

DIGITAL
MAIN ST.



PLEASE MUTE YOUR MIC

DIGITAL MAIN ST.

Google


 shopify

 Microsoft

 Intuit quickbooks



FACEBOOK

 Square

 YellowPages

 TORONTO

Canada

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Ontario 

Program created by

 tabia

Hosted by the Toronto Digital Service Squad



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Julie Pendergast

How to build a website and sell online



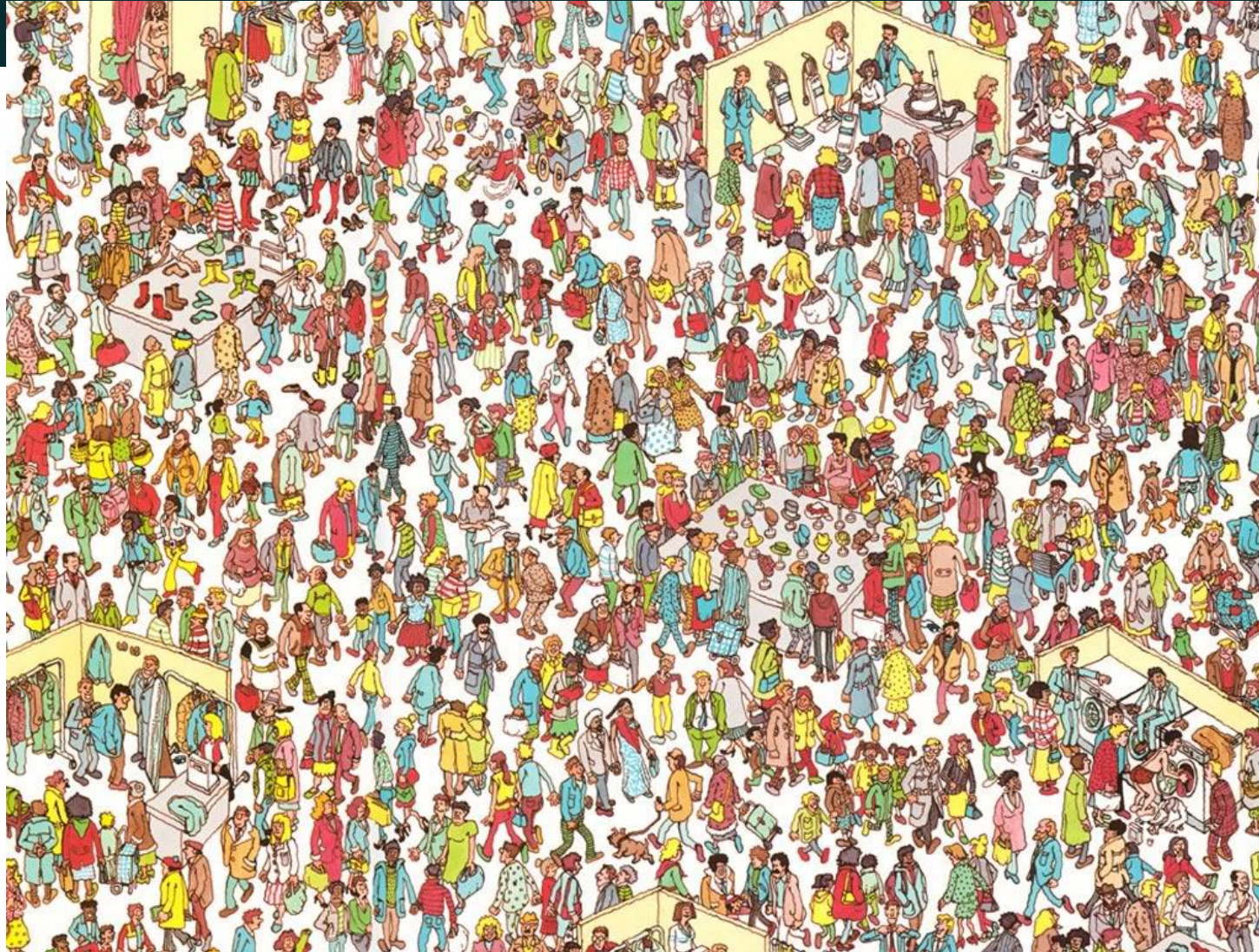
In this session



Learn why having a website benefits your business

1. What platforms are available and how to choose one
2. Buying a Domain Name
3. Designing Your Website
4. Understanding Online Inventory
5. Payments and Shipping
6. Additional tips for a successful launch

