CUSTOM AUTOMATIC ECOMMERCE SYSTEM FLOW, CRAWLING,SCRAPING, USER, USE-CASE AND THE RELATED

We create our own digital products.

We advertise, market and sell our digital products and other people's products (affiliate/reseller programs/products).

The data is analyzed and synthesized –including but not limited to sorting, filtering, decomposition, re-composition or composition or spinning to help transform the data to content.

API TOOLS are used to create, route, dispatch the products to their destination and pipelines or plumbing’s to distribute the content to the integrated or connected systems including online outlets, activities nodes, channels and the related.

The business model is B-to-C.

You were given the entry (internet/web) -Data and content flow; PDF 261.7KB; PDF 272.7KB and "I am collecting data from the web/internet".

Destinations: To the application (the custom automatic ecommerce system) and to the marketing/advertising outlets or activity nodes like twitter, social media which are like exits from the application -the custom automatic ecommerce system.

Then after integration the workflow starts from the public APIs like Twitter or Social media marketing/advertising material posting back to the application -the custom automatic ecommerce system. So, you were given various views from the source of data to the application, and from the application to the internet/online outlets or activity nodes and from the internet/online outlets or activity nodes to the application -the custom automatic ecommerce system.

CUSTOM AUTOMATIC ECOMMERCE SYSTEM FLOW.

It starts from the collection of data from the web/internet.

Data processing, analysis, visualization and determination/selection of profitable/lucrative affiliate/reseller programs and products.

Integration or connection of the selected affiliate/reseller programs.

News, information, current affairs or events determination/selection. Then data is synthesized –including but not limited to sorting, filtering, decomposition, re-composition or composition or spinning to help transform the data to content.

The digital products and content are produced or created.

These are routed or dispatched or distributed or posted via online or internet activity nodes or outlets or channels like WordPress, social media like twitter as specified in the documents for marketing/advertising. This is enabled by integration or connection of these online or internet activity nodes or channels like WordPress, social media like twitter with the custom automatic ecommerce system.

Advertising/marketing postings are two types/kinds: Free products giveaway and Premium products Postings. Customers that click the free products giveaway postings are directed or re-directed or reverted to email list building/Email-Marketing/Auto responder where they signup or register or join before downloading the products.

Customers that click Affiliate/Re-seller products advertising/marketing postings are directed or re-directed or reverted to the custom automatic ecommerce system and to the respective affiliate/re-seller programs for their transactions including the payment processing and the custom automatic ecommerce system must have a tracking record of these transactions.

Customers that click premium digital products created by the custom automatic ecommerce system advertising/marketing postings are directed or re-directed or reverted to the custom automatic ecommerce system for their transactions including the payment processing and the custom automatic ecommerce system must have a tracking record of these transactions.

In general customers that click the advertising/marketing materials posted on various outlets are directed or redirected or reverted back to the custom automatic ecommerce system and/or affiliate/reseller programs for their transactions.

Customers reviews, comments, questions are retrieved or extracted from these advertising/marketing outlets or channels to the custom automatic ecommerce system content creation, aggregator and curator where the responses take place. Then the responses are posted to the respective channels or outlets.

MISCELLANEOUS

Back end is Python, and the alternative is PHP. Front end is JavaScript; and Database is MongoDB.

Consideration of Robust NLP Model classification model to analyze the profitability of affiliate/reseller programs data and classification by categories such as news, information, current affairs or events.

Consideration of text summarization model with L&S to transform the data collected into meaning or valuable digital/electronic products such as e-books, pdfs, blog posts, comments, list of good programs etc.

Site and content optimization (images) consideration may include:

SEO and tracking, Yoast SEO Integration with dynamic sitemaps, Google integration etc.

The automatic data collection tool like web-crawler or spider-robot or user-agent robot consists of Crawling and Scraping:

Crawling entails using keywords to crawl or search the web to collect or fetch websites or urls for the programs, providers etc.

Scraping entails scraping the websites or urls fetched or collected by crawling the web in step one above. SEE THE ATTACHMENT.

