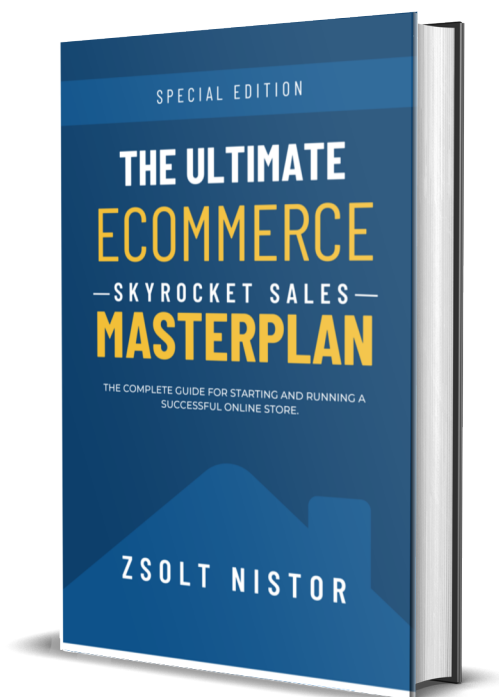


eCommerce

**MASTERPLAN to
SKYROCKET SALES**

**THE COMPLETE GUIDE FOR STARTING AND
RUNNING A SUCCESSFUL ONLINE STORE.**

ZSOLT NISTOR



Dear Entrepreneur,

This book was written to help you get the all the information you need before starting your online eCommerce business. It takes you through all the VITAL STEPS for building a SUCCESSFUL ONLINE BUSINESS that generates revenue.

You want to run an eCommerce Business and you don't know where to start? Or maybe you have an eCommerce Website but sales are not what you expected?

Well you're in luck, because I will help you get started or optimize your existing business and drive up sales. Following the tips in this book you will have everything you need to build up a successful online business.

YOU WILL LEARN THE FOLLOWING

- ✓ HOW TO READ THIS BOOK
- ✓ BUSINESS MODEL EXAMPLES
- ✓ BUSINESS PLAN
- ✓ TESTING THE MARKET
- ✓ FINDING AND EVALUATING THE COMPETITION
- ✓ GDPR IN A NUTSHELL
- ✓ HOW TO CHOOSE THE BEST ECOMMERCE PLATFORM
- ✓ CHOOSING THE DOMAIN AND HOSTING
- ✓ WEB DESIGN
- ✓ CREATING AN EYE-CATCHING LOGO
- ✓ GUIDES TO STOCK & DELIVERY
- ✓ DELIVERY STRATEGY OF YOUR ONLINE STORE
- ✓ PRODUCT PACKAGING AND UNPACKER EXPERIENCE
- ✓ CHOICE OF PAYMENT PROCESSORS & METHODS
- ✓ CUSTOMER SUPPORT
- ✓ 5 ESSENTIAL PAGES FOR A GRADE 10 WEBSITE
- ✓ LAUNCHING AN ONLINE BUSINESS
- ✓ SEARCH ENGINE OPTIMIZATION
- ✓ KEYWORD MINI-AUDIT
- ✓ SOCIAL MEDIA
- ✓ PPC CAMPAIGNS FOR YOUR ONLINE STORE
- ✓ PPC WITH GOOGLE ADS
- ✓ PPC WITH FACEBOOK ADS
- ✓ AFFILIATE MARKETING
- ✓ LEAD GENERATION
- ✓ EMAIL MARKETING - TIPS & TRICKS
- ✓ BLOG & COPYWRITING IDEAS
- ✓ VIDEO MARKETING
- ✓ ONLINE BUSINESS GROWTH
- ✓ RECOVER ABANDONED CARTS
- ✓ POST SALE STRATEGIES
- ✓ AUTOMATION

You can read a few ideas of the book in the following pages

INTRODUCTION

Welcome to our ebook on web design guidelines! In this ebook, we will explore best practices for creating visually appealing and user-friendly websites.

