E-COMMERCE WORKBOOK

BUSINESS NAME:

DATE:

WHAT IS E-COMMERCE?

BEFORE YOUR GET STARTED

- Take a look at some websites from similar industries to get an idea of a look and feel for your website

- Ensure your social media channels are up to date with your brand profile photo, cover image, about us details and a good number of valuable current posts

- Start thinking about the products you will launch with including high potential items

KEY TERMS

e-Commerce – The process of buying and selling online or electronically
Brick and Mortar – A business that has a physical store presence
Business to Business (B2B) – The process of selling services or products to another business
Business to Consumer (B2C) – The process of selling services or products directly to the consumer
Call to Action (CTA) – An action that you are persuading the user to take on your website
Conversion – The process of converting a user to a customer

ACTIVITIES

- Conduct market research on your industry. What offerings are currently available online, what do the websites look like and what kind of features are offered to the consumer.

E-COMMERCE WORKBOOK

WHAT IS E-COMMERCE?

ACTIVITIES (CONT.)

- Let your seller know your intention to go online and garner their support as well as for cross-promotional support. If you don't already have high-resolution photos of your products you might be able to request these directly from them.

- Work on a budget for how much you are willing to spend on the platform, marketing, operations and advertising.

CHECKLIST

- ☐ Bookmark websites that give you inspiration for a look, feel and functionality
- ☐ Identify a budget for e-Commerce activities
- ☐ Create/ update all social media platforms

RESOURCES

- 18 major benefits of e-Commerce Business for Retailers & Customers
http://bit.ly/3976yVj

- The Future of e-Commerce: Trends to watch for in 2020
http://bit.ly/2xHycLh

- E-commerce in Canada – Statistics & Facts
https://bit.ly/3dwq2Wy

E-COMMERCE WORKBOOK

CHOOSING AN E-COMMERCE PLATFORM

BEFORE YOU GET STARTED

- Decide which features are important to your business and what kind of integrations you are looking for

- Familiarize yourself with e-Commerce website best practices and how you will offer a well organized online shopping experience

- Explore Shopify – how to get started, the costs, how to set up and start selling

KEY TERMS

Software as a Service (SaaS) - Software as a web based service

Open source – Original code that is freely available and can be re-distributed and modified

Content Management System (CMS) - Back end solution developed to control the content websites

Mobile optimization – Ensuring that visitors that are accessing your website via a mobile device have the same user experience

Responsive design – Customized viewing experience for different browsers and devices

Omni-channel management – The presence of your online store across different platforms, which may not have the same audience

Site map – List of pages of a website

ACTIVITIES

- Conduct research and comparison on the e-commerce solutions available in the market and narrow down which solutions suit what you are looking for.

E-COMMERCE WORKBOOK

BUSINESS NAME:

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CHOOSING AN E-COMMERCE PLATFORM

ACTIVITIES (CONT.)

- Create a sitemap or navigation for your website and start putting together a content plan for each page identified.

- Watch video tutorials on how to set up a Shopify store.

CHECKLIST

- ☐ Compare e-commerce solutions available in the market and decide on which one best suits your needs

- ☐ Create an account on preferred solution

- ☐ Familiarize yourself with features offered and watch how to videos

- ☐ Take a look at templates available based on the look & feel and content your have identified

RESOURCES

- Best Online Store Builders
http://bit.ly/2U48FVz

- e-Commerce site best practices: The Anatomy of the 'Perfect' e-Commerce Site [2020 edition]
http://bit.ly/2WqIyK2

- Introduction to Shopify
https://bit.ly/2yfIy5n

E-COMMERCE WORKBOOK

BUSINESS NAME:

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FINDING A DOMAIN

BEFORE YOU GET STARTED

- Decide on the name of your online store and Top Level Domain

- Keep the name short and catchy – only use numbers and hyphens if absolutely necessary

- Check if the domain name is available with a hosting provider of your choice

KEY TERMS

Domain name – The address you type into the web browser address bar
Domain extension or Top Level Domain – This includes .com, .net, .org
Domain registrar – The company or organization that manages the registration of domain names
Sub domain – A subdivision of the primary domain such as blog.mywebsite.com
IP address – A unique number assigned to every machine and device connected to the Internet

ACTIVITIES

- Make sure the name you have selected is not trademarked, copyrighted or being used by another company.