Auto-posting is within the context or scenario of data Synthesis including content creation, aggregation and curation. Data is synthesized, transformed, produced and distributed or routed or dispatched as digital products, advertising/marketing material posting, responses to reviews/correspondences.

NOTE -Advertising/marketing via online activity nodes or outlets or public APIs like WordPress, twitter and other social media including Auto-responder/email marketing

Free Products or giveaway products are part of advertising/marketing that enhance or enable email list building.

Premium products - customers pay for the products via payment processing systems in the custom automatic ecommerce system and/or respective affiliate/reseller program.

Remember that this is a B-to-C level or layer.

We have a back end components or tools used by the administration/management.

Client -side or customers or consumers or buyers (this does not include reseller/affiliate marketers who own their own businesses or are business owners like B2B).

AT this level or layer the custom automatic ecommerce system Creates digital products and also act like an affiliate and reseller to others. So we are not building our own reseller/affiliate marketers (who are business owners) yet because that is B2B the next level or layer.

**Robby Blanchard is a business and not a consumer.**

**what type of business= Affiliate Marketer.**

**Robby Blanchard**is a top or number one affiliate marketer in an affiliate-marketplace known as Click-Bank.

The end-user of the product is the consumer.

The relationship between Click-Bank (the marketplace) which is a business and Robby Blanchard (the Click-Bank Affiliate marketer) which is also a business is B2B.Thus both Click-Bank and Robby Blanchard are NOT the end-user of the product. Let say I buy health and fitness book for my own use from the affiliate marketer, which is a business entity, my relationship to the business is B2C.

The business entity that sells to the end-user which is the consumer has B2C relationship. I go to Marcy's and buy shirt =B2C because Marcy's is a business, and I am the end-ser or consumer.

**"Web scraping is about extracting the data from one or more websites and crawling is about finding or discovering URLs or links on the web".**

**Seed sites are the pages that Web-Crawlers/search engines start upon. If those are diverse enough, they make it more likely that search results will provide a diverse and more complete set of search results.**

**"A Seed URL in web crawling is a url from which a web crawler will begin to traverse a site. Once a crawler is on a seed URL it will extra data from the page and look for all links to additional pages."**

Web-Crawlers have seeds or starting points or inputs. We gave a list of affiliates/resellers as examples/samples/case-studies, and we also qualify these as known because the unknown includes or involves the collection of data from the web.

SEE THE BASIC WORKFLOW OF A GENERAL WEBCRAWLER IS SHOWN HERE: <https://www.topcoder.com/thrive/articles/web-crawler-in-python>

CRAWLING: Automatic collection or fetching of data from the web (web-source data) using keywords.

SCRAPING: searching or scraping the collected data like the websites or urls or links collected in the crawling above.

Categorization/classification of PUBLIC APIs.

A. general keywords.

B. program keywords such as:

 Affiliate program

Reseller program

News, information, currents affairs or events.

C. High and/Low Traffic.

HOW TO CHOOSE AFFILIATE/RESELLER PROGRAM/PRODUCT

**“How to choose an affiliate program**

1. Ensure that the business has a good reputation. ...
2. Pick a product you know or have used before. ...
3. Promote products that fit your niche. ...
4. Search for programs that offer competitive commission rates. ...
5. Find out the cookie lifetime. ...
6. Beware of traffic leaks. ...
7. Read the general terms and conditions.

What are the KPIs for affiliate marketing?

**Eight KPIs to Track the Success of Your Affiliate Program**

* 2 - Cost Per Action (CPA)
* 3 - Average Order Value (AOV)
* 4 - % of NEW Customers.
* 5 - Gross Sales ÷ Net Sales = Chargeback rate.
* 6 - Revenue Per Segment.
* 7 - Incremental Revenue from Affiliates.
* 8 - % of Affiliate Sales vs. Overall Sales.

What are 3 main components of a successful affiliate marketing program?

**To quickly recap, you'll need:**

* A good product as the basis for your program.
* An optimized product landing page to drive conversions.
* Active, engaged affiliates to promote your product effectively.
* An effective program management tool to keep things running smoothly.