From choosing the right color scheme and layout to creating intuitive navigation and utilizing responsive design, we will cover all the essential elements of effective web design. Whether you're a beginner looking to improve your web design skills or an experienced designer seeking to brush up on the latest trends, this ebook has something for everyone.

So let's dive in and start creating stunning websites that engage and delight users!

In this ebook, we will explore the key principles of effective web design and provide practical guidelines to help you create visually appealing, user-friendly websites that deliver a great user experience.

Whether you are a beginner or an experienced web designer, you will find valuable insights and tips that will help you create websites that stand out in today's competitive online landscape.

From planning and layout to typography, color, and imagery, we will cover all the essential elements of web design and provide practical tips to help you create websites that are visually striking, easy to navigate, and optimized for search engines.

Web design is a crucial aspect of creating a successful website. It involves the layout, visual appearance, and overall user experience of a website.

Good web design can help improve user engagement and increase conversions, while poor web design can deter visitors and harm a website's credibility. In this ebook, we will cover the key principles of

web design and provide guidelines for creating a visually appealing and user-friendly website.

Whether you are a beginner or an experienced web designer, these guidelines will help you create a website that is both functional and aesthetically pleasing.

Understanding the importance of a professional website

A professional website is an important tool for businesses, organizations, and individuals to present themselves online and establish a digital presence. A well-designed and professional website can serve a variety of purposes, including:

Providing information about a business or organization:

A website can serve as a comprehensive source of information about a business or organization, providing detailed descriptions of products or services, highlighting the company's history, mission, and values, and showcasing any awards or accolades that the company has received. This information can be presented in a variety of formats, including text, images, videos, and infographics.

In addition to describing the company and its offerings, a website can also provide important details about the business, such as its location, hours of operation, and contact information. This can be particularly useful for businesses that have multiple locations or offer services in different regions.

In terms of showcasing products or services, a website can feature detailed descriptions, photos, and pricing information, as well as customer reviews and ratings. This can help potential customers to

make informed decisions about whether to purchase from the business and can also help the business to stand out from competitors.

A website can serve as a comprehensive source of information about a business or organization, helping customers to learn more about the company and its offerings and making it easier for them to connect with the business.

Establishing credibility:

A professional website is an important tool for establishing credibility and trust with customers, clients, and stakeholders.

Here are some ways that a professional website can contribute to this:

1. **Professional design:** A well-designed website that is visually appealing and easy to navigate can create a positive impression and show that a business or organization is professional and competent.
2. **Up-to-date content:** A website that is regularly updated with fresh, relevant content can demonstrate that a business is actively engaged and committed to its work. This can help to build trust with customers and clients, as they can see that the company is actively invested in its online presence.
3. **Accurate and thorough information:** A website that provides detailed and accurate information about a business or organization can help to establish trust with customers, clients, and stakeholders. This includes information about the company's products or services, as well as contact details and any relevant policies or terms of service.
4. **Professional branding:** A professional website that uses cohesive branding elements, such as a logo, color scheme, and tone of voice, can help to establish credibility and trust with customers. It shows that the business is serious about its brand and is committed to presenting a professional image.

A professional website is an important tool for establishing credibility and trust with customers, clients, and stakeholders.

By presenting a polished and professional image online, businesses can demonstrate their commitment to quality and professionalism, which can help to build trust and establish long-term relationships.

