HOW TO START A ECOMMERCE BUSINESS

You know that you want to start an online store, but how do you get started? Listed here are the essentials to get you well on your way to ecommerce shopping cart success.
Product

First of all, you obviously need a product or service to sell. This can be hard goods (physical) or Soft goods (downloadable).
Hosting Service

After that you need a place to host your website, called a hosting server. There are many hosting company's you can use, but you need to make sure your shopping cart software is compatible with the hosting server.

Website

Then you need a Web site. This can either be an existing Website to which you can add E-Commerce capabilities, or you can build the site from scratch. Some shopping carts come with website wizards that let you create a website with no html skills. Others offer to build the site with their design professionals.

Shopping Cart

The shopping cart is one of the most important parts to having a smooth e-commerce transition. Elements that are critical to a shopping cart should be, website wizards, Merchant tools, Shopping features, payment

options, shipping and taxes configurations, statistics, and security. A truly great shopping cart is considered an E-commerce solution.

Credit Card Processing

Next you need some way of accepting on-line payments. This normally means credit cards. There are also other types of payments that the shopping cart should handle, checks, E-checks, cod, phone orders, and person-to-person.
Merchant Account

Merchant accounts aren't the same as ordinary bank accounts even though ordinary banks provide them. These accounts allow a business to accept credit cards as payment for goods and services. In a way, merchant accounts act as a contract between the business owner and the bank. Rules defining how products will be bought, sold and paid for are set; any violation of these rules is considered fraud.

Payment Gateway

A customer enters credit card information to purchase your product or service. This data is passed to the merchant web server and a payment gateway through a secure socket layer (SSL)*. Once the payment gateway receives the transaction data, their software verifies all of the credit card information and then accepts or declines the credit card. The payment gateway sends an email receipt to the merchant web server and to the customer. Along with the email receipt, the payment gateway sends the order to the merchant bank. The money is subtracted from the purchaser's credit card account and placed in a 30-day holding merchant account owned by your business.

Our Services

- Document Translation Services
- Interpretation Services
- Desktop Publishing Services
- Video Translation Solutions

Marketing

Last, but most important, you need to have a strategy for marketing your site and attracting customers. The old saying, "build it and they will come", does not apply to websites. You need to have a good marketing strategy. Which should include search engine optimization; pay per clicks, pop-under's, banner ads, and affiliates just to name a few.

What CCJK can help with your e-commerce business?

We provide custom ecommerce solutions for businesses. In our experience, we have tailored shopping carts and checkout procedures for clients in a number of different industries. Combining our team of programmers with a staff of interactive marketing experts means you get an ecommerce solution that is as tested from a usability standpoint as it is from a tech perspective. Our shopping carts are built to help users find what they are looking for in as few clicks as possible. And, as any good retailer knows, we like to provide them ample choices of additional products to fill their cart.

For more information, please visit www.ccjk.com.

For more website design portfolio, please visit http://www.ccjk.com/development/website-development.

Our Services

Document Translation Services

Interpretation Services

Desktop Publishing Services

Video Translation Solutions