



A guide to:
eCommerce and Selling Online
For Small to Medium Sized Business

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eCommerce and selling online

eCommerce technology platforms

Online sales (ecommerce) are driven by specialised software that is based around a website. In some situations, it can be added to an existing website but more likely it replaces the website that you might already have. Improvements and innovation in eCommerce platforms and technologies now make it possible for any business to start and run an ecommerce website and sell online. Fully hosted and managed eCommerce platforms are available at a reasonable cost and allow the business to manage content and business processes.

There are a range of platforms and packages to suit most budgets. The cost will vary from business to business and based on the requirements, and there is no such thing as a free lunch. Create a plan, allocate a budget, get started and track results.

The detailed costs that you can expect are covered later in this guide.

Example ecommerce platforms

	Hobby / start-up	Small business	Growing retail	Enterprise
Example Platforms	Wix, Squarespace, Square Online, WooCommerce, Shopify, Spiffy Stores, eBay	Shopify, Wix, Squarespace BigCommerce, Spiffy Stores, WooCommerce, Aushops	Shopify, BigCommerce, WooCommerce, Maropost, Aushops	Shopify+, BigCommerce Enterprise, Adobe Commerce Cloud, Maropost Enterprise, Sitecore, Spryker

NOTE: This is by no means a complete list but does represent the most common.

By tackling the eCommerce opportunity, the business can sell more products directly to consumers and other small producers or distributors which may cut out the middleman. This can help increase revenue for the business and open a new channel to market. It also creates an opportunity to connect with other providers and distributors.

Benefits of selling online

- Increased revenue from online sales.
- Reduce costs of traditional channels.
- Improve service levels.
- Communicate more easily.
- Improve contact and loyalty.
- Open 24/7.
- Operating worldwide.
- Participate in marketplaces and social media

Sell it on the phone

The use of mobile devices to search, browse and buy online has been growing steadily. 2020 saw an escalation of the trend to mobile and now we can see a definite mobile first attitude. Now mobile devices account for 60% of online sales with some businesses seeing almost 80% of visitors coming from mobile devices. Those businesses that embrace the trend see an increase in online sales and new contact.

Consumers have adopted the mobile first theme and predominately search and buy direct from their smart phone or tablet.

Getting started

When starting an online business selling products or services there are some costs which you can expect before you make your first sale. Your online store is a sales channel and acts like a salesperson for your business. Selling online can be very cost effective as there are less human resource and infrastructure costs unlike a "bricks and mortar" business. But do not be fooled **selling online is not free** and your results will be directly dependant on your investment, quality of service and products.

Successful selling online requires as much business acumen and planning (maybe more) as any traditional business. Getting started is not hard but there are so many opinions on the technology that can be confusing to a non-technically minded person. There are also many technical terms and issues which often just confuse.

There are costs which will not be covered in detail in this document such as:

- Cost of products.
- Cost of packaging.
- Warehousing.
- Logistics.
- Traditional marketing.
- Business taxes
- Accountant and financial institution fees.

All these traditional costs still exist and do not magically vanish if you sell online.

Building a website

If you are reasonably technically capable and do not mind doing some work yourself then the budget can be less than \$100 a month for the online store. If you have a professional designer and web developers create a design and add content, then your budget will need to start around \$2,000 + \$100 / month. The more design and functional complexity the more cost and therefore budget required.

Sales revenue based fees

Many ecommerce platforms now charge fees based on the business sales or revenue. The more you transact online the higher the monthly fee. When looking at the platform look at the total cost annually and over 5 years with sales growth factored in. Although some platforms charge a higher monthly fee their features, service and support are typically better with less to worry about as the business owner

Your monthly costs may include such items as hosting, software, maintenance, content management, search engine optimisation and search engine marketing.

But you can start small and add functionality later so the online store and your budget grow with your business.

There are more details about building your website and the costs involved included so keep reading.

What is needed to sell online?

