

# E-COMMERCE WORKBOOK

BUSINESS NAME:

DATE:

## WHAT IS E-COMMERCE?

### BEFORE YOUR GET STARTED

- Take a look at some websites from similar industries to get an idea of a look and feel for your website
- Ensure your social media channels are up to date with your brand profile photo, cover image, about us details and a good number of valuable current posts
- Start thinking about the products you will launch with including high potential items

### KEY TERMS

**e-Commerce** – The process of buying and selling online or electronically

**Brick and Mortar** – A business that has a physical store presence

**Business to Business (B2B)** – The process of selling services or products to another business

**Business to Consumer (B2C)** – The process of selling services or products directly to the consumer

**Call to Action (CTA)** – An action that you are persuading the user to take on your website

**Conversion** – The process of converting a user to a customer

### ACTIVITIES

- Conduct market research on your industry. What offerings are currently available online, what do the websites look like and what kind of features are offered to the consumer.

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## WHAT IS E-COMMERCE?

### ACTIVITIES (CONT.)

- Let your seller know your intention to go online and garner their support as well as for cross-promotional support. If you don't already have high-resolution photos of your products you might be able to request these directly from them.
- Work on a budget for how much you are willing to spend on the platform, marketing, operations and advertising.

### CHECKLIST

- Bookmark websites that give you inspiration for a look, feel and functionality
- Identify a budget for e-Commerce activities
- Create/ update all social media platforms

### RESOURCES

- 18 major benefits of e-Commerce Business for Retailers & Customers  
<http://bit.ly/3976yVj>
- The Future of e-Commerce: Trends to watch for in 2020  
<http://bit.ly/2xHycLh>
- E-commerce in Canada – Statistics & Facts  
<https://bit.ly/3dwq2Wy>

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## CHOOSING AN E-COMMERCE PLATFORM

### BEFORE YOU GET STARTED

- Decide which features are important to your business and what kind of integrations you are looking for
- Familiarize yourself with e-Commerce website best practices and how you will offer a well organized online shopping experience
- Explore Shopify – how to get started, the costs, how to set up and start selling

### KEY TERMS

**Software as a Service (SaaS)** - Software as a web based service

**Open source** – Original code that is freely available and can be re-distributed and modified

**Content Management System (CMS)** - Back end solution developed to control the content websites

**Mobile optimization** – Ensuring that visitors that are accessing your website via a mobile device have the same user experience

**Responsive design** – Customized viewing experience for different browsers and devices

**Omni-channel management** – The presence of your online store across different platforms, which may not have the same audience

**Site map** – List of pages of a website

### ACTIVITIES

- Conduct research and comparison on the e-commerce solutions available in the market and narrow down which solutions suit what you are looking for.

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## CHOOSING AN E-COMMERCE PLATFORM

### ACTIVITIES (CONT.)

- Create a sitemap or navigation for your website and start putting together a content plan for each page identified.
- Watch video tutorials on how to set up a Shopify store.

### CHECKLIST

- Compare e-commerce solutions available in the market and decide on which one best suits your needs
- Create an account on preferred solution
- Familiarize yourself with features offered and watch how to videos
- Take a look at templates available based on the look & feel and content you have identified

### RESOURCES

- Best Online Store Builders  
<http://bit.ly/2U48FVz>
- e-Commerce site best practices: The Anatomy of the 'Perfect' e-Commerce Site [2020 edition]  
<http://bit.ly/2WqlyK2>
- Introduction to Shopify  
<https://bit.ly/2yfIy5n>

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## FINDING A DOMAIN

### BEFORE YOU GET STARTED

- Decide on the name of your online store and Top Level Domain
- Keep the name short and catchy – only use numbers and hyphens if absolutely necessary
- Check if the domain name is available with a hosting provider of your choice

### KEY TERMS

**Domain name** – The address you type into the web browser address bar

**Domain extension or Top Level Domain** – This includes .com, .net, .org

**Domain registrar** – The company or organization that manages the registration of domain names

**Sub domain** – A subdivision of the primary domain such as blog.mywebsite.com

**IP address** – A unique number assigned to every machine and device connected to the Internet

### ACTIVITIES

- Make sure the name you have selected is not trademarked, copyrighted or being used by another company.
- If you already own a domain name, watch tutorials on how you can connect it to your e-Commerce provider.