- If you already own a domain name, watch tutorials on how you can connect it to your e-Commerce provider.

E-COMMERCE WORKBOOK

FINDING A DOMAIN

CHECKLIST

- ☐ Decide on the domain name for your website based on industry best practices
- ☐ Follow the steps to link your domain from the domain provider to your e-commerce platform provider
- ☐ Register the domain with a provider of your choice as quickly as possible

RESOURCES

- Beginner's Guide: What is a domain name and how do domains work?
https://bit.ly/2xAx8sC

- 10 tips for choosing the perfect domain name
https://bit.ly/2JnbsD4

- Best domain registrars in 2020
https://bit.ly/2JsJsxG

E-COMMERCE WORKBOOK

INVENTORY MANAGEMENT

BEFORE YOU GET STARTED

- Create a list of products that you will launch with, including the photos, descriptions and quantities

- Research for a inventory management software that suits your requirements and budget

- Explore Shopify's POS and Inventory offerings as it can easily integrate with your store

KEY TERMS

Inventory – Tangible goods that you intend to sell
Stock Keeping Unit (SKU) – An identification code used to classify and organize products
Variants – Variations of the same products such as a different size or colour
Drop shipping – A fulfillment method where you don't actually store any inventory on site

ACTIVITIES

- Audit your stock. Count your inventory to make sure that what you have in stock actually matches what you think you have.

- Classify your items using ABC analysis
    - A – High value products with low frequency of sales
    - B – Moderate value products with moderate frequency of sales
    - C – Low value products with high frequency of sales

E-COMMERCE WORKBOOK

INVENTORY MANAGEMENT

ACTIVITIES (CONT.)

- Opt for a cloud based solution or one that supports omnichannel retail – so that your software connects with your POS, ensuring that stock levels are automatically adjusted every time you make a sale (online or offline)

CHECKLIST

- [ ] Set initial minimum viable stock for every product you plan on selling
- [ ] Prioritize products based on ABC analysis
- [ ] Understand basic product category demand using tools like Google Trends
- [ ] Be ready for seasonality (holidays, Christmas etc.)
- [ ] Implement an inventory management software

RESOURCES

- The Inventory Management Guide for e-Commerce
https://bit.ly/3dJej70

- 10 Money-Saving Inventory Management Techniques for e-Commerce Businesses
https://adobe.ly/33VSQDy

- Shopify Point of Sale
https://bit.ly/3awl3TY

- Top 6 Shopify Inventory Management Apps
https://bit.ly/39tTVna

E-COMMERCE WORKBOOK

BUSINESS NAME:

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CHOOSING THE RIGHT THEME

BEFORE YOU GET STARTED

- Consider what style of theme aligns with your business

- Decide what functionality you need your theme to have

- Explore whether you want a basic free theme or if you want to pay for a premium theme

KEY TERMS

Theme – A template that defines what your website will look like (E.g. fonts, colours)
Theme Style – The overall look and feel of your website
Free theme – Basic pre-designed website templates with limited customization
Premium theme – Professionally designed website templates that provide a lot of customization

ACTIVITIES

- Search online for e-Commerce stores that you like and write down the things that you like about the websites. This will help when deciding which theme you like best.

- Visit the Shopify theme store to explore available options. See which themes you like best by using the sorting feature.

E-COMMERCE WORKBOOK

CHOOSING THE RIGHT THEME

CHECKLIST

- ☐ Research theme options

- ☐ Decide which theme works best for your online store

- ☐ Install and customize your theme

RESOURCES

- How to Choose the Right Template for Your Online Store
https://bit.ly/39u4tCU

- Shopify theme store
https://bit.ly/39zHB4Z

- 2020's Best Selling Shopify Themes
https://bit.ly/3aDgrLE

E-COMMERCE WORKBOOK

BUSINESS NAME:

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CONTENT

BEFORE YOU GET STARTED

- Brainstorm what content you want to include on your website

- Search online to see how different online stores have structured their websites

- Decide which features and content are important to your business

KEY TERMS

Sitemap – A diagram of the pages that will be on your website
Web-optimized images – Images that are small in size but have high resolution
User-friendly website – It is "friendly" to the user, meaning it is not difficult to learn or understand
Valuable content – Content that educates, helps, and inspires

