



## Workshop 5

eCommerce: Using the latest web applications to create and maintain your own online store

### Concepts and tools for running an online business

#### What makes an eCommerce website successful?

Many of the concepts we have introduced in our workshop series are critical in starting and running an effective online retail presence:

- Study your market and know your customer's needs
- Make sure your website is listed well in search engines
- Provide an attractive website that conforms to standards
- Create a dialogue with your customers via a newsletter and/or blog

#### What is needed to start selling online?

As you are considering putting your products up for sale online, make sure you have the following elements of your eCommerce website in place:

- A website ready to authorize and process payments
- Easy way for customers to view products and ask questions
- Inventory and shipping management
- Return policy and procedure (customer service)
- Personal Touch!

#### Further Reading

The following articles provide you with more information on what to think about, what to ensure that you have, and problems to avoid when starting and running an eCommerce website:

<http://en.wikipedia.org/wiki/Ecommerce>

<http://store.yahoo.com/secrets.html>

#### Terms:

**eCommerce:** Buying and selling products and services online.

**SSL:** Secure Socket Layer.

An encryption method by which credit card numbers and other sensitive customer information can be transmitted over the 'web' via a secure web server ( <https://> ).

**Merchant Account:** Credit card processor. A service provided by a bank which allows a business to accept credit cards, debit cards, and other forms of electronic payment.

**Payment Gateway:** an eCommerce service that authorizes payments for online retailers. It is the equivalent of a physical POS (Point-of-sale) terminal located in most retail outlets.

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For workshop material,  
handouts, screencasts,  
and a complete audio and  
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presentation.

Know someone who missed  
the workshop?  
Feel free to share the website  
with them as well.

### Resources: Websites

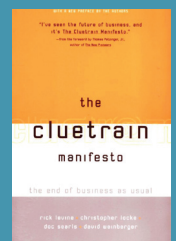
[www.paypal.com](http://www.paypal.com)

[www.shopify.com](http://www.shopify.com)

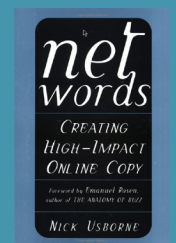
[www.2checkout.com](http://www.2checkout.com)

### Books

The Cluetrain  
Manifesto: The  
End of Business  
as Usual  
by Christopher Locke,  
Doc Searls, et. al.



Net Words:  
Creating  
High-Impact  
Online Copy  
by Nick Osborne



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