



## WEBSITE AND E-COMMERCE FUNDAMENTALS

Creating a functional website doesn't have to cost thousands of dollars. However, you still need to make well-thought-out choices in order to develop a solid online presence, build your brand and credibility, and be easily discoverable by current and potential customers.

### THINGS TO CONSIDER:

- **Website purpose**
  - Is it an informational website only or will you also require additional functionalities like an e-commerce add on, shopping cart, calendar for reservations, or live customer service chat?
- **Domain name**
  - Ideally your business's name would be available
  - Make sure other domains like .ca or .com are available as well so that there is no confusion
  - Make it easy to find and remember
- **Building your website**
  - Could be outsourced to a web developer (more expensive) or you can build-it-yourself using templates (**check links below**)
    - If you do decide to outsource, make sure you are able to edit and update your website and that you retain the rights to any published content
  - Mobile-friendliness
    - It is extremely important – Google favors websites that are mobile-friendly – if you want high visibility, you need to ensure that your website is compatible with both computers/laptops and mobile devices
  - Test
    - Test your website with different browsers before you launch it and after

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- **Content**

- There are both paid (SEM – Search Engine Marketing) and free (SEO - Search Engine Optimization) ways to make your website more visible
  - SEO - set of practices that improve visibility and drive organic traffic to your website
  - SEM – may include SEO but the focus is on increasing visibility through paid advertising
  - Different ways to improve SEO
    - Creative – when you include original and relevant content on your website and when you use keywords strategically
    - Technical – when you label images and other parts of your website with keywords
  - Make sure you link your website to the social media platforms that you use for your business (and link back from social media posts to your website)
  - Update the content frequently

- **E-commerce**

- There are different add-ons that you can use to further develop your website's capabilities – some are more expensive than others, so do your research
- If you are selling on your website, make sure to include:
  - High-quality images – consistent, professional, and truthful
  - Product descriptions – accurate – great chance to improve SEO
  - Pricing
  - Payment options – Paypal, credit card, option for cash payment, if possible
  - Terms and conditions – be transparent about billing, return policies, and shipping policies
    - Make sure to notify your customers if the terms and conditions ever change

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- Maintain the appropriate level of inventory
  - Try to forecast demand – use seasonality or past sales history
  - If you don't have enough – you may miss sales opportunities
  - If you have too much - it ties your capital and goods stored over a long period may spoil (if perishable)
  - Research plug-ins for real-time inventory management

These are only some of the things you need to consider when building your website. A YES Business Coach can help you assess your specific needs and get you started on the right foot.

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## LINKS:

### ANALYTICS TOOLS

Google Analytics <https://www.google.com/analytics/>

Analyze visitor & customer data from your website, social media platforms and apps in one place.

Hootsuite <https://hootsuite.com/>

Social media management platform for tracking, analysis and integrations for Twitter, Facebook, Instagram, LinkedIn, YouTube, etc.

### E-COMMERCE PLATFORMS & RESOURCES

Shopify <https://www.shopify.ca/>

Canadian company and leading e-commerce platform for online stores and retail point-of-sale systems.

Magento <https://magento.com>

Open-source e-commerce platform (written in PHP) and cloud solutions.

BigCommerce <https://www.bigcommerce.ca>

E-commerce software & shopping cart platform.

Etsy <http://etsy.ca>

Online and handmade marketplace. Payment and shipping solutions, low listing fees.

### WEBSITE TOOLS AND BUILDERS

WordPress <http://wordpress.com>

Create premium website with templates or from scratch. Superior support and fully SEO optimized.

Wix <http://wix.com>

Create and customize free website, no coding skills required.

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## **WEBSITE USER INTERFACE / UX/ USER TESTING/ USABILITY**

Usertesting <http://usertesting.com>

Usability testing has never been easier. Get videos of real people speaking their thoughts as they use websites, mobile apps, prototypes and more.

Clicktale <http://clicktale.com>

Heat map of a website (where do users click).

## **WEB ANALYTICS**

WebsiteGrader <https://website.grader.com/>

Website Grader is a free online tool that grades your site against key metrics like performance, mobile readiness, SEO, and security.

Mobility Friendly Test <https://search.google.com/test/mobile-friendly>

Test how easily a visitor can use your page on a mobile device.

## **SEARCH ENGINE OPTIMIZATION**

Market Samurai <http://www.marketsamurai.com/>

Learn tips, tricks, best practices for SEO.

SEM Rush <https://www.semrush.com/>

Complete workflows for SEM professionals.

For even more resources on website building and management, speak to your YES Business Coach.

### **Disclaimer:**

This information is provided solely as a resource. The user of this information is responsible for determining and verifying the accuracy of the data presented here and how it is used.

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