The

Top 8 Mistakes

Online Merchants Make

*(A **FREE eBook** on understanding them so you can **AVOID THEM**)*

SalesCart

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on the Internet, go to **http://www.salescart.com**

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1

SECURITY

Most people new to ecommerce tend to ignore security, or they tend to *trust* the shopping cart software provider has taken care of security, which is often a critical mistake. Five years ago, there were nearly 60 shopping cart software providers that were PCI PA-DSS compliant, now there are less than 20. How can that be, you might ask, especially when every shopping cart out there claims to be PCI complaint?

Well, unfortunately, some may be darn right misleading.

As an example, notice how easy it is to switch the words of any discussion from PCI PA-DSS compliant to PCI compliant. There's a **big** difference. PCI Level 1 compliant or PCI compliant doesn't really apply to ecommerce software or hardware, it really applies to merchants. Rather, PCI PA-DSS applies to software and hardware. This very shrewd but effective language confusion is just one way many shopping cart software vendors are bypassing this security requirement putting your business at grave risk.

PCI –vs- PCI PA-DSS

PCI applies to merchants

PCI PA-DSS applies to what
a merchant <u>uses</u>

What is PCI PA-DSS? A set of requirements requiring all companies "involved" in the *direct process* of capturing, storing, or transmitting cardholder data (*the card number, expiration date and CVV code on back of card*), <u>on behalf of a merchant,</u> be certified.

PCI versus PCI PA-DSS

Since June 30, 2005, all merchants of all sizes must be PCI complaint. Basically that means -- you the merchant, are 100% responsible for the security of your credit card transactions --not the bank, not the customer, not even the shopping cart software you use – only YOU, the merchant. Or, said more simply, you are 100% responsible for understanding the exact path credit card data takes from your customer to the bank. Every company you use, every interface the credit card number comes in contact with, and every piece of software along the path is the merchants' responsibility to ensure is secure or to ensure you use a certified **PA-DSS** approved partner.   Obviously, you typically have to rely on 3rd parties to accomplish some of this pathway, if not all of it, because most companies don't build their own software or host their own servers. If you do rely on 3rd party providers, it is your responsibility to ensure they are **PA-DSS** complaint when the software or hardware is in scope for PCI. It is also your responsibility to ensure they are telling the truth. Unfortunately, over 60% of every shopping cart out there, that is actually in scope of PA-DSS, and which claim to be PCI PA-DSS (or PCI) compliant are NOT! Even more confusing, some may have been initially compliant once upon a time, but let their certification lapse. Keeping certification on an ecommerce solution requires expensive yearly audits and enormous fees to maintain.

What is in scope?

The easiest way for you to reduce your exposure to the problems of credit card security is to reduce where you are in "scope" to the rules of PCI. In scope for PCI-DSS means that the software, the equipment or any of the facilities along the credit card path capture, store or transmit (comes in direct contact with) PAN cardholder data. PAN cardholder data is the credit card number, expiration date and 3 or 4 digit number on the back of a credit card. Name, address and other information are not critical to the definition of PCI data in scope. Being in scope for PCI, requires you to scan all the

software and hardware that are in the pathway and process under your control directly or via a third party for possible intrusion. You may also be responsible to conduct audits via independent 3rd parties, and you must have policies in place for the protection of that data as well as policies in place if data gets compromised. So if you isolate your web store, website and web hosting _away_ from the capture, storage, and transmission of critical credit card data, than all of those processes are also "removed" from having to be checked for possible problems. The good thing is that data transferred over the Internet (not in any one single person's control) is never your responsibility under PCI.

What if I ignore PCI or pretend to be ignorant about it?

You can't ignore it. If you are using a solution like PayPal, you can _temporarily_ ignore it, but that's about it. However, your business will grow and eventually you will need a real merchant account. What then? Every merchant, with a merchant account, must fill out a PCI SAQ questionnaire and if you don't, you have to pay penalty fees. Keep in mind that if your web store is in scope, then your website and web server are automatically in scope. This is always true when the web store and web site are all part of the same solution. So, that means, 9 out of 10 times, you are also responsible to use only an approved web hosting facility that has PA-DSS approval and you must do quarterly scans of the equipment and network. If you simply lie on your questionnaire and a customer reports a credit card was stolen, you could be subject to an audit from Visa, MasterCard or American Express. If they discover that you have not been following PCI, they can, and often will, fine you an enormous amount of money. Typical fines can be up to and over 1 million dollars and most of the time the fines are simply a way to put you out of business or to keep you from taking credit cards any further. So do not take this lightly!

