How To Sell More Online With Websites

Moderator:
Alaina Capasso
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.

POWERED BY
SBA
U.S. Small Business Administration

THE
UNIVERSITY
OF RHODE ISLAND
DIVISION OF RESEARCH
AND ECONOMIC
DEVELOPMENT

RHODE
ISLAND
COMMERCE

Top Website Considerations

RISBDC Marketing
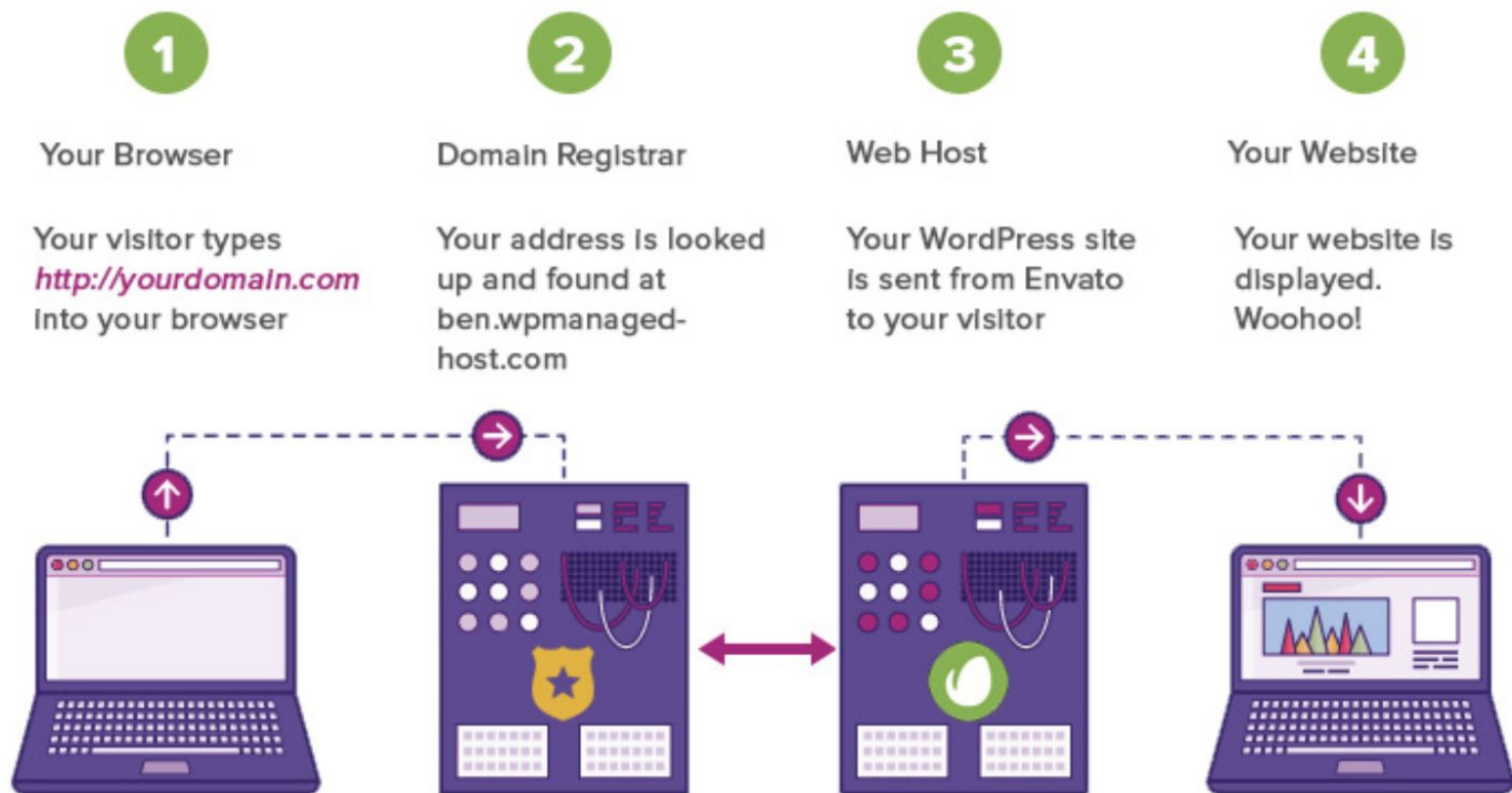
Affordability

Easy To Use

Shows Up On Google

Safe Secure

Webhike.net

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: — P. 3-15

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

Build Your Site: — P. 16-35

- [ ] 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: — P. 36-40

- [ ] Set up Google Analytics
- [ ] Run a site speed check
- [ ] Analyze Google Analytics results
- [ ] Add Hotjar to check your site's UX
- [ ] Keep going!

Wordpress

WordPress.com vs WordPress.org

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**.

WordPress

.COM vs .ORG

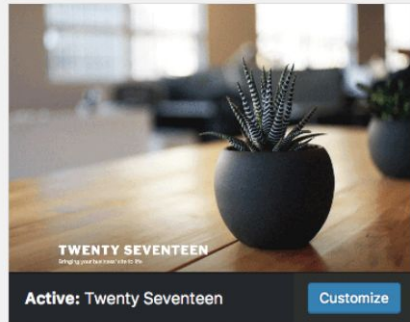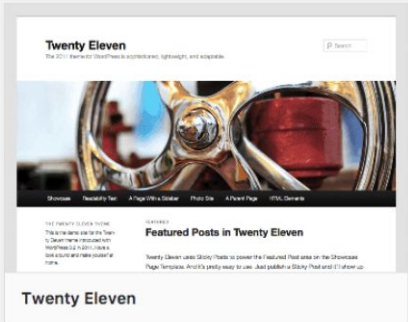| .COM	.ORG
FREE to $300/year	At least $50/year
Hosted by WordPress	Self-hosted by you
Free Subdomain	Custom domain name