There are several options available that enable your business to sell online but we recommend to most customers that they use a **fully hosted eCommerce Solution**. A hosted eCommerce Solution, sometimes called a "Cloud" solution or "Software as a Service - SaaS" means that everything that you need is provided in one package. It includes the use of software and hosting with service and support provided. Importantly hosted solutions come with updates, upgrades, and maintenance as part of the deal, and they are the service providers responsibility. The fee will generally vary based on the size of the online store, maybe your online sales revenue and the features that are available.

There are other options like open-source software and shared hosting, but you will need web technical skills to go that way, or you will need to find a web developer / designer to do the job for you. To go this direction, you need to either choose the software that you want and then find a suitable hosting company or find a developer / designer who may make the choice for you. Once your website is completed you or your developer will be responsible for all the updates and security maintenance that is required to keep the site working and safe. Make sure the developer that you select will be around after the website is finished to help maintain it.

NOTE: Always get a full copy of the website as a backup from the developer when its complete.



Business Plan

Using a hosted online store, you do not have to worry about the technology, hosting, or security as it is all done for you. Security is a very important part of selling online.

Having a viable and well thought through business plan is important to help keep you on the right track. You can develop your own business plan easily and then share it with your advisers or partners.

If you use the right technology and hosting partner, we will take care of all the technical stuff and provide you with a service level agreement. That leaves you to get on with the business.

You can read more about planning and strategy at [Shaped Logic](#).

TIP # 1: - starting an online store can involve some work; you need to manage orders and customers, update and add content, manage marketing and social media, and setup the store. So you need to be able to use the administration and content management system provided. The best way to find out if you can manage it for yourself is to try. Most platforms provide a free trial period that ranges from 7 to 30 days depending on the platform.

Business model

When you sell online you can support different business models. Typically, it will be **B2C - Business to Consumer** or **B2B - Business to Business**. Some online stores want to support both. B2C is the basis of most online retail. If you want to sell to other businesses like wholesale or re-sellers, then the model will be B2B. The main difference is that not everyone can access and buy from a B2B online store and in general the customer will need a username and password to login. Primary producers and some wholesalers may look at a **Direct-to-Consumer model - D2C** which is very similar to B2C. D2C will cut out the sales channel that is between the producer and the end consumer.

Direct to consumer

Many businesses that produce their own products have now found that selling direct to the consumer (D2C) can help keep the business moving. When distribution channels close or wholesalers do not work, selling direct can be a simple solution.

Primary producers are generally focused on bulk sales and shipments. Supporting a D2C model means being able to pack and ship smaller or individualise orders. This means potentially additional resources and a higher volume of smaller shipments. But while the order value might be smaller the percentage profit is generally higher.



International markets

More Australian businesses are looking to international markets to expand their markets. Selling online to international markets is an extension of the online business. The online sales channel is international, but you need to ensure that your website is capable and ready. That means looking at international taxes, foreign currencies, and international shipping.

It is important to target the international markets that are more important to your business and that might take a little research and preparation. [Austrade](#) provides assistance like [Export Market Development Grants](#) as well as advice and support.

Most ecommerce systems will support international sales. There are some issues, and the core issue is the logistics of shipping products and produce outside of Australia. This may require specific licenses and export standards that will need to be obtained. There are specialty service providers that can assist.

Austrade provides excellent advice for new exporters at [export.business.gov.au/get-started-with-exporting](https://www.export.business.gov.au/get-started-with-exporting).

Although the sale of products delivered outside Australia is generally GST free some countries will charge sales tax or GST on the online sale. This means that you may need to be aware of these potential charges and ensure that you add them to your order.

Multiple languages and currencies

You may only want to sell in Australian Dollars right now, but things can change. The solution that you choose should be **multilingual and multi-currency** meaning it can support many languages and every currency type in the world. You will need to setup tax, payment, and shipping to support your requirements.

