How To Sell More Online With Websites

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RI Small Business Development Center

Presentation by:
RISBDC Marketing
We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.
Top Website Considerations

RISBDC Marketing

Affordability
Easy To Use
Shows Up On Google
Safe Secure
1. Your Browser
   Your visitor types http://yourdomain.com into your browser

2. Domain Registrar
   Your address is looked up and found at ben.wpmanaged-host.com

3. Web Host
   Your WordPress site is sent from Envato to your visitor

4. Your Website
   Your website is displayed. Woohoo!
# Website Building Checklist

## Before You Build:

- Find your purpose
- Decide how to build
- Pick your platform
- Test it out
- Choose a price plan
- Pick a website address

## Build Your Site:

- Choose a template
- Choose your color scheme
- Design a logo
- Edit your page layout
- Add pages
- Write your content
- Say hello to SEO
- Don't forget images
- Set up a professional email address
- Want to sell online? Add a store to your site
- Make it mobile friendly
- Link to social media
- Preview your website
- Publish your website

## After Publishing:

- Set up Google Analytics
- Run a site speed check
- Analyze Google Analytics results
- Add Hotjar to check your site's UX
- Keep going!
The key difference between WordPress.com and WordPress.org is who’s actually hosting your website.

With *WordPress.org*, you host your own site (we recommend this).

With *WordPress.com*, on the other hand, it’s WordPress.com that takes care of all of this for you (easier to start, less freedom). *And that’s the major difference.*
WORDPRSS
.COM vs .ORG

FREE to $300/year  At least $50/year
Hosted by WordPress  Self-hosted by you
Free Subdomain  Custom domain name
No maintenance  Maintained by you
Limited customization  Fully customizable
Ecommerce with top plan  Ecommerce supported
Forums not supported  bbPress & BuddyPress
Single site only  Multisite capability
Great for new bloggers or for online resumes  Perfect for serious bloggers & businesses
Build exactly the eCommerce website you want

WooCommerce is a customizable, open-source eCommerce platform built on WordPress. Get started quickly and make your way.

START A NEW STORE or Customize & Extend
Anyone, anywhere, can start a business

Bring your business online

Create an ecommerce website backed by powerful tools that help you find customers, drive sales, and manage your day-to-day.
Set up your store, pick a plan later
Try Shopify free for 14 days, no credit card required

Start your free trial

- **Basic Shopify**
  - Best for new businesses or online businesses new to in-person selling
  - USD $29 /mo

- **Shopify**
  - Best for growing businesses with 1 retail store
  - USD $79 /mo

- **Advanced Shopify**
  - Best for growing businesses with 2+ retail stores
  - USD $299 /mo
Trending apps
Explore apps gaining popularity this month

- **UFE Cross Sell & Upsell Funnel**
  by Upsell Funnel Engine
  One Click Upsell, Upsell Bundles, Volume Discount in Funnels
  ★ 4.9 (372)
  Free to install

- **Post Purchase Checkout Upsell**
  by SpurlT
  Sweet upsell after checkout. Thank you page upsell system
  ★ 3.8 (17)
  Free

- **Outfy - Automate Social Media**
  by outfy
  Automated social media posts - VIDEO, COLLAGE, GIF. Sell More!
  ★ 4.8 (1080)
  Free plan available

- **XO Insert Code**
  by Xopify
  Add custom code to <head>, after <body> and before </body>
  ★ 5.0 (5)
  Free plan available
Add Instagram Shopping to the Facebook sales channel

Instagram Shopping can be set up as the first feature when you install the Facebook sales channel, or it can be added from the Overview page of the Facebook sales channel at any time. Some steps might already be completed if you have already set up Facebook Shop or Facebook Marketing in the Facebook sales channel.

Steps:

1. From your Shopify admin, click Facebook sales channel > Overview.
2. Click Set up to start in the Instagram Shopping section.
3. Connect the required Facebook accounts to the Facebook sales channel.
4. Review and accept the terms and conditions, then click Request approval.

It takes 24-48 hours for Facebook to review your products.
Shopify Expands Its Checkout System to Facebook and Instagram

Customers will be able to use the system, called Shop Pay, to complete purchases on the social platforms.
Everything you need to grow online.
Simple tools for your big ideas. Start your free website trial today, no credit card required.

GET STARTED
With the hyper-convenience of modern life, many of us can only operate a microwave. Enjoying a home-cooked meal is now a luxury.
<table>
<thead>
<tr>
<th>Feature</th>
<th>Personal</th>
<th>Business</th>
<th>Commerce</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$12 per month</td>
<td>$18 per month</td>
<td>$26 per month</td>
</tr>
<tr>
<td><strong>Core</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Free Custom Domain*</td>
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<td>✔</td>
<td>✔</td>
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<tr>
<td>SSL Security</td>
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<td>Unlimited Bandwidth and Storage</td>
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<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>SEO Features for Site Visibility</td>
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<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Templates to Fit Every Need from Blogs to Portfolios</td>
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<td>✔</td>
<td>✔</td>
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<tr>
<td>Contributors</td>
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<td>Unlimited</td>
<td>Unlimited</td>
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<tr>
<td>Mobile-Optimized Websites</td>
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<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>24/7 Customer Support</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Basic Website Metrics</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<td>Squarespace Extensions</td>
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<tr>
<td>Professional Email from Google*</td>
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<td>✔</td>
</tr>
<tr>
<td>Premium Integrations and Blocks</td>
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<td>✔</td>
<td>✔</td>
</tr>
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</table>
Create a Website You’re Proud Of

Discover the platform that gives you the freedom to create, design, manage and develop your web presence exactly the way you want.