No maintenance	Maintained by you
Limited customization	Fully customizable
Ecommerce with top plan	Ecommerce supported
Forums not supported	bbPress & BuddyPress
Single site only	Multisite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

develop.svn.wordpress   0   + New

Howdy,

Dashboard

Posts

Media

Pages

Comments

Appearance

Themes
Customize
Widgets
Menus
Header
Editor

Plugins

Users

Tools

Settings

Collapse menu

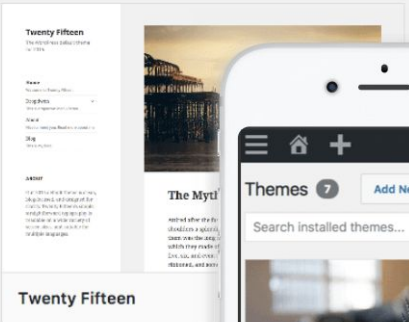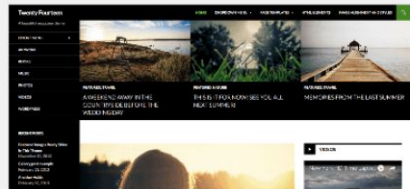Themes 7   Add New   Search installed themes...
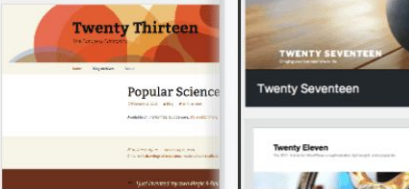
Help ▼

TWENTY SEVENTEEN

Active: Twenty Seventeen   Customize

Twenty Eleven
The 2011 theme for WordPress is sophisticated, lightweight, and adaptable.

Featured Posts in Twenty Eleven

Twenty Eleven uses Sticky Posts to power the Featured Post area on the Showcase Page Template. And it's pretty easy to use. Just publish a Sticky Post and it'll show up...

Twenty Eleven

Twenty Fifteen

The Myth

Twenty Fifteen

A Sticky Post

Twenty Ten

Popular Science

Twenty Thirteen

Themes 7   Add New

Search installed themes...

