

Agenda

Your Online Presence

- What do you need to build or maintain a business website?
- What Cost Should You Consider
- What Does It Take To Make Your Site Successful
- Selling on the Internet is easy...isn't it? Content is King!
- Building Relationships - Keys to Success
 - ✓ Functionality
 - ✓ Content
 - ✓ Photography
 - ✓ Customer Service
- Conclusion/Questions

Introduction – How Serious are You!

If you are someone just starting on the internet with unrealistic expectations of making fast bucks, you will be quickly disappointed.

What we don't hear enough of is how seriously you must take selling on the internet as a business in order to reap real profits.

Many entrepreneurs selling online are using eBay, Yahoo and Amazon to boost their total overall sales by 10% to 20%.

The Internet as a Valuable Resource.....

However, a Web site is not a "build it and they will come" scenario.

Internet Characteristics

- Available worldwide
- Fastest growing method of communication
- Open 24/7
- Easy to Participate
- Easy to Join
- Low cost access

Introduction – Internet Buyers

Who Are They?

According to the Wall Street Journal, the average online shopper is 48 yrs old and predominantly female (57%), with an average household income of \$52,300. Best of all she spends about \$276 online in a 3-month period.

It may also help to learn about the average Internet user. Another survey showed the average user is probably:

- around 41 years old, educated and earning about \$65,000 a year
- roughly 50% or more are female
- 47% are married
- 75% of searchers surf intending to buy
- 33% of searchers made a purchase online most of the time

Can You Answer These Questions?

- What type of website is right for your business?
- How to drive potential customers to your website (store/auction or web presence)
- Have you mapped out your audience
- Who is your market? Who are you looking to attract?

If You are Not Sure of the Answer !

Lets spend a few minutes on planning before we
move on.....

“The Website Check List”

Website Needs Assessment

Questions You Need Answers to Before Creating Your
Website or Selling on online

Do You Have Adequate Hardware & Software to Build Maintain an Internet Presence

- Computer Hardware/Software Requirements
- Internet Connection (i.e., Phone & modem, DSL, satellite or cable connection)
- E-mail manager software such as Outlook/Express, or Eudora
- Browser software such as Netscape Navigator, Internet Explorer, Fire Fox or AOL
- HTML editing software such as MS Web Expressions, Adobe Dream Weaver or Free ware to edit your website and to transfer your web pages to your host.

Selling on the Internet is easy...

E-Commerce Is Not “EZ-Commerce”
Your Primary Challenge is “How will potential customers find your site?”

What Type of Internet Presence do is Right for Your Business?

Two basic types of business website:

- Marketing and communication tool (brochure site)
- Sales channel (a transactional e-commerce)

Establish Your Own Domain Name? Why!

- A domain name is a unique Internet address that identifies your company and its Internet address
- Customers tend to perceive companies that have their own domain names as well-established and Internet savvy
- Popular domain name registration companies are Domain direct.com and Register. COM, and many ISP's and hosts will also register a name for you
- Establishing brand identity

How Will Your Website Be Designed and Developed?

- Have a Professional Designer, Develop the Website For You
- Do it Yourself – Learn HTML
- Do It Yourself – Learn A Web-Editing Software
- Use and On-line Store Builder

What Do You Need For An Online Store, To Sell Over The Internet

Payment Issues

- Customer wants to trust the payment options
- Customer wants it to be easy and fast
- Shopping Cart

Options

- Offer phone, fax, mail, printout form (Not convenient for customer)
- Secure Site with Credit Card
- Part of a mall
- Pay Pal

Using and On-Line e-Commerce Community such as eBay, Yahoo or Amazon Stores or Half.com

- Web pages are built online in pre-designed format
 - Visual development
 - Store owner fills in the blanks
 - Monthly fees
- Come with add-on capacity to take credit cards



So....Lets stop right here and
now and get ready to do a
reality check!!

What is the key to a successful business website?

Planning Is Key

Business owners who succeed in selling their products on the web tend to have one important thing in common....

THEY PLAN THEIR E-COMMERCE STRATEGY AND TIE IT VERY CLOSELY TO THEIR OVERALL BUSINESS STRATEGY!!

Getting Started

Before you can market online you need to have your presence ready to communicate with visitors.

How will you get ready to meet your new customers?

Several Things You Must Know About the Internet

- **Multiple Uses for Search Terms** - The more exact your use of keyword terms in your titles and descriptions, the easier it will be for browsers to identify products with your terms
- **Popular Products with Niche Names** – To research theme-related products, be sure to include words that narrow the search results to exactly the type of items you are selling, like ‘dragon art’
- **Styles and Themes** – You can examine the demand for ‘cat’ products as well as ‘cat painting’.. This approach can open many overlooked opportunities for sales (Adirondack)

Here are a few more things you need to know..

- **Timing and Seasons** – Items geared for holiday sales usually show more products listings in the months immediately preceding the date.
- **Regional Interest** – If you specialize in art, photography or craft of specific geographic areas, eBay has customers browsing for your regional work. (thousands listing with Adirondack in the title)
- **Spelling of Search Terms** – It is important to consider how people spell the terms for which they search.

Content Is King!!

How to Write Artful Titles

Most buyers on the internet shop by using keyword or title searches. Your title shows up in a list of search results whenever someone does a search using keywords included in your product title.

Only include words both specific to your item and popular as search terms. . Every character in the title is critical to helping users find your items easily. For each item you plan to sell on internet, you'll need an title.

On products and other online stores experiment with titles and reuse those which generate successful products.

Know Thy Customer!!

"First you need to map out your audience. This drives your search optimization efforts. Company's focus on keywords and misunderstand the big picture – ***the customer***," he said.

Simply put, if you're optimizing your Web site with keywords used by shoppers who aren't your audience, your business may rank on a search engine's first page. However, if it's the wrong audience, you won't see the return you were hoping to gain from your position.

What Are The Ten Keys to Higher Profits (Relationships)

Whenever business dies down a bit or you find yourself with some time on your hands, take advantage of the lull by going through your site with a fine-toothed comb.

The simpler and more user-friendly your site is, the more sales it will generate. It's as simple as that. So you should always be thinking about how you can remove any unnecessary clutter, confusing links or visual eyesores to let your sales copy stand out.

In order to figure out what works and what doesn't, below you'll find a list of the 10 critical elements your site *should* include:

How to Track and Measure Success

- Sales – Record your total sales and sales according to category.
- Cost of Sales Ration – Calculate the total amount of site's seller fees.
- Conversion Rate – How many of your product listings complete successfully? What can you do to improve the number of successful closings?
- Average Selling Price – This is the total amount of items sales divided by the number of completed products.
- Cost of Good Sold – Record your total costs for each item.
- Using Counters – you can track the number of times your product is viewed.

Online Resources

Microsoft Web Expressions - www.microsoft.com

Adobe Dreamweaver - www.adobe.com

Adobe Go-Live - www.adobe.com

Open Source Website Authoring/Design - www.download.com

Google - www.google.com/support/webmasters

Paint Shop Pro Photo X-2 - www.corel.com

Adobe Photo CS - www.adobe.com



Questions and Discussion