Reducing PCI Scope

Traditional Ecommerce Everything in Scope

Out-of-Scope

Network Facility

Web Site

Online Store

BANK

Bank/Gateway

SalesCart™

Credit Card Data

Customers Browser
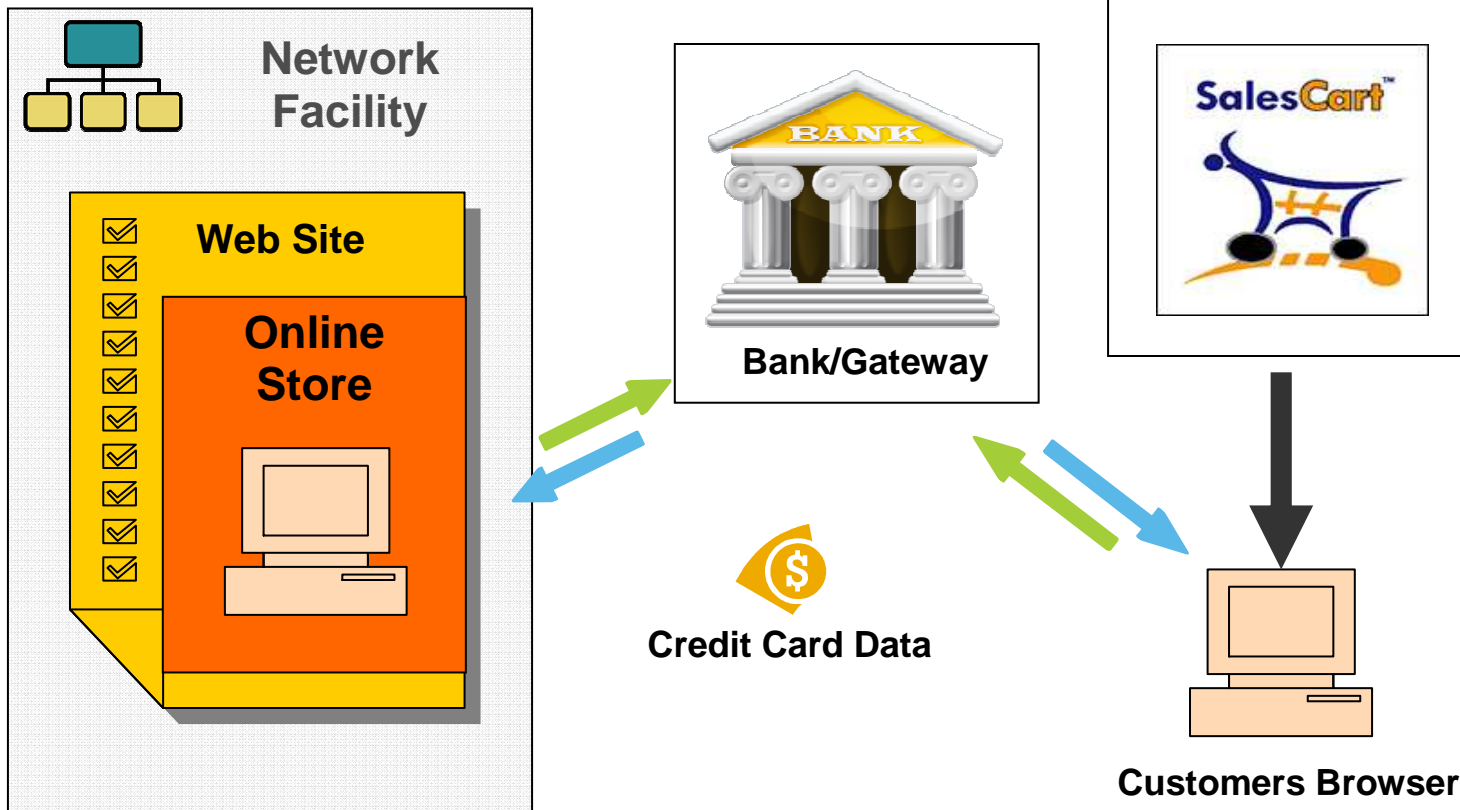
If this sounds like its difficult to stay <u>secure</u>, up to now, it has been.

Simplifying Security

SalesCart Cloud has created the <u>best</u> way to simply PCI by simply taking the web store completely *out-of-scope* for PCI. Because the web store is out of scope, so is your web site; and by direct inference, so then also are your web hosting and their network facility. That means you can build your website with anything and you can host it anywhere. SalesCart is out of scope for PCI because the *credit card data goes directly from the customer's browser to the bank over the Internet*, by passing your web store, your website and your hosting server.   You are still subject to PCI, because the bank and gateway are still collecting and storing credit card data on your behalf at the end of the process. However, you no longer have to conduct audits on your web store, web site, or web hosting and you no longer have to pay fees to have those things scanned. Therefore, it is very simple for your store to stay safe. It provides 100% security for the merchant because PCI compromise automatically becomes a banking problem and not your problem.   This makes it cheaper and infinitely more secure for you and your customer. SalesCart Cloud is currently the ONLY solution built out-of-the-box like this.

