



HOME-BASED AND MICRO BUSINESSES
CASHING IN ON
BUSINESS OPPORTUNITIES

Your Online Presence



HOME-BASED AND MICRO BUSINESSES

CASHING IN ON BUSINESS OPPORTUNITIES

- Buying Experience Differences Between:
- Brick-and-Mortar.....
- Internet Shopping....





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Lesson Goals:

- Entrepreneurs will learn how to:
 - Create an online presence
 - Sell products and services electronically
 - Utilize online applications for marketing



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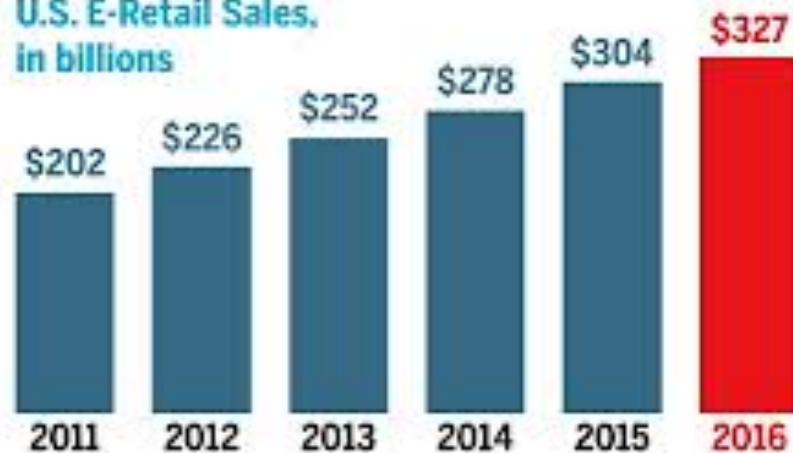
Top Internet Activities

- Browse the Internet
- Send and read email
- Use a search engine
- Research products/ services
- Check the weather
- Buy a product
- Get news
- Buy or make travel reservations
- Watch a video





U.S. E-Retail Sales, in billions



U.S. E-commerce Sales: 2011-2016

Online consumers will increase their spending 62% by 2016, according to Forrester Inc.

Source: Forrester Inc.

B2C Ecommerce Sales Worldwide, by Region, 2011-2016

billions

	2011	2012	2013	2014	2015	2016
North America	\$327.77	\$373.03	\$419.53	\$469.49	\$523.09	\$580.24
Asia-Pacific	\$237.86	\$315.91	\$388.75	\$501.68	\$606.54	\$707.60
Western Europe	\$218.27	\$255.59	\$291.47	\$326.13	\$358.31	\$387.94
Central & Eastern Europe	\$30.89	\$40.17	\$48.56	\$57.96	\$64.35	\$68.88
Latin America	\$28.33	\$37.66	\$45.98	\$55.95	\$63.03	\$69.60
Middle East & Africa	\$14.41	\$20.61	\$27.00	\$33.75	\$39.56	\$45.49
Worldwide	\$856.97	\$1,042.98	\$1,221.29	\$1,444.97	\$1,654.88	\$1,859.75

Note: includes travel, digital downloads and event tickets purchased via any digital channel (including online, mobile and tablet); excludes gambling; numbers may not add up to total due to rounding

Source: eMarketer, June 2013



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Developing an Online Presence

*To begin development of an online strategy,
ask these questions:*

- Do I need a website (or some other type of online presence)?
- What do I want to accomplish by establishing an online presence?



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Business Reasons for Being Online

Marketing

- Increasing the breadth of marketing options

Customer Support

- Providing information or education to customers about products and services

Sales

- Providing a means for purchasing products and services



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What Do Customers Do Online?

- Evaluate products and services
- Select products and engage in transactions with e-service providers
- Get help
- Provide feedback
- Stay connected





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Directives From Customers

- This had better be worth the wait
- Tell me what I get if I do this
- Make sure that I'm safe
- I'll ID myself when I get ready
- Use what I give you

Let me build my knowledge





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Directives From Customers

- How much do I pay?
- I want to give you money
- Let me make a valid comparison
- Don't expect me to make a decision without the facts



Be careful about second-guessing my needs



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Directives From Customers

- Don't limit my choices
- Let me get where I need to go
- Yes, I want it: Now what?
- I want to swap it in

How soon can I get it?

Don't make it hard on me





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Directives From Customers

- Don't lock me out
- I don't like slobs!
- Tell it like it is
- Tell me the info you need

Don't ignore important relationships





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Evaluate Websites for the answers to the customer directives

- Website Name:
- 1. Is it easy to find product details and info?
- 2. What security measures does the website provide for your personal information?
- 3. Can I easily buy products without giving extra information other than what's needed?
- 4. Can I easily find shipping costs and times?
- 5. Am I prompted to take a survey at anytime while I'm on the site?



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Building a Web Store





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Transactional Site Components

- Domain name/web address
- Webserver/site host
- The “Online Presence”
 - Website creation
 - Search engine optimization
 - Ordering system/cart
 - Customer communication
 - Design/tech considerations
 - Online product catalog
 - Payment processing
 - Web statistics/analytics
- Site marketing



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Domain Name

- Also known as the URL
- Name should be descriptive of business and memorable to customers
- Name can be registered with .com, .biz, .us, etc. extensions
- Use www.register.com to find out which domains are available

Http://www.



