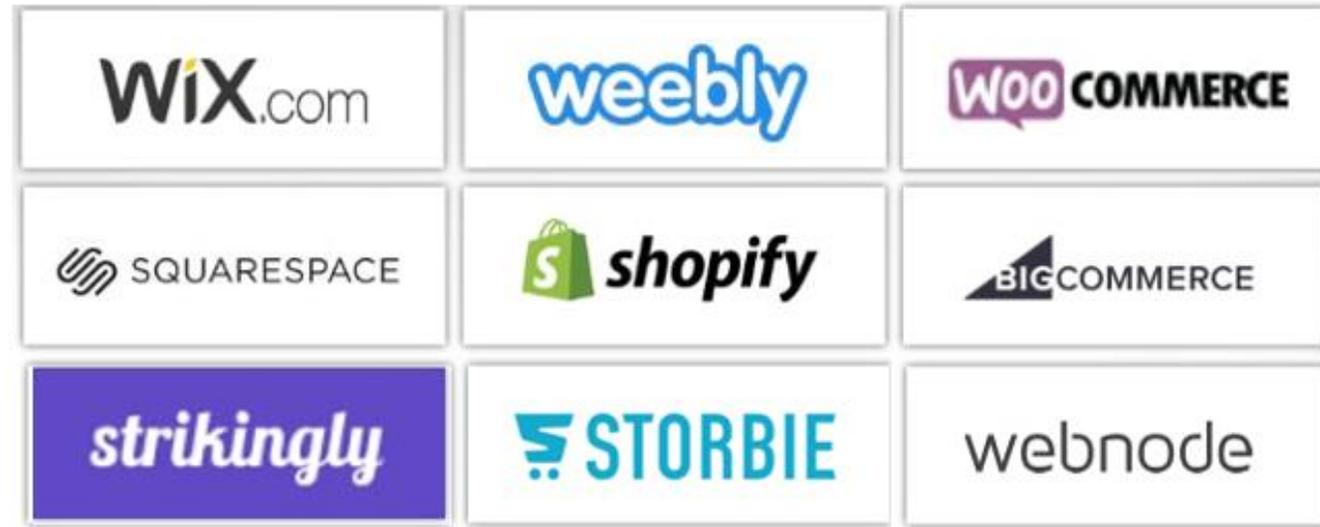


# The 5 most valuable tips for setting up your online store



# 1. Use a web builder platform



No upfront costs

Small monthly fee

Easy to build and edit yourself

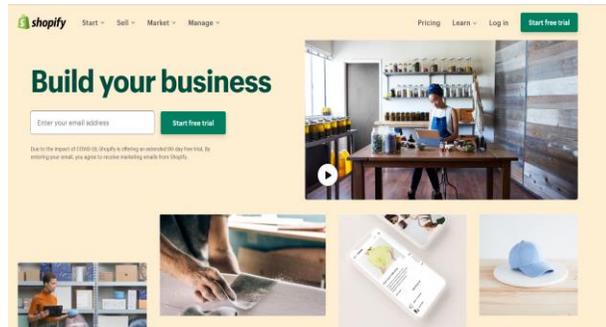
14 day free trial

Functions built-in to make it easier to run an online store



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# Best of the best



## Shopify

Ideal if selling multiple categories and products

Strong analytics at your fingertips

Able to scale up to a larger business

## POWER TO RETAILERS

BE THE BEST ONLINE VERSION OF YOUR BUSINESS



### SPECIALIST SOLUTIONS



PHARMACY WEBSITES



VET WEBSITES



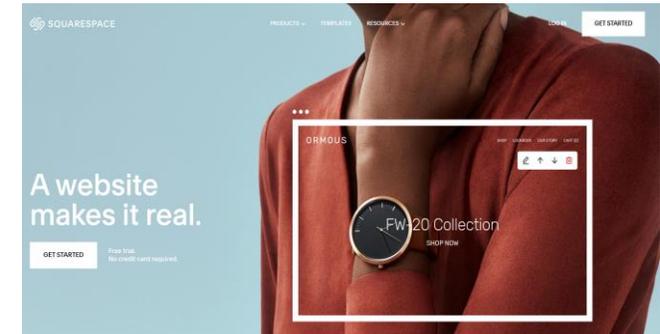
OPTOMETRY WEBSITES

## Storbie

NZ-owned, Wellington based

Strong sites optimal for retailer businesses going online

New features added into the platform without extra charges or plug-ins



## SquareSpace

Strong creative and visual design options

Website first, easily able to move into or add eCommerce capabilities

Cost effective solution to start with



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## 2. Get your product page to *sell*

### **You need to be able to communicate this in your copy**

Why do I need to buy this product?

Why do I need to buy this product from you?

Why do I need to buy this product right now?

How much does it cost to buy this product (including shipping)

### **Other must haves**

Any unique features (colour, quality, material, design)

Specifications (product size, material, country of origin)

Unique offerings (special price, free shipping, 30-day money back guarantee)

Quality images, ideally video

Reviews (this is extremely important – offer customers an incentive to leave a review)

Live chat



### 3. Put in place a payment gateway service

No upfront fees, not minimum charges, just transaction fees



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#### Stripe

- Takes credit or debit cards
- Get it set up quickly
- 2.9% + 30 cents per transactions
- Integrate it with Xero

#### Paypal

- Well known globally, and reassures buyers
- Recommend using if a high number of sales coming from the US or Australia
- Similar transaction fees to Stripe
- Volume discounts on fees

## 4. Getting the shipping right can make a real difference

### **People hate shipping costs**

82% of shoppers are more likely to shop at an online store if they don't pay for shipping.

If you can't afford to build in the cost in, incentivise multiple purchases with free delivery.

### **Shipping platforms**

e.g. GoSweetSpot, StarshipIT

- An order comes in on your eCommerce website and is automatically synced with your shipping software
- You receive a notification and pack the order
- The shipping software calculates the shipping cost based on parcel size
- Once the order is ready, book a courier to pick it up
- The courier comes to you and takes the parcel away for delivery
- An automatic email is sent to your customers with the tracking details



# 5. Make your site search engine friendly



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**Is your website name easy to remember?**

*A name that's easy to spell is easier to Google*



**Write title and meta Descriptions for ALL pages**

*Include key words that people are most likely to use to search for you*



**Images: include title descriptions and compress images**

*Makes you easier to find and your page faster to view*



**Set up a Google My Business listing**

*Helps Google to find you and for people to leave reviews*

# To recap

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1. Use a web builder platform
2. Get your product page to *sell*
3. Put in place a payment gateway service
4. Getting the shipping right can make a real difference
5. Make your site search engine friendly

