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Many people follow the mantra of "if you build it, they will come" for online business. It could be true if you have an offline business in a good location, but you need traffic online. If you don't know how to market, create an online store you will not make you rich. But if you have a good product, you know how to get the word about it, and you are trying to use the Internet to expand your customer base, then create an online store makes sense. Find the right store package. Days to get a "Shopping cart from here" "The processing of payment from there is practically finished. The trick for creating an online store now has not been Technology expert, is imagining the company with the right package for your needs. Build a separate website to act as a hub for your company and attach a link to your store. If you can provide a website with good information Quality on the type of products you sell, add a personal touch and build trust in your potential customers before they buy from you. This is particularly important if you are selling information. Take photos of your products and loads in your store. With the exception of eBooks, which will have a more probably created image with a graphic design program as GIMP or Photoshop, most products will take a picture to attract customers to buy. Make sure to use a high quality digital camera to make and upload more easy images. Market your store to drive traffic. Treat your online store just like a brick and mortar business. Advertise both in the online world and offline to drive traffic on your website. Suggestions Some companies / shops to consider for your package store: eBay (for resale), Amazon Marketplace (for books), e-junkie.com (for hard goods or digital goods), Etsy.com (for handmade goods), Yahoo Merchant solutions (virtually any kind of store) and don't forget cafePress.com and zazzle.com (for your projects on general products such as t-shirts and cups). Buy your domain name for your website. When you print advertising or any other advertising, someone has more probability to go to a website configured as a memoreense.com compared to going to a long web address that starts with cafePress or ebay. That small investment in a suitable domain name and hosting will make the difference between the aspect of a company professional and seem someone without a clue. With free tools and cheap web hosting, there is really no reason why you can't have your catalog and cart of your cart on the web if you have something worth selling. Whether you are looking for a lateral project or a true source of income, here is an initial scratch guide to create shops on the web. Some guests of your online store? There are many places you can easily sell online stuff, Amazon and eBay included. Previously we looked at the most popular places to set up the online store, covering sites like shopping and Etsy. However, the winner of that alvea five was a self-hosted storefront, and for a good reason. If you do things like a weekend hobby or are you ready to do a business to sell your huge? The site gives you more control over the store and its presentation, it is better for the corporate brand, makes it easier to switch to another web host, and can be cheaper. You can, for example, avoid transaction and listing fees, but you will still have to pay the processing fees from your payment gateway (more on this in a little). The downside is that it is more advantageous, and you will have regularly update shopping cart scripts whenever an update is available to avoid security vulnerabilities. But if you are serious about what you are Which hardly should be discouraged. Support 1. Collect what you need the guide assumes that you have the commercial part of the online store already understood - a company name, products or services (or both) you want to market and evaluate prices for those articles. If you don't have those aspects yet, again, again, some essential tools to start your activities and how to roll your own business before you start to build your online store. Getting finally serious about turning your hobby into a side business? Dozens of free and Cheapa | Read moreYou'll also need: A domain name (less than \$ 10 / year). We previously mentioned one or two tools to help you find a good domain name, as well as the five most popular registrar of domain names where it is possible to block that domain name.A web host (about \$ 72 / year) . If you have not yet found one, check out some companies web hosting recommended by Lifehacker readers. (I used both BlueHost and HostGator over the past two years and recommend them to my clients occasional web development.) Look for a web host that offers "cPanel" with Fantastico script or, if you prefer a Windows-based server, Tools Ensim power. These features make the installation of third-party scripts, like the shopping cart systems, a one-click affair.A dedicated IP address (approximately \$ 2 / month) for your website and the private SSL certificate (\$ 50 / year). SSL is the Secure Sockets Layer protocol, which encrypts the data between the browser and the web server. It is essential for the protection of customer data. Many web hosts offer SSL certificates for free common, but these generate alerts in the browser that the SSL certificate does not match the domain name. If you want your web clients to trust you, you'll need a private SSL certificate, and that requires a dedicated IP for your website. HostGator, Bluehost, and other web hosts sell private SSL certificates (usually the Comodo Positive SSL Certificate) for about \$ 50 / year and will install it for free or for you or provide instructions for generating one from