Get Started
## Complete eCommerce Platform

Build, manage, and scale your business with Wix.

<table>
<thead>
<tr>
<th>Feature</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
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<tr>
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<td>Abandoned Cart Recovery</td>
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<td>Subscriptions</td>
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<td>✓</td>
<td>–</td>
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<td>Multiple Currencies</td>
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<td>✓</td>
<td>–</td>
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<tr>
<td>Automated Sales Tax</td>
<td>✓</td>
<td>500 Transactions/mo</td>
<td>100 Transactions/mo</td>
<td>–</td>
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<tr>
<td>Advanced Shipping</td>
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<td>✓</td>
<td>–</td>
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<td>USPS Discounts</td>
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<td>Up to 70%</td>
<td>Up to 60%</td>
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<td>Sell on Marketplaces</td>
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<td>–</td>
<td>–</td>
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<tr>
<td>Dropshipping by Modalyst</td>
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<td>Unlimited Products</td>
<td>Up to 250 Products</td>
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<tr>
<td>Product Reviews by KudoBuzz</td>
<td>✓</td>
<td>3,000 Reviews</td>
<td>1,000 Reviews</td>
<td>–</td>
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<td>Loyalty Program by Smile.io</td>
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<td>–</td>
<td>–</td>
<td>–</td>
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<tr>
<td>Feature</td>
<td>Business VIP (Get the Full Suite)</td>
<td>Business Unlimited (Grow Your Business)</td>
<td>Business Basic (Accept Online Payments)</td>
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<tr>
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<td>----------------------------------------</td>
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<tr>
<td>Secure Online Payments</td>
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<tr>
<td>Plans &amp; Recurring Payments</td>
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<td>✔</td>
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<td>Customer Accounts</td>
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<td>Custom Domain</td>
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<td>Free Domain for 1 Year</td>
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<td>Remove Wix Ads</td>
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<td>✔</td>
<td>✔</td>
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<tr>
<td>Storage Space</td>
<td>50GB</td>
<td>35GB</td>
<td>20GB</td>
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<td>Video Hours</td>
<td>Unlimited</td>
<td>10 Hours</td>
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<td>$300 Ad Vouchers</td>
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<tr>
<td>Customized Reports</td>
<td>✔</td>
<td>–</td>
<td>–</td>
<td></td>
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<tr>
<td>Customer Care</td>
<td>Priority Customer Care</td>
<td>24/7 Customer Care</td>
<td>24/7 Customer Care</td>
<td></td>
</tr>
</tbody>
</table>
Create an Amazon seller account

You can use your customer account to start selling, or you can create a new Amazon seller account with your business email. Before you sign up, make sure you’re ready with the following:

**Selling plan**
The Individual plan costs $0.99 per unit sold, and the Professional plan costs $39.99 per month no matter how many units you sell.

[See plan comparison](#)

**Referral fees**
Amazon charges a referral fee for each item sold. The amount depends on the product category. Most referral fees are between 8% and 15%.

[See referral fees](#)

**Fulfillment fees**
The cost to ship your orders depends on whether you fulfill your own orders or use Fulfillment by Amazon (FBA).

[See fulfillment fees](#)

**Other costs**
Some sellers may incur additional fees (such as long-term storage fees) or pay for optional programs like advertising or premium account services.

[See other costs](#)
Estimate your Amazon sales margin

The cost of selling on Amazon.com varies based on your product characteristics, fulfillment method, optional services, and other factors. Use this calculator to generate a rough estimate of your per unit sales margin.

Product information

- Your cost of goods (per unit): $10.00
- Listing price: $20.00
- Product category: Beauty

Fulfillment method: Fulfillment by Seller

Shipping cost per sale: $2.00

Margin per sale

- See the breakdown:
  - Item sale price: $20.00
  - Cost of goods: -$10.00
  - Category referral fee: -$3.30

  TOTAL MARGIN: $6.70
**Commerce Manager:** We built a self-serve destination within Facebook Business Manager for businesses to manage orders, see insights and track payouts.

Set up Commerce Manager integration.

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**MAKE CONTENT ACTIONABLE**

People engage with shoppable photos and videos all throughout the app. Use all available touchpoints across Stories, Feed and Profile to build shopping behaviors.

1. Use clear CTA’s like this Perricone MD example to tell people how to shop your products on Instagram.
2. Update your Profile bio to communicate how to shop your content now that you are on Shopping.
Facebook Shops

Sell from anywhere in your customizable online shop.

Get Started

Facebook Shops make selling online easy.

- Customizable collections showcase your featured products.
- A single shop experience works on both Facebook and Instagram.
- Design features and creative tools help you bring your brand to life.
What’s Best For Your Business?

There is no one perfect e-commerce platform, just the solution that will work best for your business. As you're considering your options, cost, scalability, and mobile responsiveness are some of the biggest things you should look for.

Make sure you take advantage of the free trials and test out the various features first. This information will help you evaluate your options and choose the e-commerce store that's best for you. - Inc.
Check Analytics & Keep Active & Promote

Google Analytics

Track Keywords

Promote Your Website

Integrate Social Media

Get Links On Other Websites

Build More Pages Based On Search

Keep Homepage Current
Questions?

Type your question to the chat box

Contact Us:

401-874-7232


susandavis@uri.edu