Why having a website benefits your business



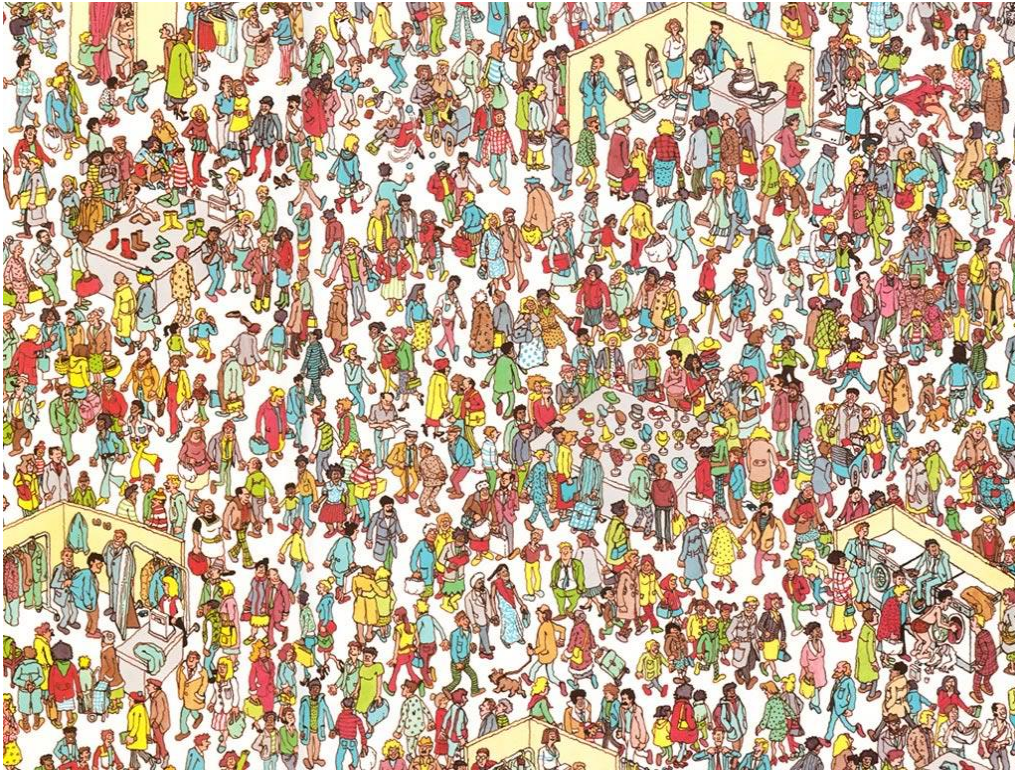
Why having a website benefits your business



Why having a website benefits your business



Why having a website benefits your business



Benefits for business

- Broaden your brand, reach and get more marketing opportunities
- Your website is an extension of your business in the Digital World.
- No one will be able to find you if you're not online!

What's the difference?

Website

- Basis of your online presence
- Market your business with no restrictions
- No online selling capabilities

E-Commerce

- Basis of your online presence
- Market your business with no restrictions
- Has online selling capabilities



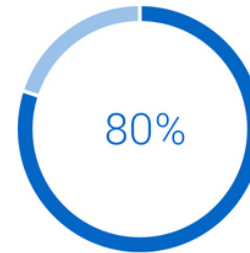
The Power of E-Commerce

Why is E-commerce important?

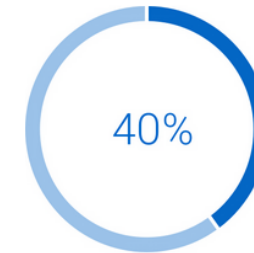
- Consumers want the option of **shopping from home**
- If you don't provide them that option, it's a missed opportunity to increase your sales

Canadian e-commerce at a glance

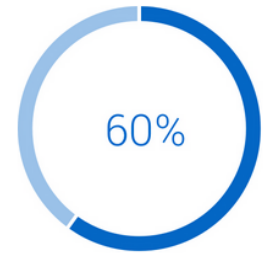
Here's what's happening in Canadian e-commerce.



of Canadians shopped online in the past year



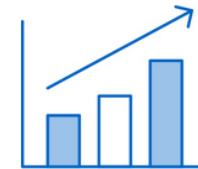
of Canadians plan to buy more domestically in the coming year



of all online purchases in Canada are made by 18% of online shoppers



Online spending hit an estimated \$65 billion in Canada in 2019



By 2023, online spending could reach \$108 billion

1. Choosing a Platform



1. Choosing a Platform









How to decide what platform is right for you
Read reviews on eCommerce platforms on review websites such as [Capterra](#) and [G2 Crowd](#)

Have a checklist of things to look for such as:

- Price
- Integrations
- Features you need
- Secure Payment Gateways
- Ease-of-use (look for how-to guides for setting up your first store)

E-Commerce Website Pricing

 shopify DMS Partner	 Square DMS Partner	 Bookmark
\$29 USD Basic Shopify	\$15 USD Professional Plan	\$24.99 USD Business Plan
 Wix	 SQUaresPACE	 BIGCOMMERCE
\$20 USD Business Basic Plan	\$26 USD eCommerce Plan	\$29.95 USD Basic Plan

All prices are in USD, priced per month paid in an annual basis.
Month-to-month plans are available but are offered at a slightly higher rate.