TWENTY SEVENTEEN

Twenty Seventeen   Customize

Twenty Eleven
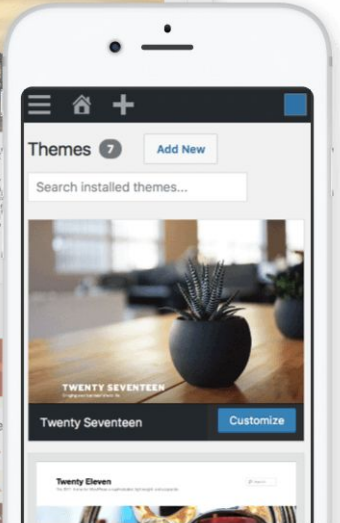
Weekly bestsellers

Avada | Website Builder For WordPress ...
by ThemeFusion in Business

$60
⭐⭐⭐⭐⭐ (24K)
659.7K Sales

Preview 🛒

The7 — Multi-Purpose Website Building...
by Dream-Theme in Corporate

$39
⭐⭐⭐⭐⭐ (8K)
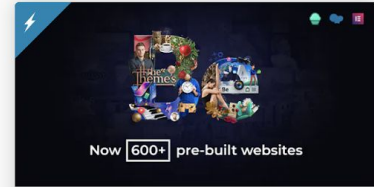219.7K Sales

Preview 🛒

Flatsome | Multi-Purpose Responsive W...
by UX-themes in Woocommerce

$59
⭐⭐⭐⭐⭐ (6.2K)
152.4K Sales

Preview 🛒

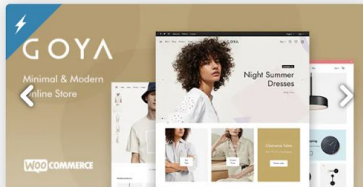**BeTheme - Responsive Multi-Purpose ...**
by muffingroup in Business

$59
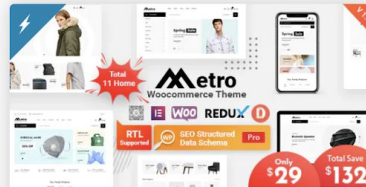⭐⭐⭐⭐⭐ (6.1K)
219.7K Sales

Preview 🛒

Hot under $40

Goya - Modern WooCommerce Theme
by luisvelaz in Woocommerce

$29
⭐⭐⭐⭐⭐ (76)
2.8K Sales

Preview 🛒

Metro – Minimal WooCommerce WordPr...
by RadiusTheme in Woocommerce

$29
⭐⭐⭐⭐⭐ (62)
2.3K Sales

Preview 🛒

Bizix - Corporate and Business WordPr...
by Softwebmedia in Business

$19
⭐⭐⭐⭐⭐ (36)
1.7K Sales

Preview 🛒

Reobiz - Consulting Business WordPres...
by rs-theme in Business
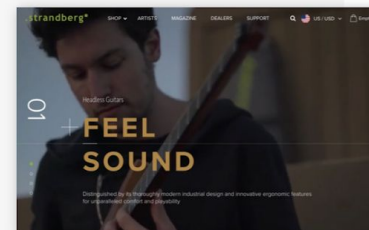
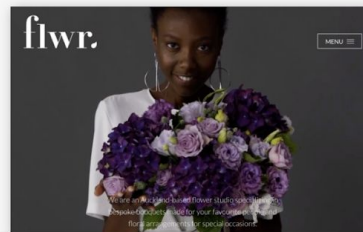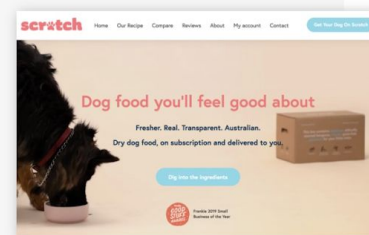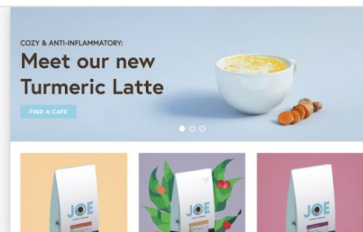**$19**
⭐⭐⭐⭐⭐ (54)
1.7K Sales

