

Getting Started with Ecommerce- *Understanding Ecommerce*

Ready To Start Selling Online?

We have put together some tips and thoughts to consider when you are starting a new online store or converting from another shopping cart system. We will discuss these during our first two meetings (or phone interviews) before we actually build out your online storefront. This document is just to get some of our most frequently asked questions answered, so you understand the basics.

Summary of Questions We Will Answer:

- I want to accept credit cards on my web site. How will this work and what do I need to do?
- We already take credit cards - can we use the same system?
- Will Toledo.com need access to our company's bank account?
- How are we going to handle shipping of our products?
- What info do we need to get ready for each product we want to sell?
- I have some digital photos of the products. Is that all we need?
- What features can our online store have?
- How do we move through the project? What are the steps?

Getting Started With Ecommerce

Banking and Credit Card Clearing

Q: I want to accept credit cards on my web site. How will this work and what do I need to do?

Our system allows your customers to use a credit card to make purchases online. The online credit card clearing systems we have chosen in the past includes Authorize.net. Authorize.net supplies the software based payment gateway between the web site and a bank account and will provide a monthly statement on online purchase activity.

Getting Started with Ecommerce - *Understanding Ecommerce*

Specifically Authorize.net's payment gateway will check the purchaser's credit card for available funds and check against a fraud database in real time. If the funds are available and the order is legitimate, funds are transferred and routed into your new or existing bank account.

The approximate costs for this is \$100 set-up fee + .30 per transaction and approximately 2.55% of the total charge put on the credit card. Costs maybe very slightly from company to company based on credit and risk evaluation. Our clients are billed directly via the banking system.

We will put you in-touch with the right person to get your Authorize.net acct set-up. You can use your existing bank account - you will just need to add merchant status to the acct. You should be able to request this from your banker.

Q: We already take credit cards - can we use the same system?

The basic answer is yes. The web site can accept the credit card and you can print out the information and then manually type them into your existing credit card machine. If you choose not to use Authorize.net the system will allow the customer to enter the credit card number - it does not check for funds etc - you have to do that by entering the number into your existing system. However, our experience shows that after you reach 3 orders a day having Authorize.net will save you a significant amount of time. With Authorize.net you will never get an order that has not been authorized and able to be transfered into your bank account.

Q: Will Toledo.com need access to our company' bank account?

No, Never. Toledo.com, nor any of our partners, will ever require or ask for access to any of your actual Bank Accounts. All we need is the Authorize.net information to plug into our programming.

Shipping Information:

Q: How are we going to handle shipping of our products?

Online shipping can be handled in a variety of ways. The system can accommodate the following transaction types:

Getting Started with Ecommerce - *Understanding Ecommerce*

- Flat rate shipping per order. (i.e. each order is charged a flat rate of \$10 for example)
- Flat Rate based on region, continent or country.
- Cost based on pricing. (i.e. \$100 to \$200 = \$15.00 shipping)
- Actual shipping via UPS Live Quotes. This solution we query the UPS servers in real time to get a price. Weights and packaging sizes will be needed to every item for sale.

We have all the programming needed to query the UPS shipping servers in real time. This allows our ecommerce system to quote and charge the customer for the shipping in real time at the point of purchase. We can also 'pad' the UPS shipping amounts so you can quote them higher then you actual cost to cover packaging materials etc.

Product Pre-prep:

Q: What info do we need to get ready for each product we want to sell?

Getting info from our clients can sometime take the most time in the development cycle. Please consider putting together a spread sheet with the following information for each product. We will supply you with a basic spread sheet format on request.

- Name of each product
- Price of each product
- Description paragraph for each product
- Sale price *if* on sale
- Weight of each product
- SKU of each product
- Taxable?
- Ordering Options – colors, sizes etc

Product Photography

Q: I have some digital photos of the products. Is that all we need?

When people are shopping online they need clean crisp images of the product. This will have a direct impact on your sales revenues. They need to see many options photographed with close ups etc. We suggest that you photograph on white background and also do environmental shots. You need to create a atmosphere for your products via your photography. Take a look at www.SwankMartini.com for example - it has a very upbeat and sexy edge and the images contribute directly to the sales of the product.

Getting Started with Ecommerce - *Understanding Ecommerce*

Please prepare your photography ready or ask us to shoot it for you. We have a 30' x 30' photography studio onsite and come take care of most of your product shot needs. We shoot about **50%** of the products that end up on our clients online stores.

Good Photography = Good Sales

Key Features of Our Ecommerce Stores:

Q: What features can our online store have?

- Ecommerce structure that will support 1000's products for sale, with unlimited categories for products. Also the site can include search field for products.
- Live credit card clearing transaction system for orders via Authorize.net or Verisign credit card clearing systems. Any order that uses a credit card that fails clearing will be voided automatically and you will never see that attempt in your order flow. This will prevent wasted time on orders that are not real.
- Interface which allows the end user to add and remove products from the system in real time. This system
- Ability to track affiliates that run banners for your products. Shop Site will compute the amount of commission so you can write the checks.
- Create discount coupons for your customers. We suggest that you send them a thank you letter or email with a discount coupon code 30 to 45 days after you fulfill their order – it is cheaper to get them to re-order than to find a new customer in most cases.

Getting Started with Ecommerce - *Understanding Ecommerce*

Project Roadmap:

Q: How do we move through the project? What are the steps?

We use this as our basic road map for each project.

- Create site map.
- Put together all the content in a digital format.
- Research digital photography and images.
- Start Authorize.net acct. and work out banking details.
- Get online cart software running and format example layout together.
- Format the online bill payment system.
- Finalize and approve the look of the site.
- Finalize and approve the navigation and site map.
- Run test transactions for the online bill payment system.
- Review and make any changes.
- Go live online with new site.