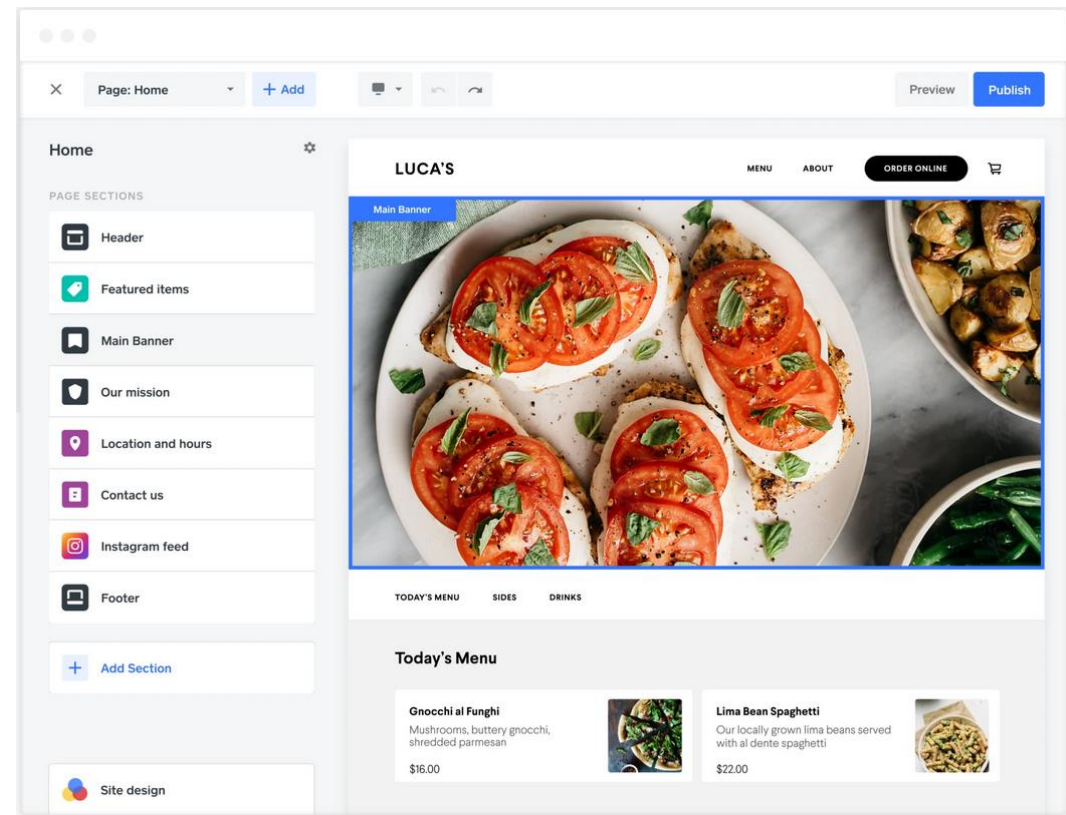
DMS Partner

- Generally the easiest of all the eCommerce platforms to use.
- \$29 USD/month + applicable taxes
- Includes Shopify POS basic
- Can sell in-store and online and have centralized inventory tracking
- 24/7 Customer Support

A screenshot of the Shopify website homepage. The header features the Shopify logo, navigation links for 'Start', 'Sell', 'Market', and 'Manage', and links for 'Pricing', 'Learn', 'Log in', and a 'Start free trial' button. The main content area has a large heading 'Start a business, with everything you need all in one place' and a form to 'Enter your email address' with a 'Start free trial' button. Below the form is a small disclaimer: 'Try Shopify free for 14 days, no credit card required. By entering your email, you agree to receive marketing emails from Shopify.' To the right is a video player showing a woman in a blue apron working at a table with jars of herbs. The footer has a dark green background with the text 'Bring your business online'.



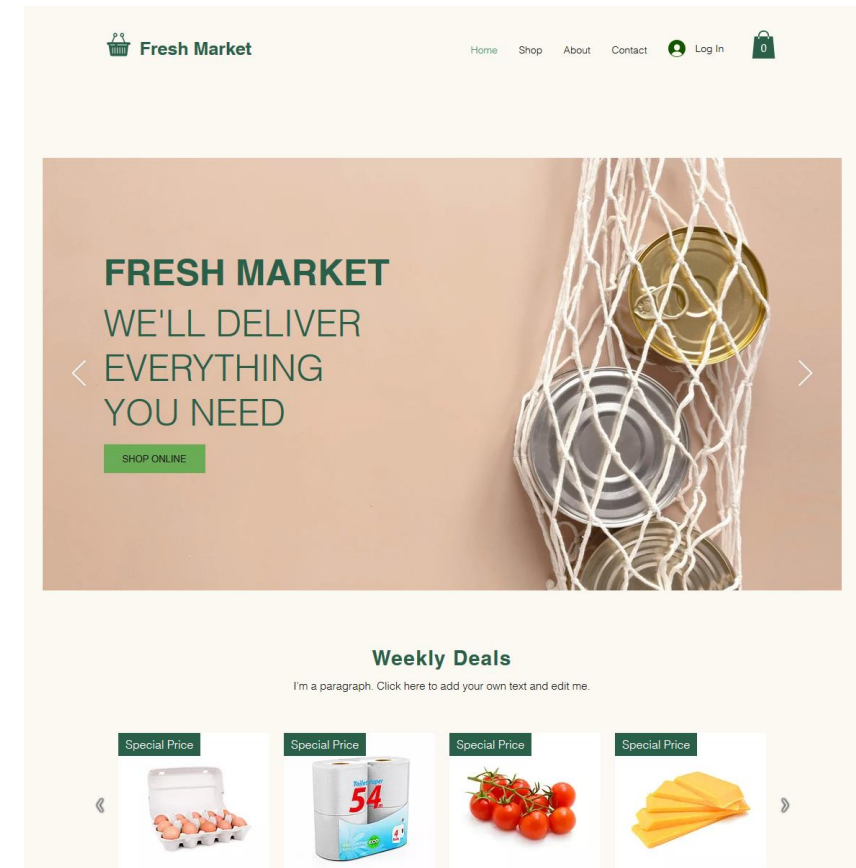
- Free to create a website, 2.9% + 30¢ per transaction.
- Extremely robust payment solution with 3rd party integration capabilities
- Includes Square POS
- Can sell in-store and online and have centralized inventory tracking
- 24/7 Customer Support