Business and Legal Information

There are a few things that you must do apart from the technical side of starting an online store.

Following is a quick summary:

- Setup a business and get an ABN (an ABN is needed to get a .com.au domain name) you can get more advice at the Australian government website - **Digital Business**.
- You need a **domain name** preferably a **.com.au** if you run an Australian Business or **.co.nz** for New Zealand. Always register the .com domain also if it is available to protect your business name and intellectual property.
- You need a **business email address**.
- A website with a shopping cart (eCommerce Website)
- You may need to have a design and some development for your website.
- **Search Engine Optimisation (SEO)** built in so no additional costs.
- Setup a Google Search Console account.
- **Search Engine Marketing (SEM)** – pay per click (PPC) with Google Ads as an example.
- **SSL Certificate** – this should be provided by you website or platform provider.
- You will need a **payment gateway or payment provider** and maybe an online merchant bank account.
- You will need a shipping company - like **Australia Post** to deliver products.
- Do not forget the traditional business costs, taxes, charges etc.
- You will need some human resources - maybe that is just you. But if you have a full time job remember that the online business will not look after itself.
- **Web analytics to track visitors and business conversion data**.
- **Social media** accounts - we recommend Facebook, Pinterest, Twitter, LinkedIn, and YouTube.
- Multi-channel – setup accounts at marketplace like **eBay, Amazon, Shopping.com, Google Shopping, Kogan** and **Catch**. These should be integrated for ease of use. Check what is available from your platform provider.

Website legal policies

Website terms and conditions and terms of use are a must for any ecommerce website, while a privacy policy is a good idea if you are planning on using customer information for marketing or to sell to advertisers. International markets may also have different legal and privacy requirements such as the EU General Data Protection Regulations (GDPR). It is recommended that you look for the services of an accredited professional to help with legal information and product liability protection.

Issues to understand

An **Online Store** can give you everything you need to successfully sell online and all managed from the administration system. All the features are out-of-the-box which means you do not have to worry about developers or the technical stuff. More importantly they are maintained by the provider. This allows you to manage your business and not have to worry about the technology.



Integration – what does that mean? You will hear the term used regularly by your service providers and other system providers like accounting, payments, shipping, and marketplaces. Websites typically use Application Programme Interfaces (APIs) to connect to other systems. Most good ecommerce platforms will already have the systems integrated that you need either directly or via an Add-on. Developing the integration to other systems can be expensive so check and ask what is available first.

Add-ons – you thought you got everything you needed and now you need an add-on. Most online selling platforms will have add-ons. These are pre-built modules that can be easily added that enable additional functionality. All the main platforms have development partners that build add-ons for their platforms. Some of these will be free but many will cost money which is often paid monthly.

Internet Marketing or Search Engine Marketing- regardless of what you build you still need to promote your business, so marketing is essential to success. But spending a lot of money for online advertisements without a plan will fail to delivery benefits.

Payment Solutions - in order to make a sale online you need to collect a payment and you can read more on this further on. All of our hosted ecommerce packages and our ecommerce software integrate with Payment Gateways such as Square, Stripe, PayPal and eWAY that allow you to accept payments and Credit Cards Online.

Shipping and Freight - this can be a complex area if you are selling large, fragile, or dangerous items.

Customer and Order manager - customers are your key assets so managing the order and customer data is essential. You can find more information on this further on in the article.

Customer support - customer service and trust are linked together in an online business. If you have a happy customer, then you have a return customer.

TIP # 2: - *If you want to accept payment online and collect customer personal information then your online store will need to be secure and support SSL encryption. When taking payment online you will*

also need a hosting company that is PCI DSS Compliant. If you show that your store is secure it will improve your shopping basket conversion rate.

Multi-channel

There are many different ways to sell your products online, for example; eBay, Amazon, Facebook, Alibaba, Catch and more. “Multi-channel selling is the use of multiple different platforms. This can make the management of the online business more complex with inventory represented in multiple locations and orders coming from different sources. Many online store platforms provide a module or add-on that allows you to manage the business in your online store but sell via multiple channels.