Generating leads:

1. **Generating leads:** A website can be a powerful marketing tool, helping businesses to generate leads and attract new customers. By including calls to action, such as contact forms or newsletter sign-ups, businesses can encourage visitors to engage with their brand and make a purchase.
2. **Connecting with customers:** A website can be a valuable communication tool, allowing businesses to connect with customers and provide support and assistance. By including a blog or social media integration, businesses can engage with their audience and build a sense of community.
3. **Providing a central hub for all online activity:** A website can serve as a central hub for all of a business or organization's online activity, including social media accounts, email marketing campaigns, and online advertising efforts. By directing traffic to the website, businesses can better control the message they present to the public and ensure that all information is accurate and up-to-date.
4. **Improving search engine visibility:** A professional website that is optimized for search engines can improve a business's visibility online, making it easier for potential customers to find the business through search engines like Google. This can be achieved through search engine optimization (SEO) techniques, such as using relevant keywords, optimizing website speed, and ensuring that the website is mobile-friendly.
5. **Allowing for easy updates and maintenance:** A professional website is typically built using a content management system

(CMS), which allows businesses to easily make updates and changes to the website without requiring technical expertise. This means that businesses can keep their website up-to-date and fresh without having to rely on a web developer every time they need to make a change.

6. **Enhancing brand image:** A professional website can help to enhance a business's brand image and create a strong, consistent visual identity. By using professional design elements and a cohesive branding strategy, businesses can create a website that reflects the values and personality of the brand.
7. **Providing a platform for e-commerce:** For businesses that sell products or services online, a professional website is essential. A website can serve as an online storefront, allowing customers to browse and purchase products or services directly from the website.
8. **Facilitating communication and collaboration:** A website can be a valuable tool for facilitating communication and collaboration within a business or organization. By including features such as a project management system or a customer relationship management (CRM) system, businesses can better coordinate and collaborate with team members and clients.

A professional website is an essential part of any business or organization's online presence, helping to establish credibility, connect with customers, and generate leads.

Connecting with customers:

A website can be a valuable tool for connecting with customers and providing support and assistance.

Here are some ways that businesses can use their website to connect with customers:

1. **Customer service:** By including a customer service section on their website, businesses can provide a central location for customers to get help and support. This can include contact

information, a frequently asked questions (FAQ) page, and resources such as tutorials or user guides.

2. **Blog:** A blog can be a great way for businesses to engage with their customers and build a sense of community. By regularly publishing informative or entertaining content, businesses can attract readers and encourage them to comment and share their thoughts. This can help to build a relationship with customers and keep them engaged with the brand.
3. **Social media integration:** By integrating social media accounts with their website, businesses can make it easy for customers to follow them and stay up-to-date on the latest news and updates. This can also allow businesses to engage with customers on social media platforms, responding to comments and messages and building a sense of community.
4. **Online chat:** By including an online chat feature on their website, businesses can provide real-time support and assistance to customers. This can be especially useful for businesses that operate online or have a global customer base, as it allows customers to get help and support at any time of day.

A website can be a valuable tool for connecting with customers and providing support and assistance. By including customer service resources, a blog, social media integration, and online chat, businesses can engage with their customers and build a sense of community.

Providing a central hub for all online activity:

A website can serve as a central hub for all of a business or organization's online activity, bringing together various marketing and communication efforts in one place.

Here are some ways that a website can serve as a central hub:

1. **Social media integration:** By integrating social media accounts with the website, businesses can make it easy for visitors to follow them on social media and stay up-to-date on the latest news and

updates. This can also help to drive traffic to the website, as social media posts can include links back to the website.

2. **Email marketing campaigns:** By including a newsletter sign-up form on the website, businesses can encourage visitors to join their email list and receive regular updates and promotions. This can be a powerful way to connect with customers and drive traffic back to the website.
3. **Online advertising:** By directing traffic to the website through online advertising campaigns, businesses can reach a wider audience and drive potential customers to their website. This can be achieved through a variety of methods, including search engine advertising, social media advertising, and display advertising.

By directing traffic to the website, businesses can better control the message they present to the public and ensure that all information is accurate and up-to-date.

This can help to build credibility and trust with customers and stakeholders and ensure that the business is presenting a consistent and professional image online.

Improve Search Engine Visibility:

Search engine optimization (SEO) is the process of optimizing a website in order to improve its visibility in search engine results pages (SERPs).