Wix eCommerce



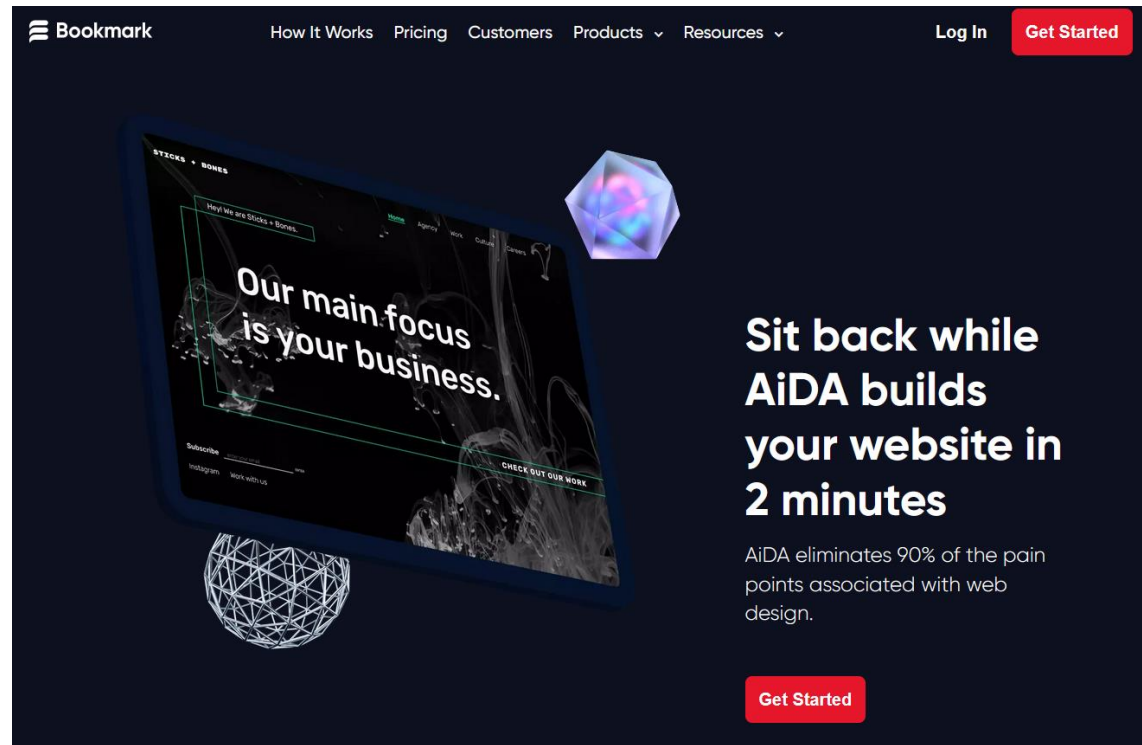
- Starts at \$20 USD/month + applicable taxes
- Free domain for a year (when you upgrade)
- \$300 Ad Vouchers
- 100s of themes to choose from & customizable
- Built-in SEO support
- 24/7 Customer Support