A successful ecommerce solution allows for multiple channels-to-market to be managed from a single store and management back office. This allows for integration of many facets of the online business to enhance the consumer experience and automate content delivery to portals such as Amazon, eBay, Facebook (Meta), and Google Shopping.

TIP # 3: - If you support multiple channels to market like an online store, eBay and other shopping portals or even a bricks and mortar store you can improve your results by as much as 300%.

Web Design

With a Hosted eCommerce Solution, you generally do not need to spend anything. If you have something special in mind for a custom logo or banner, then it might need to be designed by a professional graphics designer. You get started with the free designs (or themes) available from the platform provider. These are generally flexible and responsive (work on any device), and you can change colours, add logos and banners all by yourself without paying someone to do it for you. If you want a special design, then you need to engage a web designer. eCommerce Platform providers will have partners that they can recommend providing services like design and setup.

If you get started by finding a web designer or agency, then ask them to recommend a platform to you as they will have skills in specific platforms.

Content is king

If you ask most eCommerce professionals what the most important aspect is of a successful online store they will all tell you that it is **CONTENT**. You will often hear that **CONTENT IS KING** which means that the more effort you put into the content the better will be the result. Content includes the images that you use, the product descriptions, the names of products and pages and the layout of the content. The online system that you use should include a **Content Management System (CMS)** so that you can add and change the content within your own business and not need costly technical resources.

Payment providers and accepting cards

If you want to accept credit cards online, we recommend that you use a Payment Service Provider and process the credit cards via a Payment Gateway. There are strict regulations around the use and storage of credit card information which are regulated by the Payment Card Industry via their Data Security Standards you can find more information at their website www.pcisecuritystandards.org or through your bank.

Payment Gateways must be integrated into your website; some examples of Payment Gateways available in Australia include:

- PayPal (Standard, Express and Payflow Pro),
- Stripe,
- eWAY,
- Mastercard Payments,
- Windcave,
- SecurePay,
- Klarna

You will need to setup an account with the Payment Service Provider (and maybe also an online merchant account with your bank) to take online payments. Setup costs vary dramatically from nothing at PayPal up to \$500 for some providers. Some Payment Providers will also charge an annual fee between \$200 - \$500. You will pay transaction fees for each payment that you accept again these vary greatly but expect from 1.1% + 30 cents up to 4.5% or more depending on the Payment Service Provider.

PayPal which is now common on most online stores will charge 2.6% + 30c per transaction for Australian payments and 3.5% + 30c for international payments.

Your bank may also charge you some fees to setup your Online Merchant Account these do not vary greatly from bank to bank but shop around and ask questions

Some online shop platforms charge a transaction fee if you are using an external payment provider.

Buy Now Pay Later (BNPL) payments

New types of payments providers have been successful which allow customers to "buy now and pay later" they offer instant finance to your customers. Like many traditional payment providers, they also settle merchant accounts normally within 24 hours direct to your bank account. Included in the buy now pay later services are Afterpay, Zip (ZipMoney and ZipPay), Klarna and Openpay. These services make it easy for your customers to buy your products and pay them off over time. Often there is an interest free period, and the length of that offer may determine the transaction fee that the merchant pays.

Shipping and logistics

Your online store will need to be able to get the products to your customers, and there are a range of ways that shipping can be handled in your store.

Online Shop Platforms provide a wide variety of shipping methods built in which you can setup on your website. These handle just about any possibility. If you are selling in Australia integration to Australia Post for calculating shipping cost and managing consignments is often essential. The actual shipping cost to send your packages is not part of the eCommerce package and you need to make sure that you calculate and add any shipping cost correctly.