More Information

If you want to learn more about PCI, please read, *The top 10 Misconceptions about PCI* (http://www.focusonpci.com/site/index.php/Articles/pci-misconceptions.html).

PCI PA-DSS Approved Partners

Visit the *PCI Security Standards* where you can see if a partner *in scope for PCI is (besides SalesCart, every other shopping cart)* actually telling the truth and is approved. You may be surprised if you don't find many of the popular solutions not on this list. (https://www.pcisecuritystandards.org/approved_companies_providers/vpa_agreement.php)

Note: SalesCart is not on this list because our solution is "*out-of-scope*" for PCI PA-DSS and thus the certification rules _do not apply_. The rules don't apply because the SalesCart software <u>NEVER captures, stores or transmits credit card data</u>! Period! In fact, credit card data never even enters our network, touches our server, or enters our hosting facility. Better yet, it also never enters your web hosting facility or your website, and online business. The data goes, from the browser page the customer sees, <u>directly</u> to the Payment Gateway by-passing us and <u>you</u>. Furthermore, PCI scope never includes the Internet itself. So, with SalesCart, your PCI *scope* is limited to the Payment Gateway.

2

DON'T

OVERCOMPLICATE

Security is the one thing where you <u>must</u> complicate *enough* to understand how you fit into the overall security of any payment transaction.   However, over complicating the creation of your store is a big problem. It is a mistake made by 9 out of every 10 online businesses. It could easily be #1, but the problem is security has simply more importance overall. The key to the success of any business is continuous improvement and the dangers of over complication, is attempting to get perfection immediately. Getting your store selling as quickly as possible will get you revenue faster and that revenue can help fund perfection later on.

Templates –vs- Cloud

Traditional Ecommerce

Cloud Ecommerce

Web Site   Web Store

Web Site   Facebook   Mobile
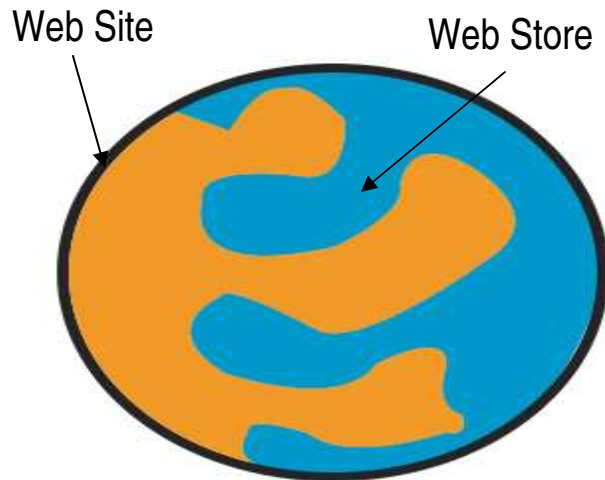
One monolithic, indistinguishable thing

Web Store

Templates = Overcomplicated Shopping Carts

You will find the reason most online businesses make this mistake is that most shopping carts are very complicated. They often require you to hire a web designer or even a web programmer to integrate. If you ask a web designer if this is the right way to go, they will always say YES because its job security for them. If you need a web designer to make your web store work, you will have to permanently rely on an expensive web designer for changes (forever).   Complicated templates where the website and web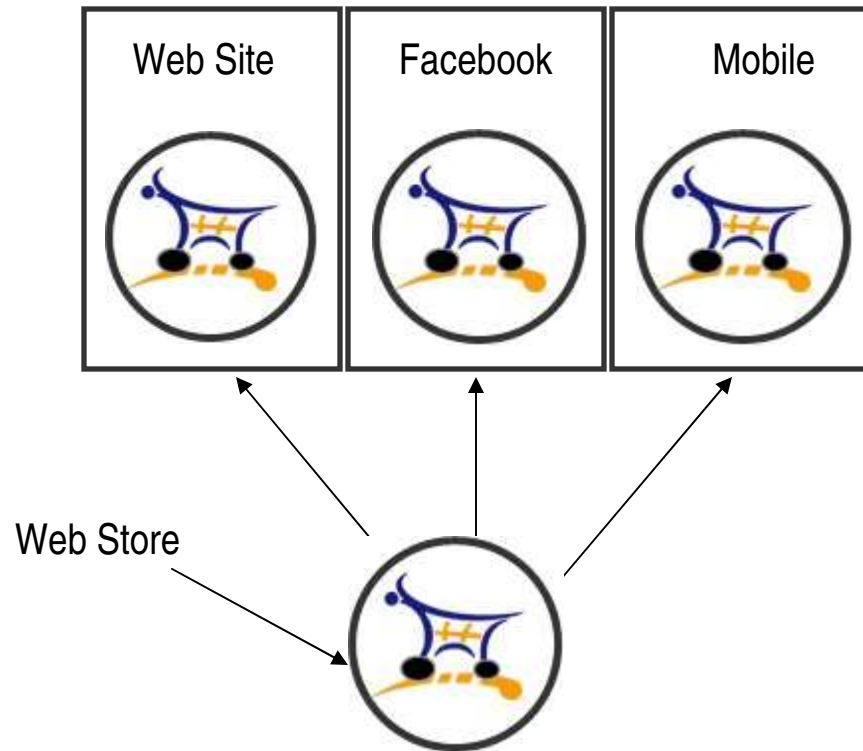 store are completely fused into one monolithic thing will take months before you can sell a single item. There is an old adage called <u>KISS</u>: *Keep It Simple Stupid* that definitely applies here. First, you do not want a shopping cart that uses templates because every time there is a new version of the shopping cart with new features, you will have to start completely over again. Worse, the new feature could be required to fix a security problem, and so, you might not even have a choice of when to incorporate the changes to ensure your company is safe from liability.   If you use templates, every time, you want to update your website design because of improvements in your business, or to use a new marketing approach, you have to completely start over again. For a small business, continuing to start over is a recipe for disaster because it's expensive. Rather, you need to start simple, keep it simple, and be able to scale (grow) instantly without starting over.