Bookmark



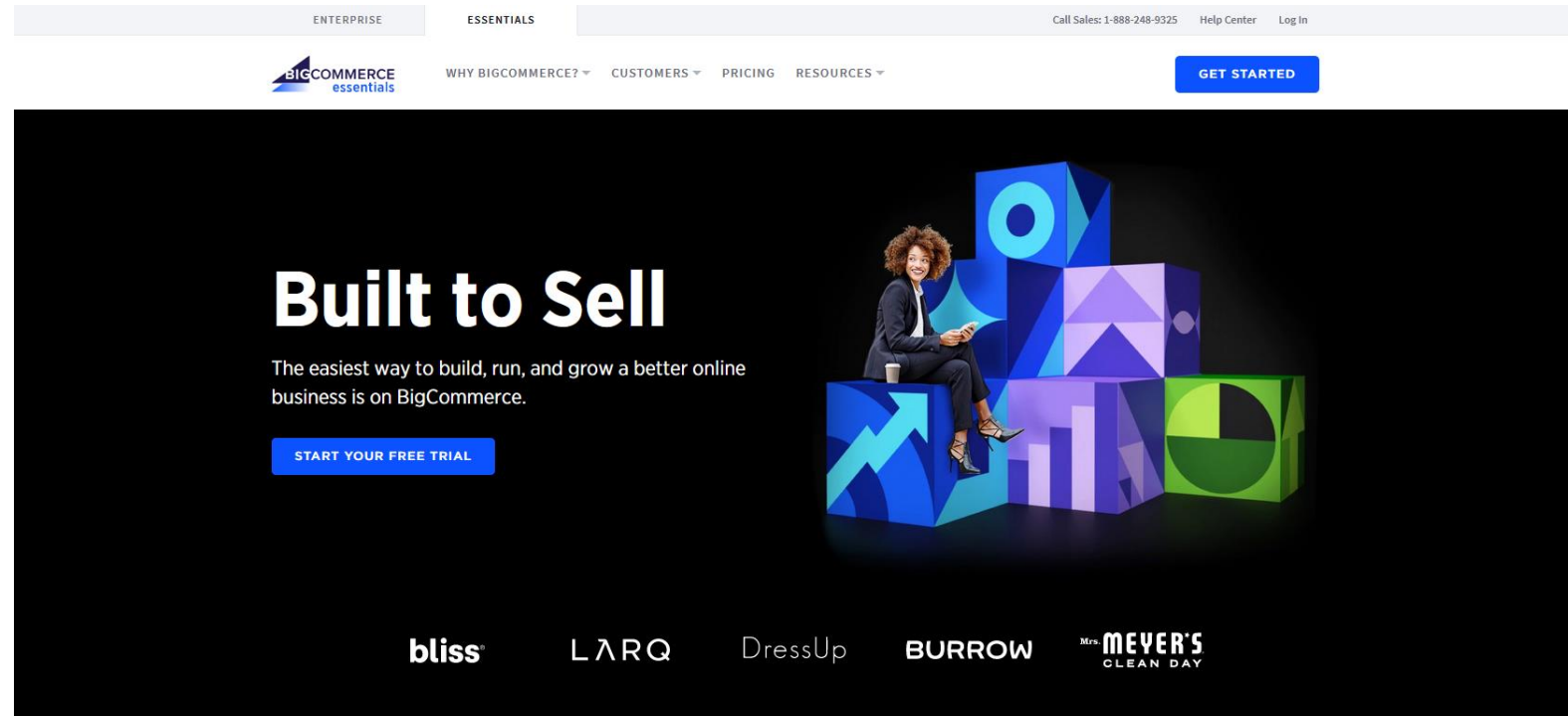
- AI Website Builder + ECommerce Platform
- Priced at \$24.99 USD per month + applicable taxes
- Integrates with Square POS for in-store transactions
- Built-in Inventory Management
- 24/7 Customer Support