As a tip - free shipping is a great incentive for retail buyers, however we would recommend that your pricing absorb the shipping cost when possible if you chose to offer free shipping. You can also tie the offer of free shipping to the value in the shopping basket to incentivise larger purchases.

You can find out more about [Australia Post in the Online Selling Guide](#).

Connect to other systems

Orders that come in online need to be added to your business accounting software such as MYOB or Xero for example. Most eCommerce software can export orders to a file that can be used to update other systems.

Most online store packages are now enabled with direct Xero or MYOB integration or you might need an add-on. Orders received on the online shop from direct customers or eBay orders are sent to your Xero or MYOB account. Integrating your accounting system can make the order and stock management process simpler.

This is true also with Point of Sale (POS) system if you are running a physical retail store and also selling online. Most modern online store platforms will support POS systems or there may be a 3rd party add-on that you can install.

TIP # 4: - Return customers cost you less to retain than getting new customers. Return customer's order value is generally higher than first time customers. Offer your customers coupons, discounts and special offers to promote customer retention and loyalty.

What happening in the shop

A good online shop can often fail because the owners do not know what is really happening on the website. To understand the activity on the website you need to collect information about what visitors there are and what they do. This is collected by a web analytics program like Google Analytics.

Lots of systems now have some type of analytics that can collect data. For example, [Facebook Pixel](#) can be installed in your website that will track activity and improve results on Facebook.

SEO and SEM

Search Engines like Google and Bing are responsible for driving 80% of the traffic and sales to your online store. If your store is not set up to be friendly for search engines, then you will not be as successful as you want.

Search Engine Optimisation and Search Engine Marketing can be expensive. Review the features and services in the platform that you use that assists with SEO and SEM. Understanding SEO can **save you \$1000's on SEO** specialists. You just need to follow the guidelines and advice provided by most of the platforms and your website will be search engine friendly. Search Engine Marketing is a cost you need to consider carefully. We have seen good web businesses fail because they spent too much on Cost Per Click programs which were not targeted.

There are plenty of free guides and information on the web and [Google provides a free Starter Guide](#).

Costs and budget to sell online

TIP # 5: - You costs will be based on the size of your inventory, what your business does and your overall requirements like features, design, multi-channels, social and mobile.

HOT TIP: - You costs will generally be based on the size of your inventory, what your business does and your overall requirements like features, design, multi-channels, social and mobile.

The following table provides some guidance for a first year’s budget to setup the website side of an online business. The shop size generally reflects the number of products (SKUs) that are for sale on the store. This determines the data base size and give a reasonable guide to complexity. Although you can get very busy shops with lots of visitors and sales but with only a few different products available. For the purpose of providing some cost guidance we have created four size ranges from small to larger and complex.

NOTE: Costs are based on a range of supplied products and services and are for indicative purposes only based on our experiences.

Annual Recurring Costs	Hobby / start-up	Small business	Growing retail	Enterprise
Estimated no. of products	25	2,000	10,000	unlimited
Estimated no. of orders per month	5 - 10	100 - 200	1000+	100,000+
Potential Platforms	Wix, SquareSpace, Square Online, WooCommerce, Shopify, Spiffy Stores, eBay	Shopify, Wix, SquareSpace, BigCommerce, Spiffy Stores, WooCommerce, Aushops	Shopify, BigCommerce, WooCommerce, Maropost, Aushops	Shopify+, BigCommerce Enterprise, Adobe, Maropost Enterprise, Sitecore, Spryker
Domains	\$50	\$50	\$150	\$250
Business email (1 user)	\$90	\$90	\$200+	\$500+
SSL Certificate (per certificate 1 years)	Free	Free	Cost	Cost
Content Delivery System and Security	Included Basic	Included Basic	\$100+ monthly	\$250+ monthly