By following best practices for SEO, businesses can improve their chances of ranking highly for relevant keywords and phrases, making it easier for potential customers to find them through search engines like Google.

Here are some specific SEO techniques that businesses can use to improve their search engine visibility:

1. **Keyword research:** By identifying the keywords and phrases that potential customers are using to search for products or services

similar to those offered by the business, businesses can optimize their website to rank highly for these terms. This can be achieved through keyword research and analysis, using tools like Google's Keyword Planner or Ahrefs.

2. **On-page optimization:** On-page optimization refers to the practice of optimizing individual web pages in order to rank highly in search engine results. This can include optimizing the title and heading tags, including relevant keywords in the content, and using alt text for images.
3. **Website speed:** A fast-loading website is important for both SEO and user experience. Google has stated that website speed is a ranking factor, so businesses should optimize their website for speed to improve their search engine visibility.
4. **Mobile-friendliness:** With the increasing use of mobile devices to access the internet, it's important that businesses have a mobile-friendly website. Google has stated that mobile-friendliness is a ranking factor, so businesses should ensure that their website is optimized for mobile in order to improve their search engine visibility.

Overall, by following best practices for SEO, businesses can improve their search engine visibility and make it easier for potential customers to find them online.

Allowing for easy updates and maintenance:

A content management system (CMS) is a software application that allows businesses to easily create, edit, and publish content to their website. By using a CMS, businesses can make updates and changes to their website without requiring technical expertise or the assistance of a web developer.

Some common features of a CMS include:

1. **WYSIWYG editor:** A WYSIWYG (What You See Is What You Get) editor allows businesses to create and edit content using a familiar word processing interface. This makes it easy for non-technical

users to make updates to the website without having to learn HTML or other programming languages.

2. **Templates and themes:** Many CMSs include templates and themes that allow businesses to quickly and easily change the look and feel of their website without having to write any code.
3. **Plugins and extensions:** Many CMSs offer a wide range of plugins and extensions that allow businesses to add additional functionality to their website without having to write any code. This can include features such as contact forms, e-commerce integration, and social media integration.

By using a CMS, businesses can easily make updates and changes to their website without requiring technical expertise. This allows them to keep their website up-to-date and fresh, and helps to ensure that it remains relevant and engaging for visitors.

Enhancing the brand:

A professional website can be an important tool for enhancing a business's brand image and creating a strong, consistent visual identity.

Here are some ways that businesses can use their website to enhance their brand image:

1. **Professional design:** By using professional design elements such as a cohesive color scheme, well-designed layout, and high-quality images, businesses can create a website that is visually appealing and reflects the values and personality of the brand.
2. **Cohesive branding:** By using a cohesive branding strategy that includes elements such as a logo, tone of voice, and font choices, businesses can create a consistent brand image that is reflected throughout the website. This helps to establish credibility and trust with customers and helps the business to stand out from competitors.
3. **Relevant content:** By including relevant and engaging content on the website, businesses can help to establish their expertise and build trust with customers. This can include informational articles,

case studies, and customer reviews, as well as products or services descriptions.

A professional website can be an important tool for enhancing a business's brand image and creating a strong, consistent visual identity.

By using professional design elements and a cohesive branding strategy, businesses can create a website that reflects the values and personality of the brand and helps to establish credibility and trust with customers.

Providing a platform for e-commerce:

For businesses that sell products or services online, a professional website is essential. A website can serve as an online storefront, allowing customers to browse and purchase products or services directly from the website.

Here are some key features that businesses may want to include on their e-commerce website:

1. **Product listings:** A clear and organized product listing page, complete with high-quality images and detailed descriptions, is crucial for e-commerce websites. Customers should be able to easily browse and filter products, and should have access to all the information they need to make a purchase decision.
2. **Shopping cart:** A shopping cart is a virtual "basket" that allows customers to add products to their order as they shop. It should be easy for customers to view and manage the items in their cart, and should allow them to quickly and easily check out when they are ready to purchase.
3. **Payment gateway:** A payment gateway is a secure online platform that processes and accepts online payments. Businesses should ensure that their payment gateway is reliable, secure, and easy to use for customers.
4. **Order tracking and customer service:** Customers should be able to track the status of their orders and get help with any issues

they encounter. A customer service section on the website, complete with contact information and a frequently asked questions (FAQ) page, can be a valuable resource for customers.