BigCommerce

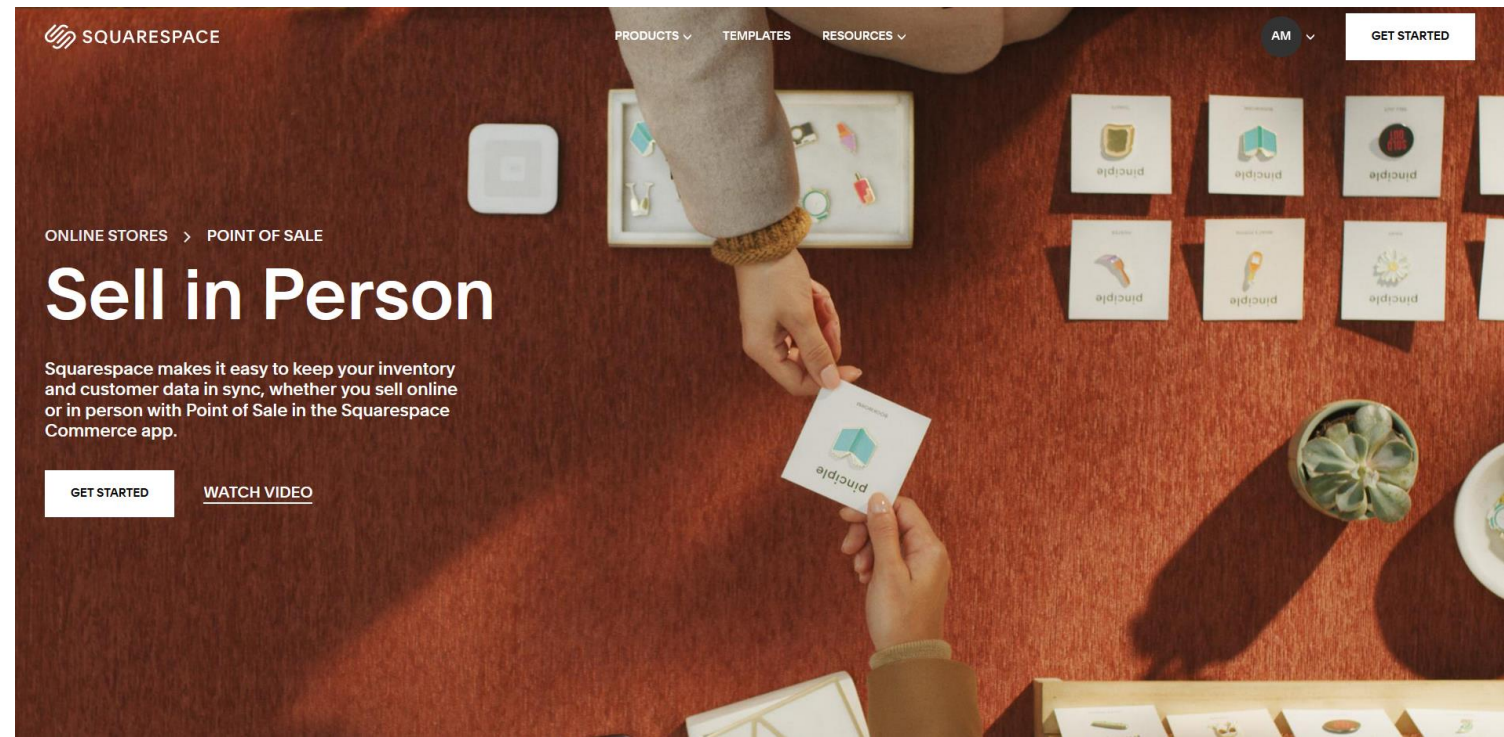


- Reputable E-Commerce platform
- Priced at \$29.95 USD per month + applicable taxes
- Integrates with 3rd Party POS solutions for in-store transactions
- Built-in Inventory Management
- No cost to using 3rd Party online payment solution such as Square, Stripe, PayPal etc.
- 24/7 Customer Support





- Great website builder capable of E-Commerce
- Priced at \$26 USD per month + applicable taxes
- Integrates with Square POS solutions for in-store transactions
- Built-in Inventory Management
- Squarespace mobile app to manage online store from anywhere
- 24/7 Customer Support



2. Purchase a Domain Name



What is a Domain?

WHAT IS A DOMAIN NAME?

———— The Address of your Website ————

https://www.webhostinginsights.com

prefix Sub-domain name extension

domain name

What is a domain name?

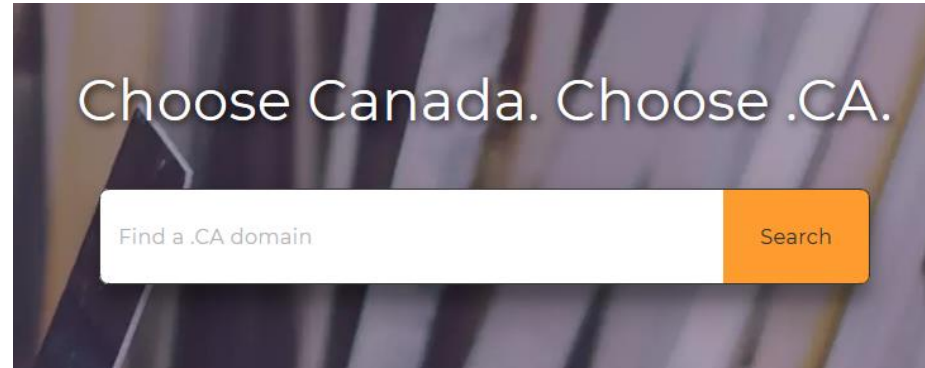
- Your business' website address (ex: digitalmainstreet.ca)
- Make sure its related to your business name
- Helps with your business' branding

How to purchase a domain name:

- Through a domain registrar
- Search for your domain on **cira.ca** then purchase it through one of the domain registrars
- Domains are annual subscriptions from 1-10 years at a time
- Domain registrars are resellers of domains that are made available from a domain registry

More info: <https://www.cira.ca/blog/ca-domains/how-much-does-a-ca-domain-cost>

Should I choose a .CA or .COM Domain?



**The truth is, either one is fine! But having a .CA domain has its benefits
(especially if you're a Canadian Business!)**

- Canadians prefer shopping locally on .CA websites
- Only **Canadian** businesses can have a .CA domain
- You can have both a .CA and a .COM domain (if its available!)

Business Email Addresses



By purchasing a domain name, you can also create a business email address.

For example:

If I buy angelodigitalmainstreet.ca, I can make an email address such as:

- `me@angelodigitalmainstreet.ca`

How Much Does It Cost?

Continue to Cart

Domain Available

angelodigitalmainstreet.ca is available

Restrictions apply. ⓘ

C\$0.99/yr ~~C\$19.99~~ ⓘ

for the first year

How to choose a great domain name?