Preview 🛒

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** ›
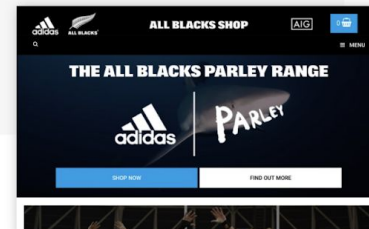
Shopify

Start ⌄　Sell ⌄　Market ⌄　Manage ⌄

Pricing　Learn ⌄　Log in　**Start free trial**

Anyone, anywhere, can start a business

| Enter your email address | **Start free trial** |

Try Shopify free for 14 days, no credit card required. By entering your email, you agree to receive marketing emails from Shopify.
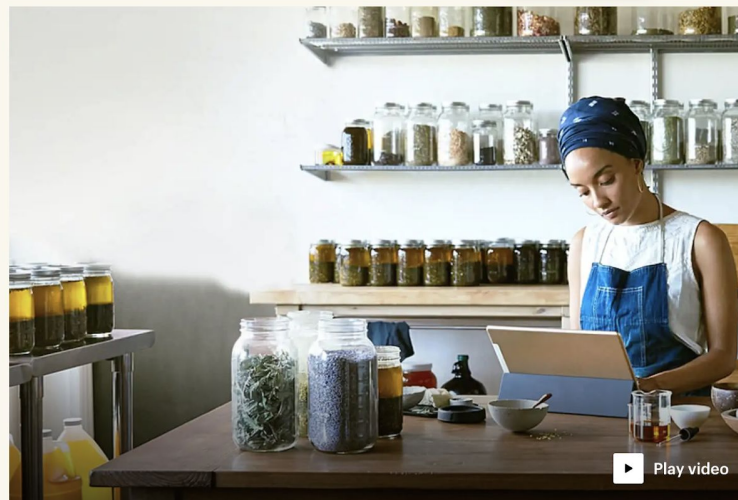
▶ Play video

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.

Explore more examples →

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

See more

UFE Cross Sell & Upsell Funnel

by Upsell Funnel Engine

One Click Upsell, Upsell Bundles, Volume Discount in Funnels

⭐ 4.9 (371)

Free to install

Post Purchase Checkout Upsell

by SpurIT

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.
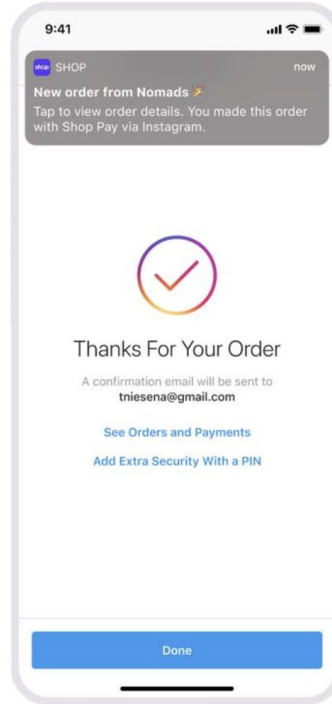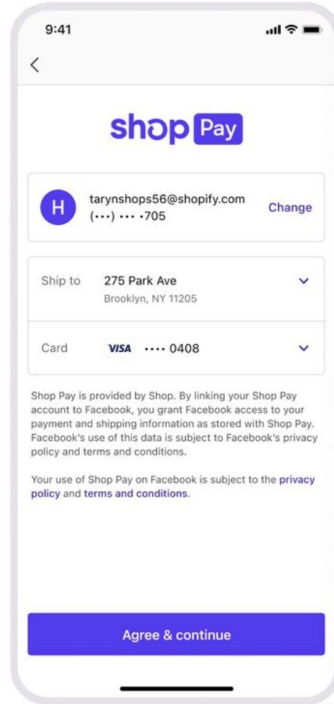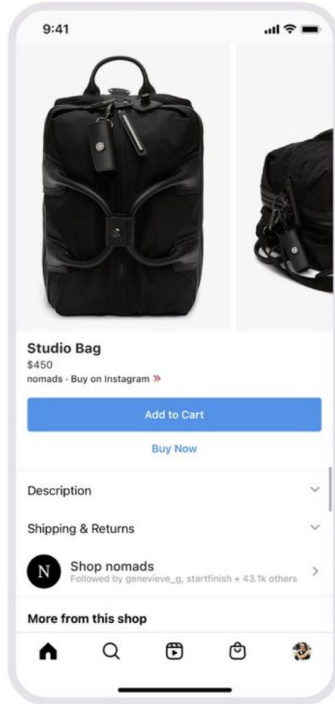
Steps:

