

DIGITAL MAIN ST.



Program created by



Nice to meet you



I'm Michelle

Digital Service Squad Member

Over 6 years of experience working with major brands, start-ups and small businesses

In this session



- What is E-commerce
- Getting started
- Optimizing your website
- Payments and shipping
- Go live!

Introduction



E-Commerce basics

- What is E-Commerce?
 - The activity of electronically buying and selling products and services over the internet
 - The easiest way to do so is via an e-commerce platform
- Why is E-commerce important?
 - Consumers want the option of shopping from home
- Benefits for business
 - Broaden your brand, reach and get more marketing opportunities

Getting started



Choosing an E-Commerce platform

- E-Commerce platform options
 - Software as a Service aka "renting" the platform
- How to decide what's right for you
 - Look out for modern templates, SEO and mobile friendliness, scalability and multi-channel integration
- Shopify
 - One of the most recommended e-commerce platforms in the market today

Getting started

WHAT IS A DOMAIN NAME?

_____ The Address of your Website _____

https://www.webhostinginsights.com

prefix

Sub-domain

name

extension

domain name

Finding a domain

- What is a domain
 - Top part of your browser window i.e. your "Website address"
- How to purchase
 - Via a domain hosting service

Getting started



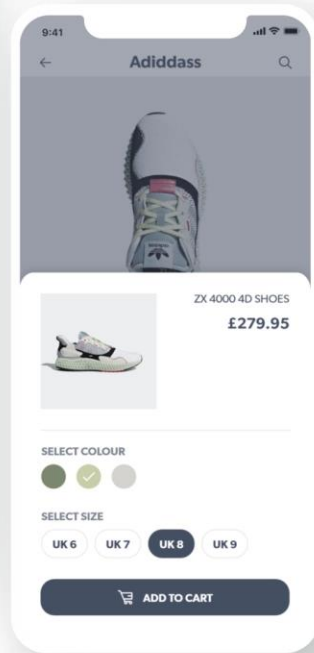
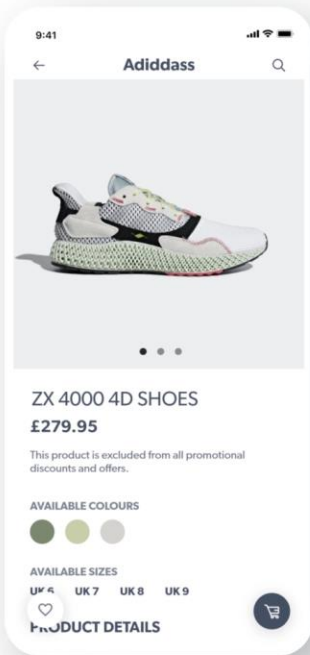
Inventory Management

