

Topic:

Overview of E-Commerce (Part 2 of 2)

Definitions:

Search Engine – A program that searches for and identifies data corresponding to keywords or characters specified by a user, used particularly for finding websites on the World Wide Web.

How to Do Business Online

Selling products on your website will require a shopping cart and payment system, known as an *E-commerce platform*. In most cases, websites use payment providers such as PayPal, GoDaddy, or Shopify, often at little or no cost. **Good payment providers will be responsible for credit card security and payment-related issues.** When choosing a suitable E-commerce platform, make certain it provides a modern, mobile-friendly interface. The number of daily online purchases made from mobile devices is growing rapidly.

To drive Internet traffic to your website, you will need to learn about Search Engine Optimization (SEO) and how major search engines like Google rank websites. There are very specific strategies your website will need to incorporate so that customers searching for your product online can find it. You may need to hire a marketing consultant when building your website to maximize your SEO. Good content development is extremely important to the success of a website, for both your human customers and the online search engines.

How to Market Your Business Online

Social media platforms such as Facebook, Instagram, Snapchat, YouTube, etc., are an easy way to promote your presence, new products, or your brand online. However, social media can also hurt your business if not executed properly. Social media users tend to ignore traditional advertising, or block companies that do not provide interesting or relevant content. Social media should engage and interact with your customers. The biggest advantage of social media is that it allows you to review and respond directly to customer feedback, and get invaluable insights into your target audience.

Of all forms of digital marketing, email promises the highest return on investment. It is free, although some email databases can be purchased. However, the best email list is developed through direct customer contact so that you are always reaching your target audience.

Online advertising is another way to raise your online profile. The most common method is called pay-per-click (PPC) advertising. You only pay for each click your ad receives. Paid advertising can help raise brand awareness in a short time, instead of having to rely solely on the gradual increase of your organic SEO ranking.

For more information, contact: technology@allianceswla.org.