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Domain Name Tips and Hints

- Think like a customer when choosing a domain
- Have a unique domain – don't use a “free” domain within a website template developer
- Consider registering variations on your domain (domainname.com, .biz, .us, etc) to help customers who can't remember the right URL
- Register your own domain and ***make sure you own the domain name (don't assign to an ISP)***



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Web Hosts or Web Servers

- **Web hosts** are companies that provide space on a **server** owned or leased for use by clients, as well as providing Internet connectivity, typically in a data center.

- Blogspot
- Weebly
- Wix





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Web Hosting Web Server

- You have to have a server to host your website
- There are two choices:
 - Purchase your own web server
 - Rent space on someone else's web server
- Purchasing your own web server
 - Costly in terms of hardware and software
 - Even more costly in terms of maintenance



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“Renting” Space on a Web Server/ Host

- Renting a server typically requires no purchase of hardware or server software
 - Special applications may require exceptions
- Monthly charge is paid to server owner
- Choose a reliable server and Internet Service Provider (ISP) at the beginning of the online process



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Necessary Questions for a Web Server

- Will host provide statistics/analytics of site visits free of charge?
- Does the server have an easy to use interface for uploading content?
- Is high-level security built in to the server?
- Is quality technical support readily available? Is voice mail/e-mail support available during non-business hours?



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Necessary Questions for a Web Server

- Is reliable, dependable hosting assured?
- Is adequate bandwidth provided to sustain heavy usage?
- Are advanced website features supported?
- Are pricing structures clear?
- Is the price competitive?



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**Using the 7 questions evaluate three
Web Hosts/Servers**

See Handout



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Website Creation

- You have four basic choices
- for website development:
 - Template site
 - Contract work out to a professional designer
 - Create the website yourself
 - Use some combination of the above





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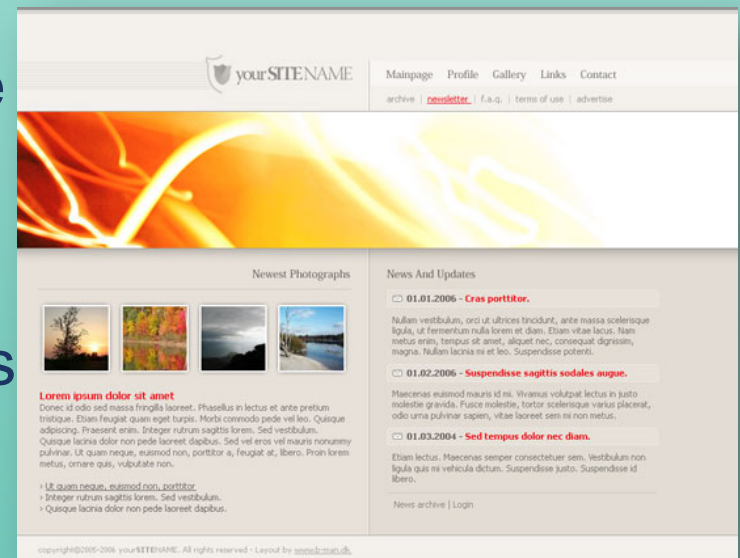
Template Site

- *Advantages*

- Easy to use with fast setup; little software knowledge required
- Handles domain registration and site design, administration and hosting
- Wide variety of choices available

- *Disadvantages*

- Lack of flexibility
- Similar look relative to other sites
- Limited support is typical





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Hybrid Website

- *Advantages*
 - More control over development stages
 - Changes can likely be made quickly
 - Content management system is usually easy to learn
 - Updating the site will be easier
- *Disadvantages*
 - Could be cost for content management software
 - Time investment can be large
 - Confusion may arise due to multiple editors



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Search Engine Optimization

- Search Engine Optimization Activity
 1. Find the definition of Search Engine Optimization
 2. Determine the E-Commerce site you want to create.
 3. How can you use Search Engine Optimization to market and reach your intended customers?



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Search Engine Optimization

- A confusing term with fairly simple actions
- To make your website stand out, consider the following:
 - Update content periodically and regularly
 - Update the “look” on regular occasions
 - Market your website continually
 - See www.hubspot.com/seo-ebook for resources
- Use the following techniques to facilitate search engine awareness



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Search Engine Optimization

- List keywords in META tag format
- Develop a title for each web page using keywords
- Develop page descriptions (200-250 characters and include keywords)
- Create ALT tags to “flag” images; be sure to use keywords
- Keywords are important; make wise choices





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Other Marketing Strategies In Groups you will create a Keynote explaining each of the following- 5 slides minimum. One class period to complete.

- Reciprocal linking
- Online product catalog
- Ordering system/shopping cart
- Merchant account payment processing for online purchases
- Customer communications – perhaps the most important of all



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Website Analytics

- Provides data on web usage that **you** must turn into information to increase web traffic
- Your web server host should provide info on number of hits, page views sessions, bounce rates, visitor and customer location, etc.
- Other services such as Google Analytics can provide more information
 - www.google.com/support/googleanalytics