Separate website from web store from web hosting

The way to getting a store up quickly is to ensure you have a solution where all of these separate things are "*separate*" and they can be changed out at any time without effecting the other piece. Templates originally evolved from the concept of *simplifying* website design and they have their place there, <u>and only there</u>. If you use templates, make sure they are *ONLY* generic website templates which don't have the web store permanently embed in the templates.   Also, you probably should never pay for templates. There are free templates all over the place. Here are just a few free templates

to choose from: http://www.freewebsitetemplates.com/, http://www.oswd.org/, http://www.templatemonster.com/website-templates.php, http://www.wix.com/website/templates, https://wordpress.org/themes/ , or http://www.freewebtemplates.com/

If you can quickly change the look and feel of your website, then you will be able to handle any situation in your business later on. If it is easy, for you yourself, to completely change your website design in a few days, it will also be just as easy to get your store up quickly, and flexible to change, down the road.   Nowadays, you can obtain free hosting and you can build your website nearly free because most hosting companies provide free web site wizard tools. We suggest you also look at a number of free tools like WordPress, Joomla, or Drupal to build your website quickly. These tools were initially designed for blogging but more and more, nowadays, they are used as tools to create websites. You need to be able to add the web store to your website in minutes where the security and design is independent of your web hosting. Also, always ensure the web store keeps your customer INSIDE of the website browser frame. If a potential customer leaves the website it just doesn't look as professional and can also lead to shopping cart abandonment discussed later.

Be careful of All-In-One solutions

Stay away from free or inexpensive web site building tools that _also_ have stores built in. They sound easy, but they are not.   These will hardwire your store and site together underlined permanently making either one difficult to change later. Also, most of these are not PCI PA-DSS compliant stores anyway - despite what they say. You'll spend hours and hours building a complicated convoluted website, web store solution that is not PCI PA-DSS compliant and that is nearly impossible to

change later on without starting over. If you're not doing it yourself, you'll be paying for hours and hours for someone else to do it for you.

Drag and Drop product based shopping carts are *typically* not secure

Some shopping carts deal with complexity by providing a simple way to add a product to a website without a backend catalog. Many of these WYSWIG cut and paste product-only ecommerce solutions are not secure. Most of the time, if you can simply cut and paste a product and define its price easily right there on the saved page and there is no separate secure place that the price is kept, then what keeps the customer from modifying the price? Nothing !. Simple is important but some things are too simple. In these situations, a person can save the web page to their desktop, modify the price in the html, and then simply load the modified page into their browser, and then buy the item for a lower price. As an example, the very popular *PayPal Standard Payment* button solution has this exploit, but many other similar working ecommerce solutions may be just as vulnerable.

3
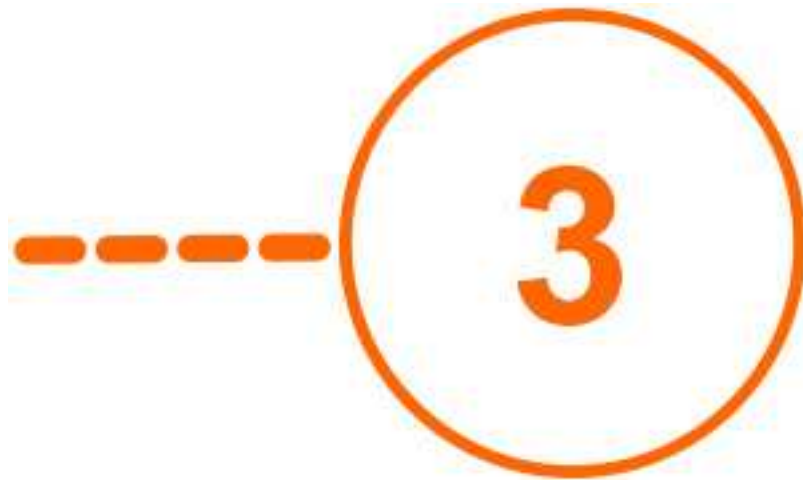
DO YOU EVEN *NEED* A WEBSITE ?