your website control panel. You can also shop around for an SSL certificate from the registrar of domain names for better prices; Namecheap, for example, it offers the EssentialSSL Comodo Certificate for \$ 25 / year.A shopping cart script (free). Free shopping cart scripts such as osCommerce and Zen Cart are critical of many online stores spine. Most web hosts offer open source osCommerce script as a quick install, but there are many others you can compare and use of Wikipedia, however, if you're comfortable manually installing a script on your website (this is primarily editing the configuration file with a text editor, and upload files to your web server). For our example online store, we will use osCommerce © because it is more widely accessible.A payment gateway (varies). Unless you want people to you mail checks (and, if you do it, it would be wise to get a PO Box or virtual address), you will need an online payment processor so you can accept cards of credit. Payment gateway validate the information credit cards and process transactions in real time, taking a cut of the transaction and then deposit the rest into your bank account. (You can get a credit card merchant to process credit cards on their own, but payment gateways have the forms and everything already set up and are easier to implement.) PayPal, which accepts all major credit cards, is an obvious and easy solution that integrates with most major shopping carts. There are no setup fees or monthly fees, and start shooting is very fast. PayPal takes from 2.2% to 2.9% of each transaction, depending on your monthly sales volumes. Not everyone is comfortable with PayPal, however, so you have another payment gateway would be helpful. Authorize.net is one of the most popular gateway. It has a set up fee of about \$ 100, a monthly fee of \$ 20, and the transaction costs of approximately \$ 0.10 (the They vary because you need to sign up with an authorize.net retailer to use them. 2Checkout is another gateway that can arrive up and running very quickly, and international currencies can be accepted. The cost is \$ 49 to set up and take a 5.5% commission more than 0.45 for each sale. Finally, if you sell software or digital products like eBooks, Share-it! by River can take care of billing and delivery for you. The price is 4.9% of more \$ 1 product. Take some time to research your payment gateway chosen, according to the volume of sales you expect and your transaction requirements (FreshBooks has an overview of the different payment gateways, and GoalsOnTrack has a price comparison chart for some of them.) Step 2. set up your WebsiteOnce have the registered domain name and pointing to your web host, you can set up your site's home page and other static pages (for example, information about you or background on your products) the way you would normally make a website (see our comprehensive guide for beginners to the creation of a website to help do this) .Last week we taught you how to make a website from start to finish including identification of a reliable | Read moreHowever, the shopping cart script can stand alone as your entire web site, if you prefer. Besides the cart and product pages, the script can create static pages with company background, frequently asked questions about shipping, and like.Step 3. Install Your cart SystemIf have Fantastico or QuickInstall in your website cPanel (or if Ensim Power Tools you have a Windows host), you can self-install the shopping cart system with these tools (look under Software / services or section similar name in your cPanel). For this demonstration, we are installing osCommerce, but the steps are similar for other e-commerce tools.Click on the "New Installation" or the link to create a new installation. You'll then be able to set the basic functions of the stores (for example, the name and email address of the store owner and the SSL option). In osCommerce also set the user name and the administrator password here but some systems like Zen Cart e-mail instead of a section generated password.This "New installation" you can also set the installation folder. If you want the store to be in the root directory of your DomainA ie, when visitors go to yoursite.com will immediately enter shopa leave empty the folder. Otherwise, choose a directory name to "store" or "catalog" for installation; that way you can have personalized web pages throughout the store (see point 2 above) and the link to your shop there.The script will set up the archive database in MySQL for you and provide a link to both your store basic and area.Step administration 4. Customize your ShopusCommerce online and other business systems are feature-rich enough. You can keep track of products in stock, add different classes and tax rates, view advanced reports, and much more. There are also a lot of additional modules and leathers (see Add-ons directory of osCommerce, for example) to really customize your logo and web shop.Changing footerThe first thing you probably will want to do is change the logo and remove the graphic osCommerce page footers. In the admin panel, go to Configuration> Store logo to save a new store logo.To adjust the page footers, you need to change the english.php file under [your directory store] / includes / languages / folder. (Or download the file, modify it with a text editor, and then upload it back to your web server via FTP, or open the file directly from your web host using the built-in cPanel file manager.) The text of the page footers it is defined on the second-to-last line of the language files. Remove this part: Powered by osCommerceTo remove the banner graphic, go to Tools> Banner Manager in the admin panel and eliminate osCommerce