ACTIVITIES

- Get a pen and paper and draw a sitemap for your website

- Based on your sitemap, explore how users would use your website, ensuring that it is easy to navigate and understand

E-COMMERCE WORKBOOK

CONTENT

CHECKLIST

- ☐ Decide on a website structure that works best for your business

- ☐ Determine what content you want to include on your website

- ☐ Start creating high quality content for your website

RESOURCES

- 5 Easy Steps to Creating a Sitemap For a Website
https://bit.ly/2UAm5bZ

- The Ultimate Guide to Content Marketing For E-commerce Websites
https://bit.ly/2UTK1WL

- 10 Steps for Creating Remarkable Website Content
https://bit.ly/2Jw3VSj

E-COMMERCE WORKBOOK

SEO

BEFORE YOU GET STARTED

- Ask family and friends to describe your store, products, and services–in their own words

- Brainstorm which words your customers would use to find your store online

- Decide on the most important words that describe your business

KEY TERMS

SEO– SEO stands for Search Engine Optimization, which is the practice of increasing the quantity and quality of traffic to your website through organic (non-paid) search engine results
Keywords – Keywords are phrases or words people are typing into Google
On-page SEO – Optimizing individual web pages in order to rank higher on search engines
Off-Page SEO – Actions taken outside of your own website to impact your search rankings

ACTIVITIES

- Find relevant keywords with good search traffic potential.

- Create and optimize pages for search engines and users alike.

E-COMMERCE WORKBOOK

BUSINESS NAME:

DATE:

SEO

CHECKLIST

- ☐ Conduct keyword research
- ☐ Write compelling content that serves your user-intent
- ☐ Apply relevant keywords to your content

RESOURCES

- Google Search Engine Optimize Starter Guide
https://bit.ly/39BnIdV

- How to do Keyword Research
https://bit.ly/2w5h0Pq

- E-Commerce SEO - MOZ
https://bit.ly/2Uy8OAO

E-COMMERCE WORKBOOK

PAYMENTS

BEFORE YOU GET STARTED

- Consider the country where your business is located and where your customers live

- Research the fees to use a payment provider: credit card rates, transaction refunds, exchange rates

- Research the type of security protection offered by payment providers

KEY TERMS

Payment provider – A system used to process customer transaction for your e-Commerce business

Dedicated account – When payments are processed, they're transferred to this account within a couple of days, and then released to you for transfer to your business bank account

Aggregated account – As you sign up for a "payment processing" account, after payments have cleared, they can be transferred to your business's bank account all within one payment provider

ACTIVITIES

- Find multiple payment options for a smoother online checkout experience.

- Consider the journey for reoccurring customers with accelerated checkouts.

E-COMMERCE WORKBOOK

PAYMENTS

CHECKLIST

- ☐ Offer multiple payment options when customers are checking out

- ☐ Allow for the adjusting of taxes per region during check out

- ☐ Place a test order on your site with a live payment processor to ensure everything works. You can refund your order immediately afterwards

RESOURCES

- Shopify Payments - Supported Countries & Regions
https://bit.ly/347wQ8L

- Available payment providers in Canada
https://bit.ly/2UBaPfn

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SHIPPING

- Think about product size and weight. What's the difference in size and weight from your smallest lightest SKUs to your largest, heaviest SKUs?

- Consider shipping destinations. Where are you shipping to—domestic or international?

- Research shipping options. Find the best shipping services or carriers for your needs.

KEY TERMS

Air Waybill (AWB) - A shipping document courier companies will use to track deliveries
Cash on Delivery (COD) - The transportation provider is responsible for collecting the price of goods during the delivery
Consignee - The person or place to whom the goods are addressed
Order Fulfillment - Steps in receiving, processing and delivering orders to the end customer

ACTIVITIES

- Find the right shipping method that works for you, may be even offer multiple options.

- Consider your profit margins when deciding shipping options, and product costs.

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BUSINESS NAME:

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SHIPPING

CHECKLIST

- [ ] Use a shipping caculator when reviewing prices
- [ ] Does your shipping costs cover refunded orders
- [ ] Setup shipping labels

RESOURCES

- Shopify Shipping Calculator
https://bit.ly/2UBmwD6

- Shopify Renegotiated Rates
https://bit.ly/3dNEycI