Annual Recurring Costs	Hobby / start-up	Small business	Growing retail	Enterprise
Mthly Recurring Costs				
Ecommerce package	\$30 - \$100	\$100 - \$275	\$300 - \$450	\$750+
Revenue or sales commission	Ask provider	Ask provider	Ask provider	Ask provider
Search Engine Optimisation basics (SEO)	Minimal	Add-ons	Included	Included
Payment integration (excludes transaction costs)	Add-ons	Add-ons	Included	Included
Shipping Integration (excludes shipping cost)	Add-ons	Add-ons	Included	Included
Multi-channel	NA	Add-on	Add-on	Included
One Time Costs (Optional)				
Design (estimate) (varies based on design complexity)	DIY	\$1,000 - \$2,000	\$2,000 - \$7,000	\$7,000+
Customisation (estimate)	Not available	Additional cost	Additional cost	Additional cost
Add products & content (can be based on DIY)	DIY	DIY	Additional cost	Additional cost
Project Estimate	\$500 - \$1000	\$3000 - \$5000	\$7500 - \$15000	\$25000+

Understand all your requirements.

You need to have some ideas about what you will be doing online so that you can select the solution or package that will best suit your business. Following is a list of questions that you can start with. To get to the best result you need to have thought through the answers to these questions.

TIP # 6: - Understand your requirements and learn some of the terminology used by online store vendors. Then prepare a list of your requirements and prioritise them (high, medium, low) this will help you to get a solution that will work best for your business.

What type of products are you selling?

You can sell anything online, but the functionality required may change with the types of products that you sell. If they are physical products like clothes or auto parts, then most systems will be OK. But if it is perishable items like fresh produce, you might need special pricing such as “daily price” as the cost of produce might change regularly.

How many products (SKUs) will you have online?

The size of the online store and issues like compare and search are affected by the number of products which will also impact cost. There are several aspects to package sizes like the number of products, number of categories, how much storage space and how much internet data capacity.

Do you need product variations?

Will your products be offered in different colours or sizes. Variations means that you have a master product but then variation products based on an attribute like size as an example. This might apply to products that could be available as a single item, box or pallet. This will make selection for the customer simpler.

NOTE: What are the limits on the number of variations and check if variations are counted as products (SKUs).

Do you need Bundles or Sets?

Bundles (or Sets) are virtual products that are made up of a number of other physical products that you sell. When selling fresh produce either to consumers or wholesale there might be advantages in creating marketable bundles for example a box of fruit where the box contains a selection of today’s specials.

Countries, currencies & languages?

If the online store is mainly focused on Australia, then you need just support English and Australian dollars. But if you are selling overseas then there are issues like currency, shipping, tax, language and payment to consider.

How will you collect payment?

Most online stores accept credit cards and PayPal. You need to have setup accounts with a bank, payment provider and PayPal. If you want to sell overseas or accept foreign currency, then that needs to be considered during setup.

How will you calculate shipping cost?

During checkout your online store adds a shipping cost to the order. Some stores use free shipping and absorb the cost. But it is not unusual to calculate the cost and add it. Australia is complex due to the size. Australia Post is the most common shipping method used and offers a broad range of packages. If you are selling internationally, you may need multiple shipping methods based on country.

Do you want to list on eBay and other portals?

Using a multichannel approach can greatly improve your chance of success. Some online stores can seamlessly interface to other systems like eBay.

Would you like to send newsletter?

Linking your online store to a email newsletter can be great marketing but the system will need to support that.

Marketing - Cross sell and up-sell?

Do you want to be able to cross sell accessories and related products? The online shop system you select should allow you to set products to manually cross-sell. But it is also important to have automatic cross-sell based on what people really buy.

Social media integration and a Facebook shop?

Do you want to have links from your products on the store to social media pages like Facebook, Twitter and YouTube. This can greatly improve your presence online.

Do you want to sell on mobile devices?

More than 50% of sales online come from a mobile device like a phone. This is also growing rapidly. Your customers should be able to search and buy from a mobile device. Your website design needs to be **responsive**, meaning that it will work on any device.

Do you want to be found on search engines?