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

Shopify's Shop Pay checkout system is coming to some Facebook platforms. Among the incentives it offers is a promise to

Squarespace
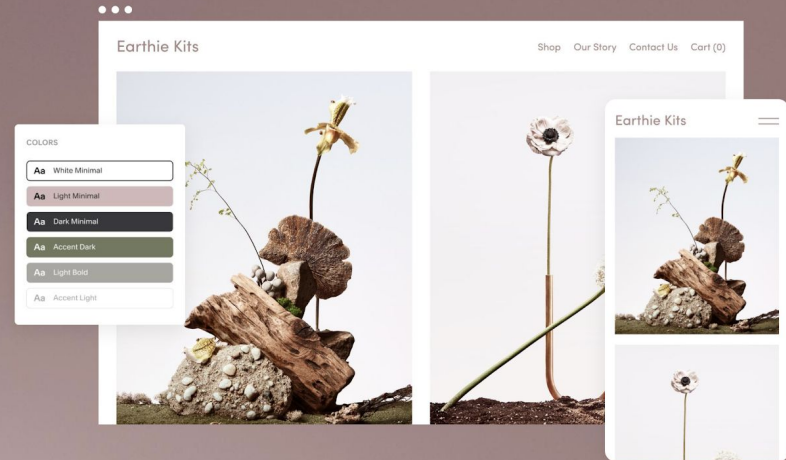
Stanton

Blog   About   Contact   Shop   🖸 ▶ 🐦 🛒⁰

Stanton Food & Recipes

With the hyper-convenience of modern life, many of us can only operate a microwave. Enjoying a home-cooked meal is now a luxury.

Documenting the very best in food and travel.

START WITH RIVOLI →

PREVIEW RIVOLI

STANTON

Online Store — Blog — Popular Designs — Food

RIVOLI

Blog — Food — Travel

	Pay Annually ● / Pay Monthly ○	Personal $12 per month Save 25% annually	Business MOST POPULAR $18 per month Save 30% annually	BASIC Commerce $26 per month Save 13% annually	ADVANCED Commerce $40 per month Save 13% annually
CORE					
Free Custom Domain* ⍰		✓	✓	✓	✓
SSL Security ⍰		✓	✓	✓	✓
Unlimited Bandwidth and Storage ⍰		✓	✓	✓	✓
SEO Features for Site Visibility ⍰		✓	✓	✓	✓
Templates to Fit Every Need from Blogs to Portfolios ⍰		✓	✓	✓	✓
Contributors ⍰		2	Unlimited	Unlimited	Unlimited
Mobile-Optimized Websites ⍰		✓	✓	✓	✓
24/7 Customer Support ⍰		✓	✓	✓	✓
Basic Website Metrics ⍰		✓	✓	✓	✓
Squarespace Extensions ⍰		✓	✓	✓	✓
Professional Email from Google* ⍰			✓	✓	✓
Premium Integrations and Blocks ⍰			✓	✓	✓

Wix

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
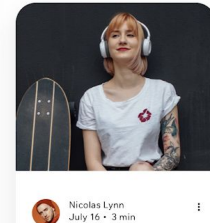
Complete eCommerce Platform

Build, manage, and scale your business with Wix.