- What is inventory management
- Why manual management isn't ideal
- Shopify POS

Optimizing Your Website



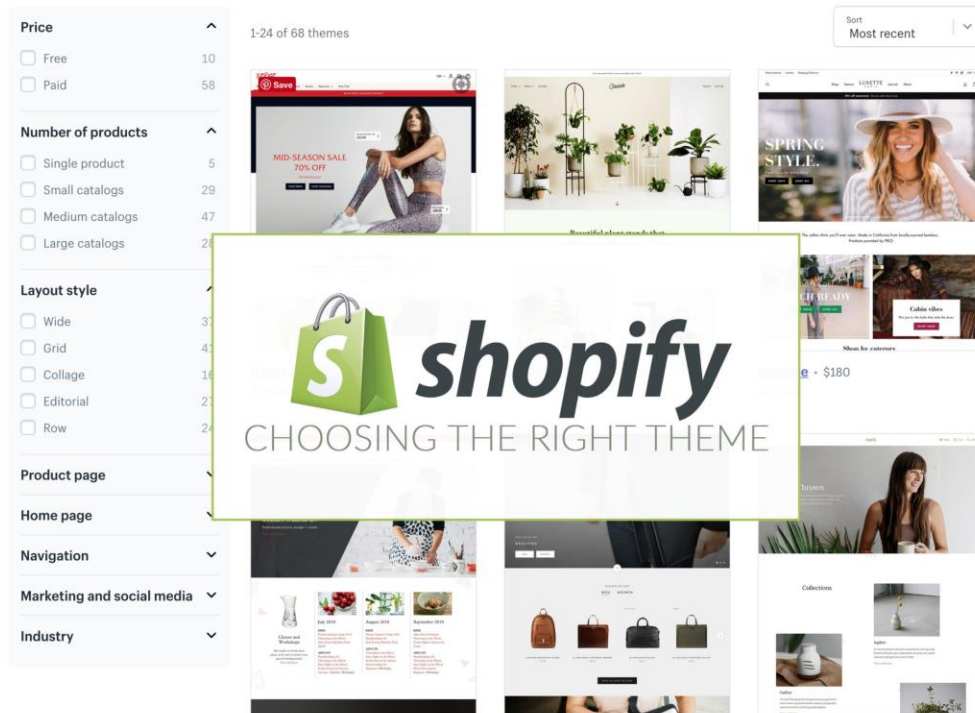
Optimizing your website



Definitions

- What is "optimization?"
 - Easy to find
 - Easy to use
 - Easy to convert
- What does a "conversion" mean?
 - An action that you define as valuable
 - Ex. Book appointment, purchase, call

Optimizing your website

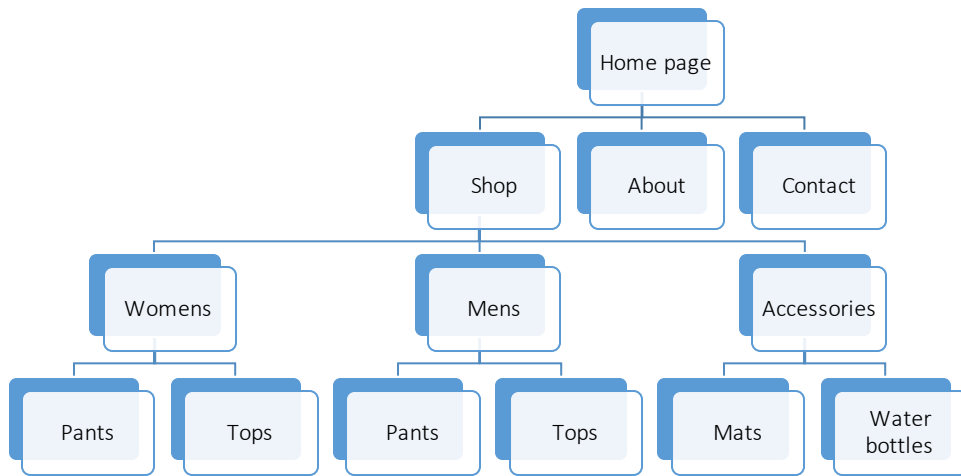


Choosing the right theme

- A theme is fonts, colours and the skeleton of your website
- Consider what theme is right for your business, (hairstylist will have a different theme than a yoga store)
- Free or premium theme?

Optimizing your website

Content



- FIRST build a sitemap
- High quality images (Use original, try Pexels if you must!)
- Valuable content (useful, how-tos, interesting)
- Include important details (store policies, shipping info)