How do I track my affiliate link?

To see clicks on your affiliate links, **click "Content," click "Events" and click "Overview."** It may take up to 24 hours for clicks to appear in the Google Analytics interface. Once you've begun tracking clicks you can set up goals, funnels and reports using that data.”

These are products that can be downloaded electronically online without shipping and handling. Furthermore, if you look at the keywords given to you, under the public domain, there are architecture plans, software, arts and the related. These are diverse digital or electronic products without shipping and handling.



If you check the custom automatic ecommerce system, it calls for "Environment: Optimum and maximum automation and Artificial Intelligence or machine learning or self-learning". So, everything is automatic except where it cannot be done technologically.

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We are collecting data from the web. What is the accuracy? So, we expect significant impurities besides what we are looking for.

Determinations and the related steps.:

Profitable or lucrative Affiliate program(s)

Profitable or lucrative affiliate product(s)

Then registration, signup or joining the program.

The integration/Connection of the affiliate program(s).

The scraping is also enabled.

**Project Understanding:**

1.      **Data Collection:** URLS or Links (Affiliate/Reseller Programs), Info (News, Public Domain Articles etc.)

2.      **Data Processing:** Turning the above collected data into meaningful products such as e-books, pdfs, blog posts, comments, lists of good programs etc.

3.      **Making it Usable:** By creating or building API Tools such as API Creator, API Integrator, API Connector and API Management/manager that will do the followings:

API Creator will help create APIs to access all these products, create e-commerce store fronts to make them purchasable and by auto-posting, auto-commenting, route and dispatch products to various destinations etc.

API(s) connector or integrator helps connect or integrate with affiliates, resellers, outlets or activities nodes or channels such as Twitter, WordPress, Social Media for auto-posting, auto-retrieval or auto-extraction for advertising marketing and the related. API(s) connector helps connect or load data to the destination database, enable scraping of the websites.

API(s) management or manager helps manage project or program tasks or activities API(s) created by this project or program including with API(s) creator and 14000 to 15000 repository or catalog API(s) in the public domain.

**Technical Understanding:**

1.      **Data Collection:** This mainly involves building and running the web crawlers in an automated environment with optional triggers.

2.      **Data Processing:** This mainly involves creating Deep Learning Models to Turn the raw information collected into meaningful products.

3.      **Making it Usable:** This mainly involves implementing the API based automation of platforms like Twitter, Reddit, WordPress etc. for marketing purposes and including with the products. and creating an e-commerce like platform to let the consumers purchase different products made during data processing.

Tweet-like UX is specified and UI/GUI can resemble [Essential eCommerce Marketplaces Features | Yo!kart (yo-kart.com)](https://www.yo-kart.com/ecommerce-features.html)

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AUTOMATIC DATA COLLECTION OR CRAWLING AND DATA SCRAPING SYSTEM STRUCTURE:

This system has components or parts including a web-crawler, Filter(s) (example: Bloom filter(s)), scraper(s) and database(s).The system can be initiated or started with seed websites as inputs or starting points.

Then the crawler works together with filter(s){example: Bloom filters} and a scraper to search through the internet for the keywords like affiliate programs, reseller programs, news, information and current affairs or events; and public domain APIs etc.

The outcome or result of the search is stored in a database and updated by a scraper (may be or probably the second scraper). Then interactions with the database are enabled using queries.

OPTION OR ALTERNATIVE:

"Web scraping, web harvesting, or web data extraction is data scraping used for extracting data from websites. The web scraping software may directly access the World Wide Web using the Hypertext Transfer Protocol or a web browser".

Extend the web scraping software using Hypertext Transfer Protocol or Web Browser (Web Browser Extension)

Then incorporate the Filter(s) {example Bloom Filter(s)}.

Then the web scraping software, Hypertext Transfer Protocol or Web Browser and the Filter(s) must work together to search the web or internet using keywords like affiliate programs, reseller programs, news, information and current affairs or events; and public domain APIs etc.

The outcome or result of the search is stored in a database and updated by a scraper (may be or probably the second scraper). Then interactions with the database are enabled using queries.