Do you really need a website? Maybe not! Don't take this for granted. Yes, you've read everywhere and heard from everybody that you need a website in <u>all</u> situations to sell something.

Keep It Simple

Many companies are selling a *panacea*. The panacea that a whole website is <u>always</u> needed to sell multiple products. However, a website can add complication and expense. The adage that you have to have a website, to sell a catalog of products online - simply is no longer true today.

Shopping Tabs and Buttons are added <u>Right</u> to your Facebook Page

If your business is 100% social or mostly word of mouth, a website may not be something you need or it may certainly not be something you need *right away*. What if you have a product or service that is entirely mobile? What if your product or service is entirely geographically local and not international? In those cases, a complicated website may not be necessary at all to take orders and sell your products and services.   You can now sell a catalog of products directly from a social marketing front-end without a website, from an instant mobile store, and without paying an expensive marketplace as well.

Sell from Facebook

You can now sell directly off of Facebook and you don't even need a website to do it. What better way to sell a bunch of products immediately and see if there is more demand for your product. If you see demand, then add a more extensive website for additional marketing later on. How many restaurant websites have we all visited where you go to the website and the only thing really on there is an outdated menu with outdated prices? Businesses like that are potentially missing out on huge amounts of impulse takeout orders, convenient preorders, selling merchandise like T-shirts, or selling favorite items like the restaurants most favorite salad dressing. They will tell you its too complex to have a website store that does that, and once upon a time, they were correct. However, they are missing out on the simplicity of a web store where a whole catalog of products can be maintained by them in 5 minutes all without a third party web designer. Building a simple social web store is the answer for these types of 100% social businesses.

4 ACCEPTING CREDIT CARDS

This is the *gotcha* problem present in 2 out of every 3 shopping cart solutions out there.   The worst part is that most of the time it's not even discovered until you have completed your online store and suddenly you're ready to start to take orders. Then, you realize the solution you thought was complete is not as complete as you first imagined. The shopping cart has no way to take credit cards easily <u>without</u> addition work and cost!

How

To accept credit cards, you may have to go and find a totally separate vendor for merchant services, and yet another vendor for a payment gateway both of which must also be "compatible" with the shopping cart.   This can add substantial more to your monthly budget for your online store. Worse, you might discover in the end, after all that investment and time that went into developing your store, that it is not even PCI PA-DSS compliant. It could also require the payment of more fees. The problem is PCI rules come into effect – at the end – not in the beginning. Some merchant service providers may even force you to get rid of the shopping cart you are using because it's not on the list of PCI PA-DSS certified shopping carts. However, more than likely, the merchant service provider will charge you another $10-$30 month in PCI Fees or even a PCI fine to use the unsecure ecommerce solution you picked. This can not only be aggravating but very expensive and very time consuming to recover from if they force you to start over.

PayPal only?

In many cases, taking payments via PayPal can substantially eliminate the PCI burden. PayPal is great if you are just starting up and don't have sufficient volume to substantiate a real merchant account. If you're shopping cart integrates with PayPal Express Checkout than you may not have to worry about PCI. However, the big down side is that PayPal charges 2.9% per transaction. Although that is cheaper than say Square who charge 3.5% for non-swiped transactions, that's considerably more than a standard merchant account discount rate. Once your volume is above $25,000 in yearly sales, that difference ($725 less $555) is about $170/year or about $14 per month. Therefore, sales above $25,000 per year is the break-even between PayPal and the additional expenses of a real merchant account and built-in credit card processing. You need to make sure that you can easily add the ability to accept credit cards beyond PayPal as your

company grows. Also, you need to be able to do that in the blink of an eye and without headache. You also need to make sure the rates you will be charged are **reasonable**.

American Express credit card by, **www.taxrebate.org.uk**

Integration Headaches / Reasonable Rates

It is best to avoid the integration headaches of making your shopping cart work with a standard merchant account by finding complete ecommerce solutions that have removed this entire burden and provide you with a real merchant account built-in without PCI fees. <u>The big key here is to make sure that the rates you are charged are also *realistic.*</u> Many of the shopping cards with built-in merchant services can have high rates. Four (4%) or Five (5%) are not unheard of.

There are two types of card rates: *card-present and card-**not**-present*. Online ecommerce is *always* card-not-present and these rates are always higher than card-present rates. For card-present rates, you can generally expect to pay a discount rate between 1.89% and 2.20%.   This would be the rate for a mobile swipe or terminal in your brick and mortar store. Discount rates less than 1.89% are typically teaser rates. Teaser rates change after the fact once you have signed a contract, or more often come with high annual fees for equipment, or have long term commitments, or have sunshine clauses that keep you from being able to exit your contract. A small business can't afford to have a long term contract, or any initial equipment fees, or annual fees, and should be capable of cancelling at any time without huge penalties.