Optimizing your website



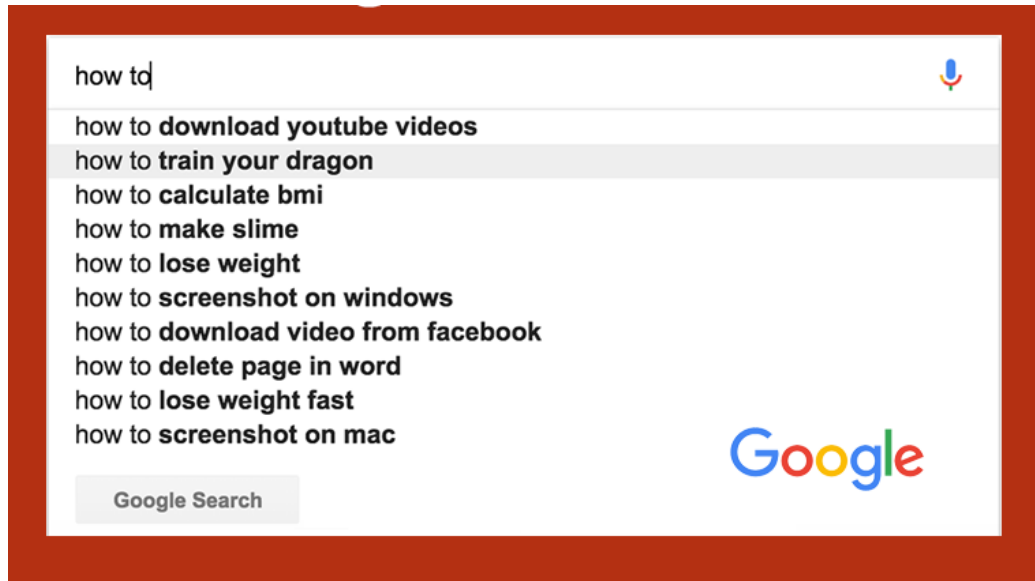
SEO basics

- SEO – the practice of increasing the quantity and quality of traffic to your website through organic search engine results

Optimizing your website

SEO basics

- To show up in Google search results start with...
 - 1. Brainstorm keywords you think people will be searching for when looking for your product or services
 - 2. Add keywords: image file names, product descriptions, about section, home page etc.
 - 3. Use plugins to see how you're doing (Wordpress = YOAST SEO
Shopify = Plug in SEO, SEO Image Optimizer)



Payments & Shipping



Payments Processing






Choosing the right Provider

- A payment provider/processor is a system used to process customer transactions
- Choosing a payment provider
 - Consider country of customers
 - Accept a variety and major payment methods
 - Consider payment processors that offer local currencies
 - Consider additional fees

Shipping Basics

What shipping method is right for you?

Shipping Service	Delivery Timeline	Description
Expedited Parcel 	1-7 business days	An economical way to ship packages within Canada.
Xpresspost 	1-2 business days	Ship documents and parcels quickly within Canada.
Priority 	Next business day	Canada Post's fastest domestic delivery for time-sensitive documents and parcels.

- Shipping rates
 - Free
 - Real-time carrier rates
 - Flat rate

Shipping Basics



- Shipping Costs
 - Use a shipping calculator!
 - Shopify offers pre-negotiated rates

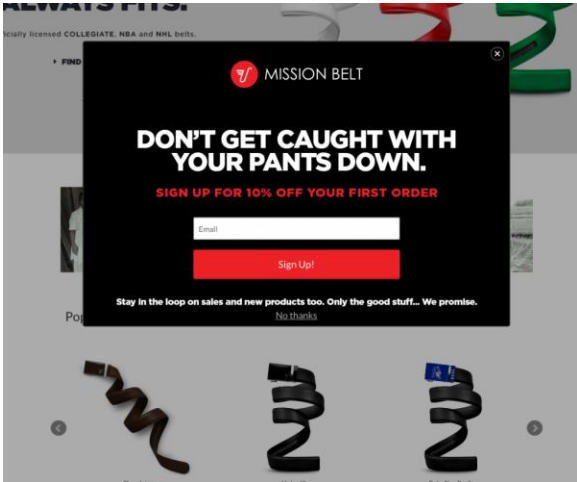
Shipping Basics



- Calculating costs

Cost of product	\$10
Packaging	\$0.50
Shipping costs	\$7.50
Customs/Duties (if you cover them)	\$0.00
Credit card fee	\$2.50
Profit margin	50%
Total price	\$30.75

Start selling



Email pop-up shown above, shipping bar below



Conversion tools

- Apps
 - Privvy – Pop up window
 - Product review apps
- Deals and incentives
 - Proceeds - donation
 - Rewards and referrals

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