Add to Cart

Why it's great.

- ✓ "Digital" is a high value keyword that has an average sale price of C\$2,472.00.
- ✓ "Digital" and "Main street" are widely used keywords.
- ✓ Includes Basic Privacy Protection.

Domains include Basic Privacy Protection. ⓘ

Protect your name with these domains:

<div>angelo.ca</div> <div>Restrictions apply. ⓘ</div>	<div>C\$19.99 C\$0.99 ⓘ</div> <div>for the first year</div>	<div>Add to Cart</div>
<div>angelo-mainstreet.ca</div> <div>Restrictions apply. ⓘ</div>	<div>C\$19.99 C\$0.99 ⓘ</div> <div>for the first year</div>	<div>Add to Cart</div>
<div>angelomainstreet.ca</div> <div>Restrictions apply. ⓘ</div>	<div>C\$19.99 C\$0.99 ⓘ</div> <div>for the first year</div>	<div>Add to Cart</div>

On average, a .CA domain has a nominal cost of **\$10-\$20 per year**

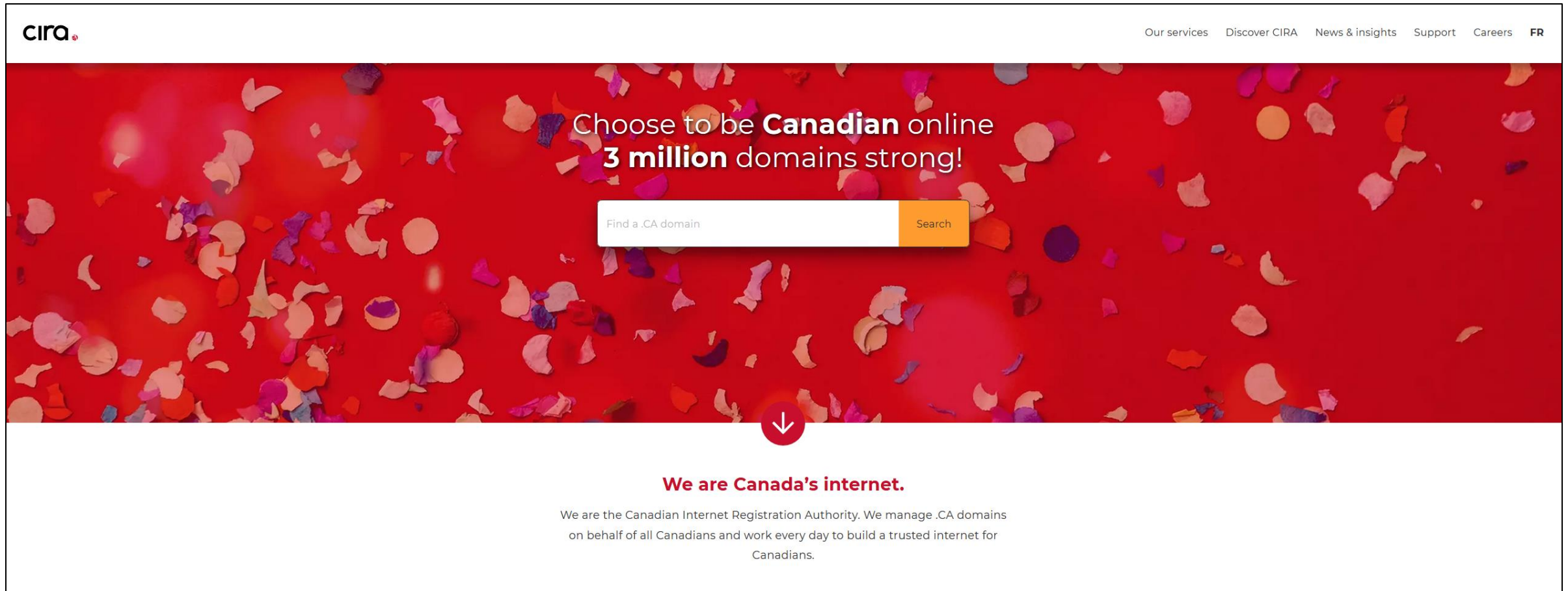
Can't I get a domain for FREE?

Yes, most of the big DIY website builders offer free plans but it will look something like this:

- *username.wix.com/yourwebsite*
- *yourwebsite.myshopify.com*
- *Yourwebsite.wordpress.com*

You risk presenting your business as unprofessional if you don't have a domain.









Where Do I Buy a Domain?

The image is a screenshot of the CIRA (Canadian Internet Registration Authority) website. The header features the CIRA logo on the left and a navigation menu on the right with links for 'Our services', 'Discover CIRA', 'News & insights', 'Support', 'Careers', and a 'FR' language toggle. The main content area has a vibrant red background decorated with a pattern of colorful, torn paper scraps. Centered on this background is the text 'Choose to be Canadian online' followed by '3 million domains strong!'. Below this text is a search bar with the placeholder 'Find a .CA domain' and an orange 'Search' button. A white circular button with a downward-pointing arrow is positioned at the bottom center of the red section. The footer, which is white, contains the heading 'We are Canada's internet.' and a paragraph stating: 'We are the Canadian Internet Registration Authority. We manage .CA domains on behalf of all Canadians and work every day to build a trusted internet for Canadians.'