Feature		Plan 1	Plan 2	Plan 3
Unlimited Products	ⓘ	✓	✓	✓
Abandoned Cart Recovery	ⓘ	✓	✓	✓
Subscriptions	ⓘ	✓	✓	—
Multiple Currencies	ⓘ	✓	✓	—
Automated Sales Tax	ⓘ	500 Transactions/mo	100 Transactions/mo	—
Advanced Shipping	ⓘ	✓	✓	—
USPS Discounts	ⓘ	Up to 70%	Up to 60%	—
Sell on Social Channels	ⓘ	✓	✓	✓
Sell on Marketplaces	ⓘ	✓	✓	—
Dropshipping by Modalyst	ⓘ	Unlimited Products	Up to 250 Products	—
Product Reviews by KudoBuzz	ⓘ	3,000 Reviews	1,000 Reviews	—
Loyalty Program by Smile.io	ⓘ	✓	—	—

MOST POPULAR

	Business VIP Get the Full Suite $ **49** /month	Business Unlimited Grow Your Business $ **27** /month	Business Basic Accept Online Payments $ **23** /month
Secure Online Payments ⓘ	✓	✓	✓
Plans & Recurring Payments ⓘ	✓	✓	✓
Customer Accounts ⓘ	✓	✓	✓
Custom Domain ⓘ	✓	✓	✓
Free Domain for 1 Year ⓘ	✓	✓	✓
Remove Wix Ads ⓘ	✓	✓	✓
Storage Space ⓘ	50GB	35GB	20GB
Video Hours ⓘ	Unlimited	10 Hours	5 Hours
$300 Ad Vouchers ⓘ	✓	✓	✓
Customized Reports ⓘ	✓	—	—
Customer Care ⓘ	Priority Customer Care	24/7 Customer Care	24/7 Customer Care

Amazon

amazon

Start ⌄   Grow ⌄   Learn ⌄   Pricing ⌄   Sign up

Big opportunity

Register

Customize

Build

Next steps
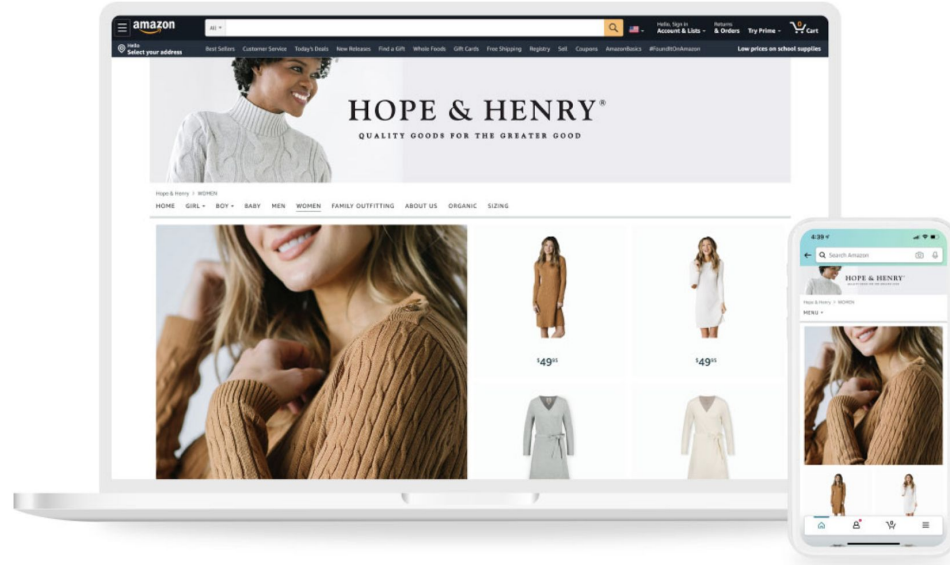
Create an Amazon seller account

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:
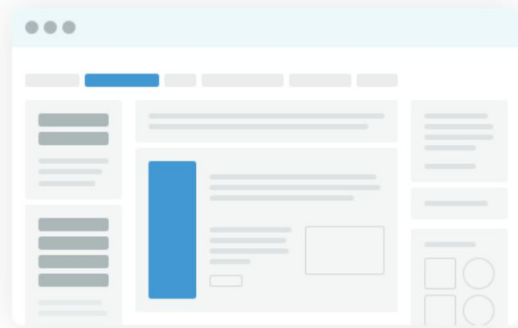
- Business email address or Amazon customer account

