

Our summary guide on how to create a Ecommerce Website

1. Plan and Research:

Define your business idea: What will you sell, and who is your target audience? Do people want to buy what you want to sell? Can you make money selling online?

Conduct market research: Analyze your competition and identify opportunities.

Create a business plan: Outline your goals, strategies, and budget.

2. Choose Your E-commerce Platform:

Select a platform: For Software as a Service Consider options like Shopify, BigCommerce, Wix, or Squarespace. Other good options are to use open source options where you have complete control of your website with smaller ongoing costs - Zencart, Oscommerce, Woocommerce or Opencart

Evaluate features and pricing: Choose a platform that fits your needs and budget. There are hundreds of options available so do your research first before picking one,

3. Domain Name and Hosting:

Choose a domain name: Select a memorable and relevant name for your website. You need a domain name as this is your human-readable website name for your business.

Register your domain name : Purchase the domain name from a domain registrar.

Choose a web hosting provider : Select a hosting provider that can accommodate your website's needs.

4. Build Your Store:

Install your website: if you use open source or set it up if you are using software as a service,

Design your website: Customize your theme and layout to match your brand. Create any logos and images to use on your website.

Create your website information: Create your website descriptions and information that is required for your website pages.

Add products: Create detailed product listings with high-quality images and descriptions.

Organize your website navigation/menus: Create categories and subcategories to make navigation easy.

Add the main ecommerce website pages: Add pages like "About Us", "Contact", "Shipping & Returns", etc.

5. Set Up Payments and Shipping:

Choose payment methods: Integrate popular payment gateways like PayPal or Stripe.

Set up shipping options: Configure shipping rates and methods – Australia Post is usually the most common choice for new websites that ship in Australia.

6. Launch and Promote:

Preview and Test your website: Ensure everything looks and functions correctly before launching and make sure you test your website before you launch.

Promote your website: Use social media, email marketing, and SEO to attract customers.

Manage your ecommerce website: Monitor sales, customer interactions, and website performance.