A professional e-commerce website is essential for businesses that sell products or services online. By including clear and organized product listings, a shopping cart, a payment gateway, and order tracking and customer service features, businesses can create a seamless and convenient online shopping experience for customers.

Facilitating communication and collaboration:

A website can be a valuable tool for facilitating communication and collaboration within a business or organization.

Here are some ways that businesses can use their website to facilitate communication and collaboration:

1. **Project management system:** A project management system allows businesses to track and manage the progress of projects, assign tasks to team members, and collaborate on documents and other resources. By including a project management system on their website, businesses can better coordinate and collaborate with team members and clients.
2. **Customer relationship management (CRM) system:** A CRM system allows businesses to track and manage customer interactions and data throughout the customer lifecycle. By including a CRM system on their website, businesses can better understand and engage with their customers, and can track and analyze customer data to identify trends and patterns.
3. **Online forums or discussion boards:** Online forums or discussion boards can be a valuable tool for facilitating communication and collaboration within a business or organization. By providing a platform for team members or clients to discuss ideas and share information, businesses can foster a sense of community and encourage collaboration.

- 4. Collaboration tools:** Collaboration tools such as Google Docs or Slack can be integrated into a website, allowing team members to collaborate on documents and communicate in real-time. This can be especially useful for businesses with remote employees or distributed teams.

A website can be a valuable tool for facilitating communication and collaboration within a business or organization. By including features such as a project management system, a CRM system, online forums or discussion boards, and collaboration tools, businesses can better coordinate and collaborate with team members and clients.

Setting goals and objectives for your website

Setting goals and objectives for your website is an essential part of creating and maintaining an effective online presence. Without clear goals and objectives, it can be difficult to measure the success of your website and determine if it is meeting the needs of your business.

By identifying the target audience for your website and setting specific, measurable, attainable, relevant, and time-bound (SMART) goals, you can create a roadmap for success and ensure that your website is aligned with your business goals.

In this chapter, we will delve into the process of setting goals and objectives for your website. We will explore how to identify your target audience and understand their needs and behaviors, and we will discuss the importance of setting SMART goals that are specific, measurable, attainable, relevant, and time-bound.

We will also cover how to determine key performance indicators (KPIs) to measure the success of your website in achieving your goals, and we will discuss the importance of developing a content strategy to ensure that your website is delivering value to your target audience.

Finally, we will cover the basics of search engine optimization (SEO) and how to optimize your website for search engines to improve its visibility and drive traffic to your site.

By the end of this chapter, you will have a comprehensive understanding of how to set goals and objectives for your website and how to measure the success of your website in achieving those goals.

You will be well-equipped to create an effective online presence that helps you achieve your business goals and engage with your target audience.

Identifying the target audience:

Identifying the target audience for a website is an essential step in the process of setting goals and objectives. By understanding who the website is being built for, businesses can ensure that they are creating content and features that are relevant and engaging to their target audience.

To identify the target audience, businesses can start by defining the target audience in terms of demographics, such as age, gender, income, and location. This can help businesses to understand who they are trying to reach and what types of content and features might be most relevant and engaging for them.

In addition to demographics, businesses can also consider the interests and behaviours of their target audience. This could involve identifying what topics or issues are of interest to the target audience, as well as understanding how they prefer to consume content (such as through blog posts, videos, or social media).

By understanding the demographics, interests, and behaviours of their target audience, businesses can create a website that is tailored to the needs and preferences of their target audience and is more likely to achieve its goals and objectives.