For online ecommerce rates, you can expect to pay a discount rate that is higher, between 2.20% and 2.60%.   Be-careful of rates below 2.20% as these are typically teaser rates, and are generally a scam where the rates are switched after the fact, or you could be locked into a contract you can never get out of.

PCI-Fees

Always make sure you pick a credit card processor that also has <u>no PCI fees!</u> PCI fees are fees added as a monthly cost, and if you don't ask about them, you likely will not find out about them till after the fact. After they show up on your statement, they will tell you they are normal industry-wide fees. They are in most cases because most ecommerce solutions are in-scope for PCI. These added fees include PCI compliance fees (anywhere from $8-25/month) or PCI quarterly scanning fees that can be anywhere from $250 to $800 annually by a 3rd party. Many accounts may also have a PCI *non-compliance fee* which is a fee that is charged if you ignore PCI. However, you should be able to fill out a questionnaire to avoid this fee entirely.

5

DO NOT *IGNORE* SHOPPING CART ABANDONMENT

What is Shopping Cart Abandonment?

Shopping cart abandonment is when a potential customer adds an item into a shopping cart and either leaves right away or starts to complete the order and then leaves. This typically goes hand in hand with complicated shopping cart design. There can be a number of legitimate reasons for this including reasons such as the person just received a phone call or their coffee needs reheating. In those cases, you have a marketing opportunity. However, in many cases, it is because the shopping cart designers, or web site designers do not understand how an Internet shopper thinks.

Internet shoppers are by nature **more impulse oriented** and <u>always</u> **time sensitive**.

Micro-Commitments

An online store just like any business requires <u>building</u> a relationship with your customer. The customer has to understand that you are trying to help them and that you stand behind your products and services as overall enhancements and satisfiers in their life. This is a relationship of <u>trust</u> and trust is developed over time and not instantly earned. Your relationship with your customer must build with gradual steps, and if you attempt to usurp this process, and go directly for their money or information, you can expect them to just as quickly type google.com into the address bar.

The SIX Deadly Sins of Shopping Cart Abandonment

Make sure you shopping cart and your store or online experience <u>never</u> do any of the following things.

1   **NEVER**, take a shopper from one environment to a different environment and expect to keep them, <u>especially</u> if the first environment is a trusting environment, like Facebook. Avoid Facebook stores where you see the products in Facebook, you click on a product and your customer is instantly transferred from the safety and security of Facebook to an entirely different website with some different web address, run by some other company "other than Facebook" that he or she might not trust yet.

2   **NEVER**, force a potential customer to give their email, phone number or any contact information <u>just to see</u> your website. You are asking for a commitment in exchange for *nothing*. You might think your website is extra special but they haven't yet even seen how special it is. A request for something as small as an email requires a *micro-commitment*. In other words, you need to give them something in <u>exchange</u>. Unfortunately, merely the pleasure of

just seeing your wonderful website *does not* qualify.

3 Ok, now they are on your website. They are starting to like what they see and they think they might just trust you. **NEVER** force a potential customer at that point to register just to have the pleasure of seeing your *prices*. The Internet shopper is by nature price sensitive. They are only 6 characters away (GOOGLE) from finding the same product you sell for less.

4 Ok, a potential customer sees your products and prices, and likes them. Now, you have a micro-commitment. They really like what they see and they want to buy. You have enough trust for them now that you can just start to ask for some *minor* information in exchange. The customer decides to click the Add-to-Cart button. You can, in exchange, ask for one or two _basic_ pieces of information from them at that point. Limit the request, however, to their email address or state of residence just to **ensure** they are human and not a computer bot. If you explain this is for security, they will surely find it reasonable. **NEVER** ask a likely customer, at the point of adding items to a cart, for anything beyond an email address or username, and especially not for _extensive_ registration information such as *name, address, phone, and _never_ credit card data*.

5 Ok, the customer sees the item and price tabulated in their view cart page, and now they are ready to finish the order. They press the checkout button – a commitment to buy. **NEVER** take the customer at that point from a social (and very secure) website like Facebook, to a totally different browser URL located entirely somewhere else on the Internet. This takes all the trust you have built up and totally starts the whole process over again. Usually,

you will loose about 40% of your potential customers from finishing the checkout process at that point.

6 Once the person presses the checkout button, **NEVER** require the customer to go thorough an extensive *registration phase* just to checkout. There is NO reason to do this. It's like asking your customer to check out twice. *Dear customer, we hope you don't mind but we would like you to first register, and then do it all over again to purchase with the same information you just gave us just 3 minutes ago for the registration.* You will collect information about you customer as a part of the normal checkout flow and so the ecommerce solution should already be smart enough to take that data as a part of a registration that can be modified later.