Search Engine Optimisation (SEO) and Search Engine Marketing (SEM) are important to be competitive online. The online store needs to have smart tools to help you achieve good SEO and SEM.

Do you want blogs and forums?

If you spend some time creating good content and blogging about the things that you sell it can help get more sales. Blogs and forums should be part of your website or online store.

Do you want to manage the website yourself?

Online stores and websites can be set by developers and only they can add or change content. That is OK if you have the budget. But many online store owners want to be able to add, change and delete their own content. Upload new products with images. Create new content at will that means do-it-yourself (DIY) which requires a good Content Management System (CMS).

Search engine tools

Search Engine Optimisation and Search Engine Marketing can cost a lot of money. You really just need to follow the guidelines and advice and your website will be search engine friendly. But always remember that content is king and good SEO starts with good content. Search Engine Marketing is a cost you need to consider carefully. We have seen good web businesses fail because they spent too much on Cost per Click (CPC) programs which were not targeted.

The actual cost of programs like Google Adwords and Bing Ads Search Marketing will vary dramatically based on the types of products you sell and the geography that you target. Cost varies greatly based on the cost of each keyword and the quality of your ads and website. Remember the way this works is when someone clicks on your ad it costs you money whether they buy or not. So the best result is a very targeted set of ads and keywords.

The price comparison engines are great if you are selling retail so check out Getprice and Shopping.com, again there are small fees involved. There is again lots of advice in our FAQs. Remember it may take 4 - 6 weeks for the search engine crawlers to go to your website.

If you want professional Search Engine Marketing (SEM) results, we recommend that you engage an SEM specialist company.

Google and Bing

A good tip is to make sure your webstore is complete before submitting it to the search engines. You need to submit to search engines like Google and Bing.

It is not difficult to submit your online store and see what search engines find. You will need a webmaster's accounts with the search engines which are free. You just sign up and add your domain. You will need to verify ownership by adding an HTML tag or adding a file to your online store. You can do that yourself in the ePages packages by using the marketing tools provided.

Google – [Google Search Console Tools](#)

Bing - [Bing Webmaster Tools](#)

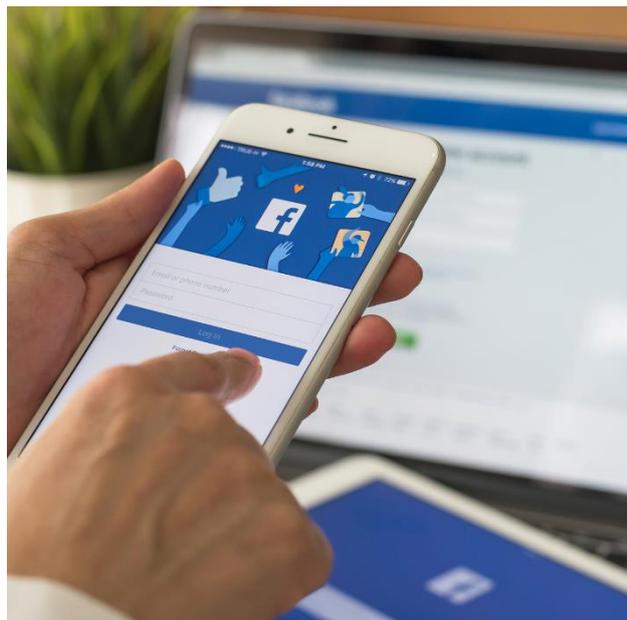
Most major search engines will allow you to submit an XML sitemap that will provide information to the search engine about your site. Once created add the XML site map to your domain via the webmaster’s accounts discussed above. Many ecommerce platforms will have functionality built-in to create and submit sitemaps for search engines.

Social Commerce

In the world of online business today it is important to use every opportunity to connect with people who can buy from your store. You need to engage with each other via the social media sites such as LinkedIn, Twitter, YouTube, Instagram and Facebook. By creating business pages on these social media sites, you can help people find your online store.