banner.Note, if you Whether you want to apply a different model or theme for your store, consider the installation before making additional customizations (see point 7) .Further Base ConfigurationThere are many other things to configure in the administration panel. Go to configuration> My store for things like set What area The country is in and if you want direct customers to their cart after adding a product, etc.In the included / Language folder you will also find files to be modified for customization of Site information pages, like yours yours and privacy policies (and spedizione.php privacy.php, respectively). As above, use your text editor to customize the copy on those Pages.STEP 5. Configure categories / products The main section in which you work is a catalog where categories and products are listed. osCommerce sets an electronics store for you by default, but if you are selling clothes or something else, you'll need to customize categories (and certainly produced). If you have only a few goods to sell, using the online administration interface to add categories and products is quite simple. Just select a category / product image and enter other necessary details (description, name, etc.). If you have many products, go to the add-ons that allow the import of products from an Excel spreadsheet, a CSV or other delimited text files, completely bypassing the Web interface. You'll need to download the add-on (for example, the easy products and product attributes, working with a group of shopping cart systems) and follow his instructions to install it in the directory of your store .Note: for the add-easy, the instructions catalog.php for editing the files were not accurate for me, maybe because © my osCommerce installation was a different version than the simple. If your Catalog.php file defines his boxes as an array, just copy one of the arrays (everything from "Array (" closing ");" and modify it with the information easily accomplished. For example: array ('code' => "Easy populated", "Title" => "Easy populated", 'link' => "Tep href link (' EASYPOLATE.PHP ')) once the add-in installed, you can download a CSV file that " can change with your products / services. The unique key for each product is in V_PRODUCCES_MODEL column, and you can specify the image of the product positions in the DONE column V_PRODUCCES_IMAGE.ONCE Creating a CSV file Products / Services Back to the admin panel and import It " After just you backed up your database of the store by the button "quick backup" in compiling easier or from instruments of the administration panel> section of the database manager. Section 6. database of performance Management and spedzionew you all your imported products, it's time to configure the compliance section. the shipping costs and payment methods are both found under t section of the admin panel modules. for payment options, you can install modules for different payment gateways (see item 1 above), including Paypal, 2Chiscicout and others (you can download additional modules such as the Amazon checkout by the Add-on say ectory). When your customer checks from your store, they will be directed to the secure payment site of one of these gateways. For shipping you can specify the shipping costs per item, rates for different areas, one based on the total rate of table fare and so On. You have received an e-mail on each new order comes, so you can handle the shipment out of the objects as they enter. There are merchandising solutions on a large scale, but for most online stores Gigs Pop and mom-and-pop, e-mail address should suffice. 7. Add other forms of shopping cart and customizations have those basics down, you can go to town customizing your shop with integrated modules (how to add discounts and special) modules or add-ons of the Community for tweaks like adding subcategories, desk frequently asked questions, boxes of random products and more. The installation of the add-ons by third parties usually only involves changing some Configuration files and then loading them in the store folder, but it's always a good idea to back up your store before doing so, as these are your own risk options installed. To change how the oscommerce site appears, change the stylesheet.css file in the root folder (here are some basic CSS information to start); You will be able to change the color of box headers and more in that CSS file. You can also replace the default GIF images in the Image / Infobox folder. The other files you should check for the configuration of your store's look are the header. PHP, PHP, left_column.php and right_column.php file find in the Includes folder. See osCommerce documentation for more details and this forum thread for suggestions and tricks. Partly the first of our Night School series on how to make a website, we learned a little more read more, you can download new free models and themes for your store or buy one somewhere as Monster Template, but to be Aware of the fact that you change the theme (or can't) ignoring any customizations you did before. The intake of a professional designer to help you with your online store is also a good idea if you have a lot of free passage in it.step 8. MaintenanceFinally, regularly check the store reports to monitor how it is doing. Also subscribe to the news feeds of your trolley system to make sure you have the latest patches (for example, see oscommerce news site). And, above all, enjoy your new web showcase. May bring happiness and wealth. Photo Top from Fededo Do you have an online store that you did yourself that you want to show off? Or tips and tricks to add to our basic guide? Feel free to add in the comments. Comments.

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