If you already have a shopping cart or ecommerce solution that breaks <u>any</u> of these rules, you are **<u>loosing</u>** sales.

Abandoned Shopping Cart by, **r. nial bradshaw**

6

CAN THE SOLUTION *GROW* WITH YOUR BUSINESS

Unfortunately, picking a solution that is easy, but can still grow with your business is more difficult than ever before because of the sheer number of solutions. There are so many ecommerce solutions that say they are easy that just <u>aren't.</u> They are so many shopping carts that say they are secure, and they *might* be, but not to the people that actually <u>define</u> the security standards. There are so many shortcuts to getting a store up quickly that can just as quickly leave you with a solution that simply won't grow with your business.

Avoid Monolithic Website Stores

If you can not differentiate between your website and your web store, then when it comes time to change your website or change your web store -- both will be very time consuming and expensive. Your website should be dedicated to marketing, identity and customer acquisition. Your web store should be dedicated to selling and back end customer service.   These are two different things.

Avoid ecommerce templates or web store templates

That's a sure sign you are about to build a monolithic store where the website and web store are indistinguishable. There is nothing wrong with a website-only template that doesn't include the web store. However, make sure your web store can integrate into or inside of "<u>any</u>" template in <15 minutes. If it can, then when it comes time to change your website or your web store, it will still take <15 minutes.

Avoid wizards that build the web store and a website at the same time

Once again that's the tale tell sign that neither is distinguishable from one another. So neither will be able to be changed very easily as your business grows. Certainly a wizard that just builds a website or a wizard that just builds a web store is ok, but only if each piece is distinct and separate.

Product limits, storage limits, processing limits

Keep track of them and make sure they are reasonable and good stepping points and price points for your projected growth.

Avoid long term contracts and make sure cancellation is easy

Stick with monthly or quarterly contract terms. Contract limits of a year on the Internet are for all intensive purposes forever. Everything on the Internet completely changes every two years. If you are paying for 1, 2, or even 5 years of anything in such a changing industry, you are throwing away money.   In 5 years the company you are working with could be out of business or be a part of a completely different company.

Make sure credit card processing is included

Don't pay extra for credit card processing or the integration of credit card acceptance later on. Make sure credit card processing is included, and immediate, and make sure the rates are reasonable.

Make sure you can extend your credit card processing to mobile or retail

We all know that mobile shopping is growing. Make sure you can do card swipe processing with the same merchant account for your online shopping and that the rates for swipe, card-present environments is also reasonable. Also, if your business really takes off, you may find yourself wanting to do sales locally with a traditional brick and mortar business.

Make sure when you move off of PayPal, you do not have to worry about extra PCI fees

Avoid the cost of future PCI fees now by getting a written commitment there will be no PCI fees when its times for you to upgrade off of PayPal.

7

MARKETING, ADVERTISING, & SEARCH ENGINES

There was a time on the Internet when you could just put up any website selling anything and be a successful online business. However, those days are way behind us. One big mistake that most new web store shops do is ignore all attempts to advertise and market and hope they are found via a search engine. At this point, you need to plan on doing some marketing and advertising. However, the important thing is the <u>less expensive</u> your ecommerce solution is, the <u>more you can spend</u> on marketing and advertising. Now, obviously as a business just starting with a limited budget, you need to be creative. For one, there are a number of free ways to get exposure. Secondly, when you do spend on advertising, you need to make sure its smart money well spent.

Free exposure

A bunch of free marketing is available to get the word out. The biggest is social media outlets such as Facebook, LinkedIn, and Twitter. If you can get every friend or even acquaintance that you know, to tell at least 3 people and you can get every one of those people to tell 3 people, before you know it, you have cast a huge net.

Advertising

Should you advertise? Absolutely! You can start off with a very small budget. The key to advertising is to build a compelling and unique message. What is unique about your product and service that you believe people think is important? Highlight those aspects of your product or service. The easiest way to advertise if you have a website is using Google Adwords. Use can use Facebook advertising if you just have a Facebook store. Both of these methods will probably yield the best results online. Target your message down to as small a set of unique individuals as you can. This will insure that when you get a click, the click is a real potential customer and not just anyone who will quickly leave your website.

Marketplaces

Marketplaces make for a great place to get exposure to new customers for you to get that first sale. They provide a great avenue for initial marketing to get the customer; but thereafter, they typically charge very high fees to secure each customers order. They are expensive in the long term if the follow-on customer continues to buy through that mechanism. It is important that once you receive a sale through a marketplace that you educate you customer about returning to your regular, less expensive store in the future for repeat business.   That ensures you only pay marketing once to secure that

customer and repeat business goes directly to your store is at a much lower overall cost to maintain and process their purchases.