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## FINDING A DOMAIN

### CHECKLIST

- Decide on the domain name for your website based on industry best practices
- Follow the steps to link your domain from the domain provider to your e-commerce platform provider
- Register the domain with a provider of your choice as quickly as possible

### RESOURCES

- Beginner's Guide: What is a domain name and how do domains work?  
<https://bit.ly/2xAx8sC>
- 10 tips for choosing the perfect domain name  
<https://bit.ly/2JnbsD4>
- Best domain registrars in 2020  
<https://bit.ly/2JsJsxG>

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## INVENTORY MANAGEMENT

### BEFORE YOU GET STARTED

- Create a list of products that you will launch with, including the photos, descriptions and quantities
- Research for a inventory management software that suits your requirements and budget
- Explore Shopify's POS and Inventory offerings as it can easily integrate with your store

### KEY TERMS

**Inventory** – Tangible goods that you intend to sell

**Stock Keeping Unit (SKU)** – An identification code used to classify and organize products

**Variants** – Variations of the same products such as a different size or colour

**Drop shipping** – A fulfillment method where you don't actually store any inventory on site

### ACTIVITIES

- Audit your stock. Count your inventory to make sure that what you have in stock actually matches what you think you have.
- Classify your items using ABC analysis
  - A – High value products with low frequency of sales
  - B – Moderate value products with moderate frequency of sales
  - C – Low value products with high frequency of sales

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## INVENTORY MANAGEMENT

### ACTIVITIES (CONT.)

- Opt for a cloud based solution or one that supports omnichannel retail – so that your software connects with your POS, ensuring that stock levels are automatically adjusted every time you make a sale (online or offline)

### CHECKLIST

- Set initial minimum viable stock for every product you plan on selling
- Prioritize products based on ABC analysis
- Understand basic product category demand using tools like Google Trends
- Be ready for seasonality (holidays, Christmas etc.)
- Implement an inventory management software

### RESOURCES

- The Inventory Management Guide for e-Commerce  
<https://bit.ly/3dJej70>
- 10 Money-Saving Inventory Management Techniques for e-Commerce Businesses  
<https://adobe.ly/33VSQDy>
- Shopify Point of Sale  
<https://bit.ly/3awl3TY>
- Top 6 Shopify Inventory Management Apps  
<https://bit.ly/39tTVna>

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## CHOOSING THE RIGHT THEME

### BEFORE YOU GET STARTED

- Consider what style of theme aligns with your business
- Decide what functionality you need your theme to have
- Explore whether you want a basic free theme or if you want to pay for a premium theme

### KEY TERMS

**Theme** – A template that defines what your website will look like (E.g. fonts, colours)

**Theme Style** – The overall look and feel of your website

**Free theme** – Basic pre-designed website templates with limited customization

**Premium theme** – Professionally designed website templates that provide a lot of customization

### ACTIVITIES

- Search online for e-Commerce stores that you like and write down the things that you like about the websites. This will help when deciding which theme you like best.
- Visit the Shopify theme store to explore available options. See which themes you like best by using the sorting feature.

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## CHOOSING THE RIGHT THEME

### CHECKLIST

- Research theme options
- Decide which theme works best for your online store
- Install and customize your theme

### RESOURCES

- How to Choose the Right Template for Your Online Store  
<https://bit.ly/39u4tCU>
- Shopify theme store  
<https://bit.ly/39zHB4Z>
- 2020's Best Selling Shopify Themes  
<https://bit.ly/3aDgrLE>

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## CONTENT

### BEFORE YOU GET STARTED

- Brainstorm what content you want to include on your website
- Search online to see how different online stores have structured their websites
- Decide which features and content are important to your business

### KEY TERMS

**Sitemap** – A diagram of the pages that will be on your website

**Web-optimized images** – Images that are small in size but have high resolution

**User-friendly website** – It is "friendly" to the user, meaning it is not difficult to learn or understand

**Valuable content** – Content that educates, helps, and inspires

### ACTIVITIES

- Get a pen and paper and draw a sitemap for your website
- Based on your sitemap, explore how users would use your website, ensuring that it is easy to navigate and understand

