

E-commerce 101

Learning the Lingo



- **Shopping Cart** - Saves items that customers wish to purchase, calculates total price, collects billing and or shipping information and processes payment. (WooCommerce is an example of a WordPress shopping cart.)



- **Platform** - Determines what types of shopping carts are available. Some platform examples are WooCommerce and Shopify.



- **Open Source Platform** - Highly customizable, requires a developer, lower costs to start, shopping carts can be added later. (Example: WordPress)



- **Proprietary Platform** - Shopping cart is included, less choice, developer included, less flexibility, higher cost to start. (Example: Shopify)



- **Platform Agnostic** - A philosophy of building websites that tries to match the platform to customer needs rather than extolling the virtues of one platform over another.

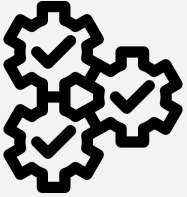


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- **Payment Gateway** - 3rd party service that securely collects payment. Examples include PayPal, Stripe, Amazon Pay, and Google Pay. Shopping carts “integrate” with Payment Gateways.



- **Integration** - Usually involves configuration, API keys, usernames and passwords.



- **Configuration** - Choosing which of the many options are correct for the customer’s needs.



- **Website Host** - The company you pay to store your website files and configurations and present them to the web. Can be the same as your email host and domain host provider but can also be separate. (Example: WPEngine only hosts WordPress websites and does not sell domain names or email services) Usually involves the configuration of CNAME records or A records on your domain host provider.



- **Domain Name** - the www.name.com people use to find your website online that points back to your hosted files.



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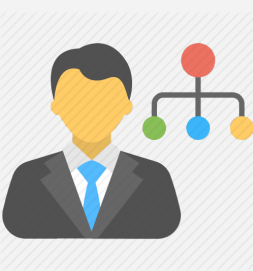
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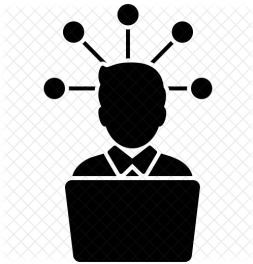
- **Email Host** - Can be the same as your website and or your domain host but is used for email functionality and deals with CNAME and MX records.



- **Website Developer** - Specializes in building, managing and tweaking your website's look and functionality.



- **IT Person / Company** - Specializes in your physical hardware, including but not limited to your physical computers, POS systems, networking, router and or switch configurations, web cams, business telephones setup and software including but not limited to file saving and backups of physical machines, networking between your computers, virus protection, and browser configuration.



- **Web Manager** - Handles data entry of product photos, descriptions, inventory, returns, promotional banners, promo codes, and more.



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Ecomm Checklists

Determine Your Personnel Needs

Determine your own capabilities - if you're hesitant to learn technology you will require outside help and or a dedicated resource to manage your website in house.

- Data entry / in-house web manager
- Developer
- IT person / company

SAAS Considerations

Software as a Service helps streamline your business and integrate POS with shopping carts -

- What to track manually or “automagically”
- Shipping, order status and tax
- Product information and variations
- Level and ability of POS
- Wireless vs wired systems and security

Additional Resources to Consider

Other resources to evaluate, including:

- **Funds:** How much are you willing to allocate toward e-commerce development and continued operation and management?
- **Equipment:** At minimum, you will need an adequate camera for product photos, an updated computer and the cords or cables required to transfer the photos to the computer.
- **Software:** You will have information, products and images to store and manage. Also, plan on additional monthly hosting fees to increase to accommodate your needs.
- **Administrative Needs:** Account for monthly financial tracking, process documentation, project management software and a project manager, online storage and sharing services.
- **Online FAQ:** You will want a dedicated section of your website to help customers navigate questions such as what is the refund policy, how to report bugs, how to ask questions, etc.

E-commerce in Action

- **Inventory Control** - How will you track quantity?
 - In store vs online
 - Managing any differentiation in SKUs
- **Customer Flow & Management/Order Fulfillment**
 - **Curbside pickup** - order online, pickup at store
 - **Delivery** - order tracking, planning route, customer communication, driver with vehicle
 - **Shipping** - a large commitment to the business model, often called an “arm” or department of your business. Requires additional manager, additional inventory control, dedicated physical areas and supplies for pick and pack shipping station, additional personelle and a sheltered outdoor pickup area for your shipping company pickups. Also involves the web manager to collect and supply customers with tracking numbers after the packages have been processed by the mail carrier.



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