You can build an audience that like your products or business that through that audience you can find new partners and customers.

If you interact and promote using forums and blogs this can also add value and bring you new online buyers. Blogs do not have to be long and complex just simple posts of a few hundred words that might be interesting information about your products and services; how best to use them or how they can deliver value or simply user success stories.



Facebook Shops

Facebook Shops makes selling online easy. Connect your online store to Facebook and create a catalogue on Facebook. Customisable collections showcase your featured products. A single shop experience works on both Facebook and Instagram. Design features and creative tools help you bring your brand to life.

Communicate with your customers.

By using a business blog or a forum, you are showing your customers that you are open and present strengthening the customer relationship (i.e. customer retention). The modules can be integrated into the website from the shop system and do not need to be linked via external blog or forum software.

Mobile commerce

More and more people are using their mobile devices to search and buy online. With 70% of mobile users having had some form of online transaction. Websites and online stores need to be usable on a mobile device. This is often referred to as have a “responsive” design.

But more people than just customers rely on their mobile to search and buy.

The features of your mobile device make it an important tool for you the merchant and your customer.

Mobile commerce has become an important business tool that allows for connectivity and transactions to be managed online.



Mobile Apps

Many ecommerce platforms now offer mobile apps that allow you to create a better experience for your customers on a mobile device or smart phone. Mobile apps do not run in a browser such as Chrome, Firefox or Edge. They can be downloaded and installed on a mobile device from the phone provider app marketplace like the Apple App Store.

Your customers can get advice and notifications directly from the app on your phone. The apps will often have some additional functionality that relies on your mobile device.

Web Analytics

Visitor and Page Tracking

A good online shop can often fail because the owners don't know what is really happening on the website. To understand the activity on the website you need to collect information about what visitors there are and what they do. This is collected by a web analytics program like Google Analytics. There are obviously many areas of analytics, but the key issue is that you must, at a minimum, track activity like:

- Visitors
- Top content
- Geographic location
- Page impressions
- Entry and exit pages
- Order tracking – basket conversion rates
- Sales tracking and reporting
- Social media

Google Analytics - GA

The solution provided by Google is offered as a free service and is supported by most (if not all) ecommerce platforms.

You can learn more about GA at the [Google Support Website](#).

You can sign up for Google Analytics at [Getting Started with Google Analytics](#)

About Shaped Logic

Shaped Logic provides consulting and support for companies using eCommerce as a channel for revenue generation.

The consulting skills are suited to a wide range of business environments. Focus is on web-based systems and eCommerce.

Advice can be provided for websites and eCommerce design, development, support, hosting as well as a range of advanced technologies and services.

The principal of Shaped Logic is John Debrincat with over 25 years' experience delivering eCommerce solutions for businesses throughout Australia.

Our Services

Shaped Logic can provide a range of services related to eCommerce and technology for any size business.

- eCommerce Planning
- eCommerce Strategy
- eCommerce Platform Selection
- eCommerce Project Management

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Linkedin: <https://www.linkedin.com/company/shapedlogic>

Resource Links

Maropost

www.maropost.com

Zellis

www.zellisconnect.com.au

Aushops

www.aushops.com.au

Wix

www.wix.com

Bigcommerce

www.bigcommerce.com

Ecwid

www.ecwid.com

Squarespace

www.squarespace.com

Shopify

www.shopify.com

Adobe Commerce Cloud (Magento)

<https://business.adobe.com/au/products/magento/magento-commerce.html>

Volusion

www.volusion.com

PrestaShop

www.prestashop.com

Opencart

www.opencart.com

Salesforce B2C Commerce

www.salesforce.com/in/products/commerce-cloud/ecommerce/

WooCommerce

www.woocommerce.com

Spiffy Stores

www.spiffystores.com.au

Sitecore

www.sitecore.com

Spryker

www.spryker.com