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## CONTENT

### CHECKLIST

- Decide on a website structure that works best for your business
- Determine what content you want to include on your website
- Start creating high quality content for your website

### RESOURCES

- 5 Easy Steps to Creating a Sitemap For a Website  
<https://bit.ly/2UAm5bZ>
- The Ultimate Guide to Content Marketing For E-commerce Websites  
<https://bit.ly/2UTK1WL>
- 10 Steps for Creating Remarkable Website Content  
<https://bit.ly/2Jw3VSj>

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## SEO

### BEFORE YOU GET STARTED

- Ask family and friends to describe your store, products, and services—in their own words
- Brainstorm which words your customers would use to find your store online
- Decide on the most important words that describe your business

### KEY TERMS

**SEO**– SEO stands for Search Engine Optimization, which is the practice of increasing the quantity and quality of traffic to your website through organic (non-paid) search engine results

**Keywords** – Keywords are phrases or words people are typing into Google

**On-page SEO** – Optimizing individual web pages in order to rank higher on search engines

**Off-Page SEO** – Actions taken outside of your own website to impact your search rankings

### ACTIVITIES

- Find relevant keywords with good search traffic potential.
- Create and optimize pages for search engines and users alike.

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## SEO

### CHECKLIST

- Conduct keyword research
- Write compelling content that serves your user-intent
- Apply relevant keywords to your content

### RESOURCES

- Google Search Engine Optimize Starter Guide  
<https://bit.ly/39BnIdV>
- How to do Keyword Research  
<https://bit.ly/2w5h0Pq>
- E-Commerce SEO - MOZ  
<https://bit.ly/2Uy80AO>

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## PAYMENTS

### BEFORE YOU GET STARTED

- Consider the country where your business is located and where your customers live
- Research the fees to use a payment provider: credit card rates, transaction refunds, exchange rates
- Research the type of security protection offered by payment providers

### KEY TERMS

**Payment provider** – A system used to process customer transaction for your e-Commerce business

**Dedicated account** – When payments are processed, they're transferred to this account within a couple of days, and then released to you for transfer to your business bank account

**Aggregated account** – As you sign up for a "payment processing" account, after payments have cleared, they can be transferred to your business's bank account all within one payment provider

### ACTIVITIES

- Find multiple payment options for a smoother online checkout experience.
- Consider the journey for reoccurring customers with accelerated checkouts.

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## PAYMENTS

### CHECKLIST

- Offer multiple payment options when customers are checking out
- Allow for the adjusting of taxes per region during check out
- Place a test order on your site with a live payment processor to ensure everything works.  
You can refund your order immediately afterwards

### RESOURCES

- Shopify Payments - Supported Countries & Regions  
<https://bit.ly/347wQ8L>
- Available payment providers in Canada  
<https://bit.ly/2UBaPfn>

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## SHIPPING

### BEFORE YOU GET STARTED

- Think about product size and weight. What's the difference in size and weight from your smallest lightest SKUs to your largest, heaviest SKUs?
- Consider shipping destinations. Where are you shipping to—domestic or international?
- Research shipping options. Find the best shipping services or carriers for your needs.

### KEY TERMS

**Air Waybill (AWB)** - A shipping document courier companies will use to track deliveries

**Cash on Delivery (COD)** - The transportation provider is responsible for collecting the price of goods during the delivery

**Consignee** - The person or place to whom the goods are addressed

**Order Fulfillment** - Steps in receiving, processing and delivering orders to the end customer

### ACTIVITIES

- Find the right shipping method that works for you, may be even offer multiple options.
- Consider your profit margins when deciding shipping options, and product costs.

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## SHIPPING

### CHECKLIST

- Use a shipping calculator when reviewing prices
- Does your shipping costs cover refunded orders
- Setup shipping labels

### RESOURCES

- Shopify Shipping Calculator  
<https://bit.ly/2UBmWD6>
- Shopify Renegotiated Rates  
<https://bit.ly/3dNEycl>