your local Business Hub 📞 1300 79 89 39 🖥 auspost.com.au/myonlineshop

Checklist   Helpful products   Back to products list

Transacting with your customers

SecurePay

The key to selling online is establishing consumer confidence in transacting with your business. **SecurePay** is a payment gateway system that allows you to receive customer payments securely, giving your customers peace of mind while reducing your business risk.

SecurePay is a business of Australia Post that is trusted by +40,000 Australian businesses.

Features include:

✓ Merchant Login for stress free payment management

✓ Fraud protection tools to minimise business risk

✓ Simple and easy integration with most shopping carts

SecurePay's payment gateway can be set up as part of a **My Online Shop** subscription or can be integrated into an existing website to enable online transactions.

SecurePay terms and conditions apply.

For more information:

👤 Visit your local Business Hub 📞 1300 786 756 🖥 securepay.com.au

Click and Send

Once your online shop is up and running, you'll need a delivery management system for customer orders. **Click and Send** enables you to pay for parcel postage, prepare and print shipping labels and choose to post later or arrange pick up. All in a few simple clicks on your own computer.

With Click and Send, you benefit from:

- ✓ Access to flat rate postage, so you'll know your postage costs upfront
- ✓ Access to pick-up services*
- ✓ The ability to import customer details from your own database or from eBay
- ✓ Online tracking
- ✓ Proof of shipment
- ✓ Convenient payment methods
- ✓ Access Domestic and International postage labels

Getting started with Click and Send is easy and registration is free! Once you start to send 250 or more parcels per year, register for the Business 250 offer to save up to 10% on Postage.#

Terms and conditions apply.
*Additional charges apply for pick up services. Not available at all localities.
#Eligibility for the Business 250 offer requires an approved ABN or ACN.

For more information:

👤 **Visit your local Business Hub or a Post Office**

📞 **1300 622 710**   🖥 **auspost.com.au/clickandsend**

Checklist   **Helpful products**   **Back** to products list

PostPay

A secure payment method to reduce perceived risk associated with online payments.
PostPay links your customer's payment to parcel delivery, so payment is only released when a parcel is delivered and signed for. To take advantage of this eCommerce solution, customers need only select 'PostPay' as their payment method when finalising the checkout process on your online store.

Benefits include:

✓ **Secure payment platform** – PostPay uses the SecurePay payment gateway

✓ **Increased sales potential** – build customer confidence in transacting with your business

✓ **Proof of delivery** – track orders while maximising security with signature on delivery

There's no sign up fee to get started with PostPay, however you will need an Australia Post Business Credit Account and an eParcel Account to use this service.

For more information:

👤 Visit your local Business Hub or a Post Office

@ postpay@auspost.com.au   🖥 auspost.com.au/postpay

Checklist   Helpful products   Back to products list

Parcel Send App

Need to access a system to send parcels on the go? Our **Parcel Send App** allows you to pay for postage and order parcel pick up – all from your smart phone or tablet, anywhere in Australia or internationally with an internet connection.

The Parcel Send App allows you to:

✅ Process customer orders from your mobile device when you are on the go

✅ Process customer orders for both domestic and international parcels

✅ Choose to have parcels collected, starting at a flat rate of $5.50*

✅ Track parcels on their journey

The Parcel Send App is free to download! Learn more and download from auspost.com.au/parcelsend. Also available for download via the App Store or Google Play.

*$5.50 flat rate applies to a next business day, off-peak pick up in selected locations between 10am – 3pm. Further terms and conditions apply. Parcel pickup options are not available in all postcodes - pick up is currently available in most metropolitan areas, but is not available in most rural areas.

For more information:

👤 Visit your local Business Hub   📞 13 11 18   🖥 auspost.com.au/parcelsend

Checklist   Helpful products   Back to products list
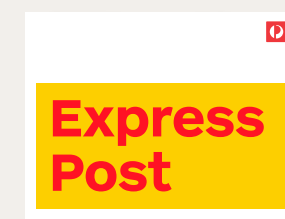
Domestic parcel products and services

When the customer orders start rolling in, you can rely on our easy to navigate domestic parcel products and services to help get your product to your customer and they are tracked too.

3 easy steps for sending domestic parcels:

1 Choose your speed

| Courier Post | Same day* | Express Post | Next day# | Parcel Post | Regular |

2 Select your size

| 500g | Small | 3kg | Medium | 5kg | Large |

Up to 22kg available with own packaging.

3 Add your features

Extra cover for loss or damage   Signature on delivery

*Same Day delivery only available within Metropolitan areas of major Australian Capital cities.
#Next Day delivery only available within the Express Post delivery network.
Please see **http://auspost.com.au/parcels-mail/delivery-areas** for further details

For more information:

Visit your local Business Hub or Post Office   13 11 18   auspost.com.au

Simply send it

StarTrack Courier

For time critical deliveries or deliveries requiring additional security or safe-handling, look no further than **StarTrack Courier.**

StarTrack is a business of Australia Post that offers same day delivery to your customer's door in select locations – 24 hours a day, 365 days a year.

- ✓ Available within CBD and metro locations across all major capital cities in Australia
- ✓ Fleet of +750 vehicles servicing CBD and metro locations
- ✓ Book online
- ✓ Live tracking, SMS/email alerts (on request)

Terms and conditions apply.

For more information:

🖥 startrack.com.au/services/courier

Simply send it

Packaging solutions

Packaging solutions, to best suit your **delivery needs** and to ensure that items arrive to your customer in their **best condition**, are made easy through our extensive range of bags, boxes and satchels that can also be **purchased in bulk** for greater **savings**.

Talk to us about custom packaging if you are after something unique for your business by way of design, style or size.

Visit **auspost.com.au/packaging-options** for more information.

For more information:

auspost.com.au/packaging-options

Checklist   **Helpful products**   **Back** to products list

Flexible delivery and collection options

Domestic delivery choices

Consumers demand more choice and convenience for parcel delivery. Knowing that first time delivery success equals customer satisfaction and the likelihood of repeat business, we offer options to help avoid missed deliveries.

✔ **My Post Deliveries^** an online tracking and delivery management tool, which enables options for receivers to re-direct or re-schedule deliveries.

✔ **24/7 Parcel Lockers*** self-serve parcel collection from a network of over 180 convenient locations. Customers register for a Parcel Locker address and start sending parcels to this address. We email or SMS as soon as their parcel is available and they collect at a time that suits them.

✔ **Parcel Collect** a service that lets your customer choose one or more of up to 3,500 Post Offices which their parcel can be delivered to. Customers register for a Parcel Collect address and start sending parcels to this address. We email or SMS as soon as their parcel is available.

Now parcels wait for your customer, rather than the other way around.

^My Post Deliveries Terms and Conditions apply.
*Parcel Lockers terms and conditions apply. Collection time limits apply.

For more information:

👤 Visit your local Business Hub 📞 13 11 18 🖥 auspost.com.au/manage-deliveries

Checklist | Helpful products | Back to products list

Unaddressed Mail service

Want to reach consumers but don't have a database? Our Unaddressed Mail service provides a low cost service to target particular localities or postcodes with the key marketing messages for your business.

Benefits:

✅ **Save money** – Unaddressed Mail is a highly cost-effective way to communicate

✅ **Enhance your company's image** – current and potential customers receive your mail through Australia Post's professional delivery network

✅ **Reach up to 10.9 million[1] households** and business delivery points nationwide, including more than 1 million Post Office Boxes (business and private).

[1]Unaddressed Mail delivery points as at November 2012.

For more information:

👤 Visit your local Business Hub 📞 13 11 18 🖥 auspost.com.au/unaddressedmail