SEO

SEO stands for Search Engine Optimization. SEO means that your products pages have keywords and descriptions that the search engines will recognize. This should be built into your shopping cart. Each product page should have a way for these values to be automatically determined by the ecommerce solution without you having to understand what SEO even is. However, there should also be a manual way for you to determine these values later on if you feel it is important to learn and master.

Now days, however, SEO is not enough. Search engines like Google actually catalog social related posts with a higher importance. Search engines, like Google, also catalog content or content from 3rd parties more significant in determining your importance in the industry.   These must be a part of your total store presence.

Social Significance

Facebook Store

Right from the start you need to make sure your ecommerce solution has a free Facebook Store. The significance of social related posts to the search engines cannot be understated.   However, it is also even more important that your Facebook store is a **_Real_** Facebook store. **_What do we mean by that?_** Well if your Facebook catalog is simply a link back to a standard website than it is nothing but a marketing front that will lead to excessive shopping cart abandonment.

You will get a heavy amount of shopping cart abandonment as the customers cross that redirection point.   Facebook is a nice safe place where you have built up trust with your customer. You need to sell **end-to-end** from Facebook and close them ALL *within* Facebook or you stand to loose a substantial number of customers as they transition.

## Never send your Facebook customer to a Marketplace

Never take a customer from Facebook, or your website, and send them to a marketplace like Etsy, eBay or Amazon. That is a terrible idea! The only thing worse than sending your hard self-earned Facebook customer off of Facebook to a less secure, less friendly environment is to send them to a Marketplace. Why? *Think about it.* It takes a nearly guaranteed customer that you secured *on your own* for your products and services, and sends them off to view <u>competitive</u> products and services to the ones that you sell. Marketplaces are loaded with competitors.   Suddenly, there are tons of businesses selling similar products to yours.   There is no better way to loose a customer than to offer them a bunch of competing products. Also, this essentially makes you the marketing arm for the marketplace, and yet, you are still paying <u>them</u> for the extra marketing they supposedly provide. You real goal is the opposite - to take repeat customers from the marketplace and get them to buy direct from you by passing the marketplace for future orders.

Mobile Stores

Right from the start you need to make sure your ecommerce solution has a free Mobile store. Everyone at this point is aware of the growth of mobile stores. Your web store should be viewable on a mobile phone and there should not be an additional cost or additional software to instant to make that occur as a part of your normal store.

Repeat Sales

8

Start!
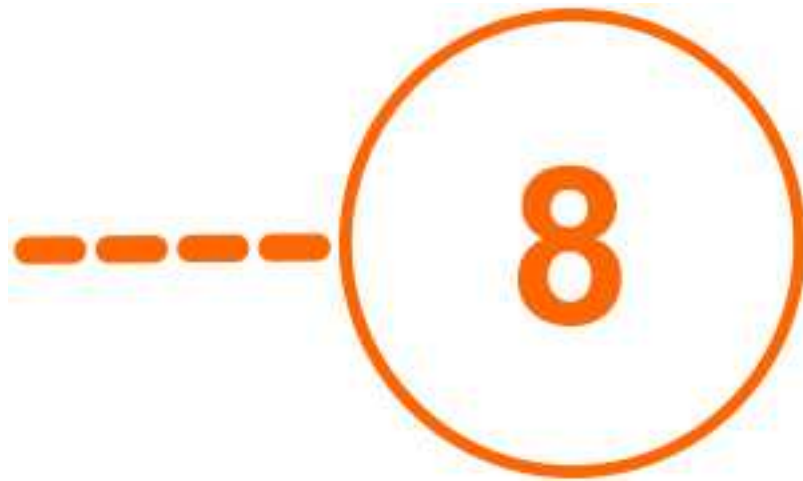
Finally, the mistake that is the end all mistake

is doing <u>absolutely</u> <u>nothing</u>!

Procrastination and a *lack of confidence* is the cause for more business

ideas being stopped in their tracks than any other thing.

Even a bad ecommerce solution is better than no solution at all.

You have to start somewhere and every place has a start.

ⓒ Go by, **Alan L**

Go!

You may have been procrastinating up to this point for some very good reasons. Up to now, the concept of having your own Ecommerce store has been daunting, complex, and downright expensive. However, you can now sell products over the Internet with your own store, doing it all yourself, with 100% security, for free, from Facebook, without a website, without needing to talk to a single website designer or programmer, and when your business grows you will be able to instantly add real merchant account payment acceptance as well.

Do your research! Find the least expensive, or better yet – find a free solution to start with, that gives you the greatest odds of success and the easiest to get going and just get started. The faster you get that first sale, no matter how small, the faster you can start building your business. Before you know it, the sales you receive from the business you build could give you a whole new life

Now, that we've located **all the <u>major</u> <u>problems</u>** for you to **<u>avoid</u>** and **<u>solved</u>** them….

What are you waiting for?

Get Started Now!

<u>www.salescart.com</u>

(Just click on the Start Now button)