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 ↓

COST CALCULATOR

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 ⓘ

$6.70

See the breakdown —

Item sale price	$20.00
Cost of goods	- $10.00
Category referral fee	- $3.30
TOTAL MARGIN	**$6.70**

Instagram

Getting Started   Advertising   Shopping   Resources   News   **Create Ad**

COMMERCE MANAGER   PLATFORM PARTNERS

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

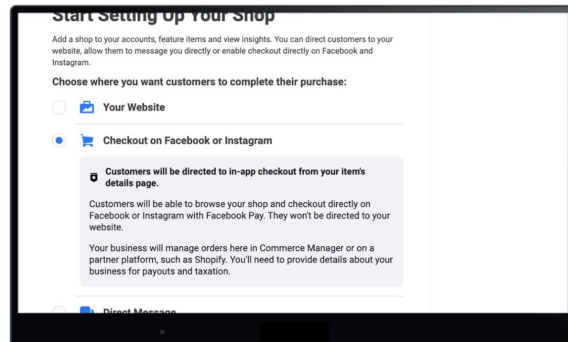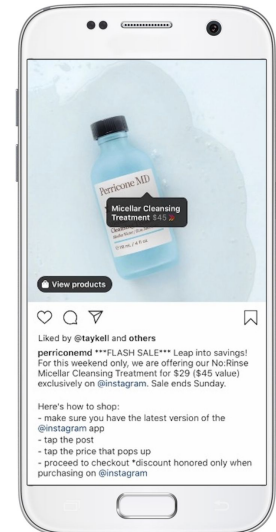Business   Getting Started   Advertising   Shopping   Resources   News   **Create Ad**

Set up Commerce Manager integration.

Start Setting Up Your Shop

Add a shop to your accounts, feature items and view insights. You can direct customers to your website, allow them to message you directly or enable checkout directly on Facebook and Instagram.

Choose where you want customers to complete their purchase:

- Your Website
- Checkout on Facebook or Instagram

  Customers will be directed to in-app checkout from your item's details page.

  Customers will be able to browse your shop and checkout directly on Facebook or Instagram with Facebook Pay. They won't be directed to your website.

  Your business will manage orders here in Commerce Manager or on a partner platform, such as Shopify. You'll need to provide details about your business for payouts and taxation.

- Direct Message

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.

Perricone MD

Micellar Cleansing Treatment $45

View products

Liked by @taykell and others

perriconemd ***FLASH SALE*** Leap into savings! For this weekend only, we are offering our No:Rinse Micellar Cleansing Treatment for $29 ($45 value) exclusively on @instagram. Sale ends Sunday.

Here's how to shop:
- make sure you have the latest version of the @instagram app
- tap the post
- tap the price that pops up
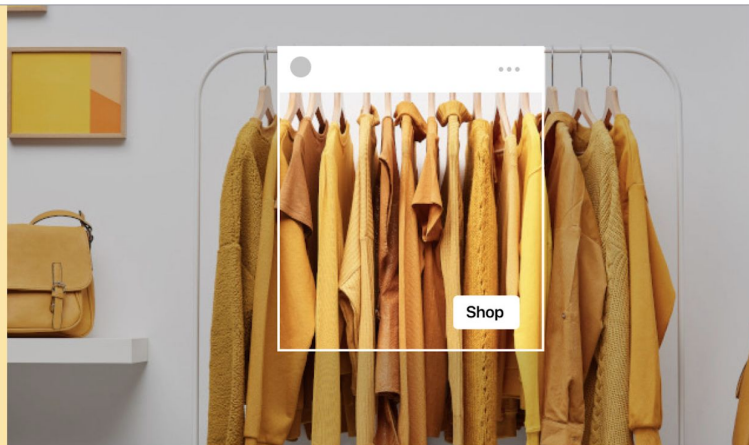- proceed to checkout *discount honored only when purchasing on @instagram

Facebook

Facebook Shops

Sell from anywhere in your customizable online shop.

Get Started *

Shop

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

https://bit.ly/regRISBDC

susandavis@uri.edu