How to Move Your Business Online
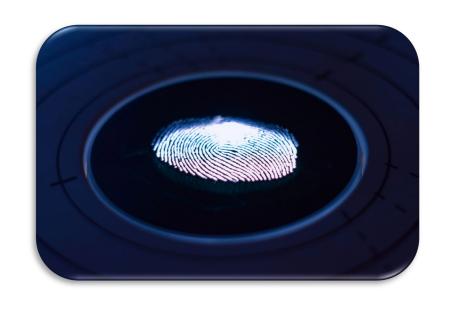
1- Build your Digital Presence

2- E-Commerce pre-requisites

3- Websites & E-Commerce platforms

4- SEO Management

1- Build your Digital Presence

- Have a website
- Build an E-Commerce portal (depending on your line of business)
- Drive traffic to your website with Search Engine Optimization (SEO)
- Own your Blog / Podcast
- Have VLOG for higher engagement rates
- Strengthen your Social Media Presence (when and where needed)
- Get online customer reviews/testimonials
- Build a presence on local digital directories
- Advertise your business

2- E-Commerce pre-requisites

1 Engaging product / service description

2 Appealing shopping cart design

3 Responsive E-commerce store design

4 Cybersecurity measures

5 Build a solid customer support process

6 Offer a variety or payment options

7 Easy checkout process

8 Comprehensive website / store search

9 Professional, high quality images

3- Websites & E-Commerce platforms

3- Websites & E-Commerce platforms

weebly

- Very easy platform to use

- Very affordable plans

- Has some e-commerce options

- Unlimited storage and bandwidth

- Stylish themes.

- Limited customization capabilities

Who can use Weebly?
It is GREAT for Beginners

Small Business Owners

Entrepreneurs

Bloggers

E-commerce Businesses

3- Websites & E-Commerce platforms

SQUARESPACE

- Great and Very modern designs and themes
- User friendly editor
- Good amount of Apps for enhanced user experience
- Some limitations in terms of customization and design

Who can use Squarespace?
It is GREAT for Beginners
Designers
Creatives
E-commerce Businesses

3- Websites & E-Commerce platforms

- Wix has a free plan
- Has lots of templates
- Has lots of apps
- 24/7 customer support
- Limited storage
- Relatively expensive e-commerce plan

Who can use WIX?

New Business Owners

E-commerce Businesses

3- Websites & E-Commerce platforms

- Lower transaction fees for higher volumes
- Limited store templates
- Most templates are premium (extra cost)
- 24/7 support

Who can use Shopify?
Serious e-commerce businesses
Only for E-commerce
Not a website builder
Brick & Mortar Businesses (Online Sales)

3- Websites & E-Commerce platforms

- Free Website builder
- Many themes are available
- Fully customizable
- You might need a developer to help you
- It has a learning curve, to get good at it
- No Customer Care, you can only reach to community support
- Has many plug-ins to enhance the experience

Who can use WordPress?

e-commerce businesses

Anyone needing a website

Should have some knowledge about website hosting

Ecommerce

Conclusion: E-Commerce Platforms

shopify

A great option for SERIOUS small businesses looking to sell online

Magento®

It is best designed for large organizations with lots of resources to handle a complex portfolio

WOO COMMERCE

WORDPRESS

It is very effective for small and medium sized businesses. Might require additional development

SEO Management

- Relevant Content

- Relevant links and references

- Labeled Images

- Complete sentences, spelling, grammar

- Compliant HTML

- Unique and Relevant page titles

- Stuffed Keywords

- Duplicate Content

- Links from sites with non-relevant Content

- Redirecting to another site

THANK YOU!

Always remember to reach out to your Business Counselor at ISANS

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