Where Do I Buy a Domain?

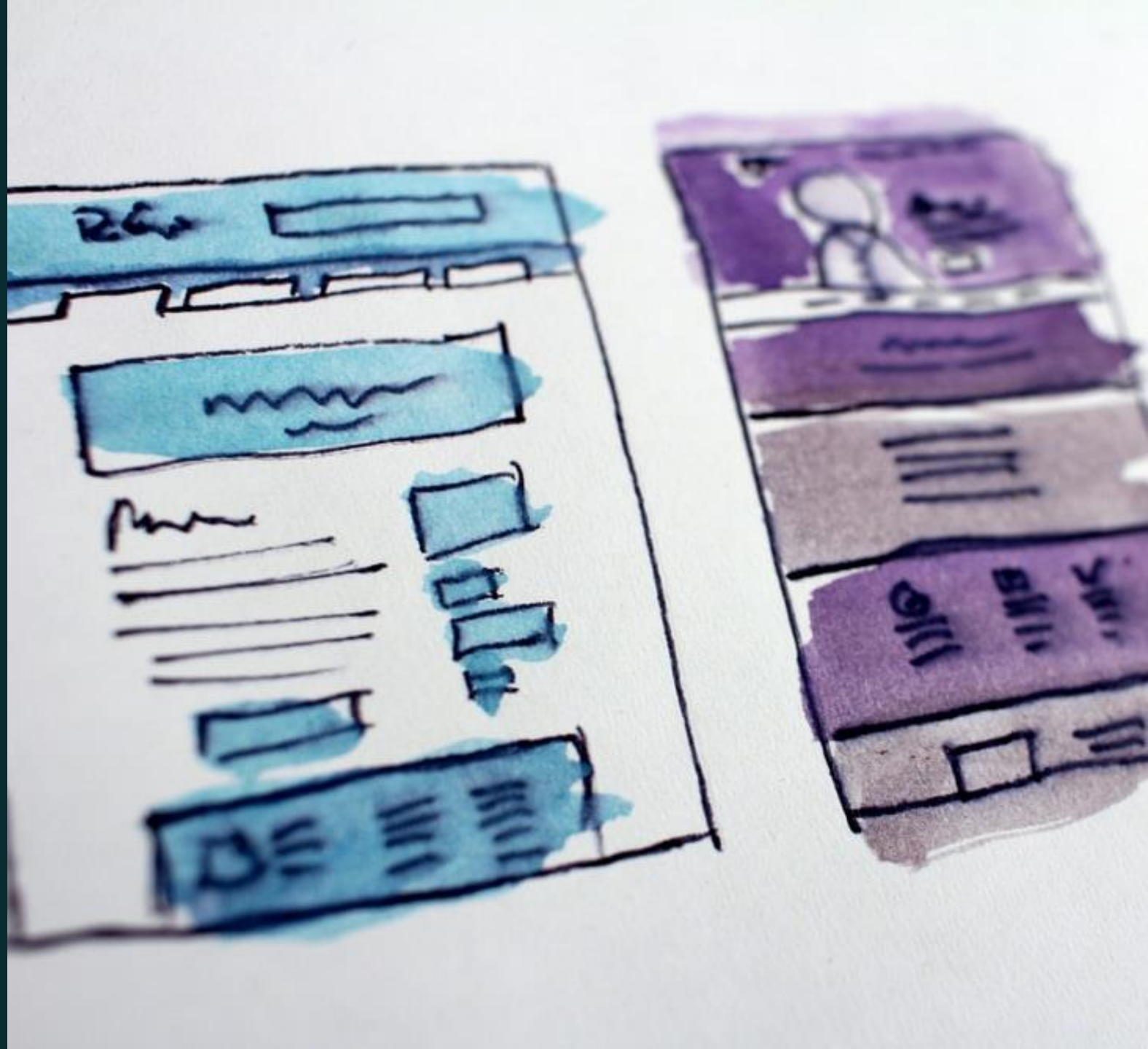
Great news, **brucecountybusinesses.ca** is **available**! Register it today!

Secure this .CA domain name by registering it through one of the certified providers.

 <p>WEB HOSTING CANADA</p> <p>.CA Lives Here® Get Yours Now</p> <p>Buy now</p>	 <p>SINCE 2000</p> <p>30-Day Money Back Guarantee</p> <p>Buy now</p>	 <p>Trusted by millions</p> <p>Buy now</p>	 <p>Canada's #1 .CA Registrar</p> <p>Buy now</p>
 <p>Buy now</p>	 <p>Best customer service. Try us!</p> <p>Buy now</p>	 <p>Free LiteSite & Branded Email</p> <p>Buy now</p>	 <p>Buy now</p>

[View all certified providers.](#)

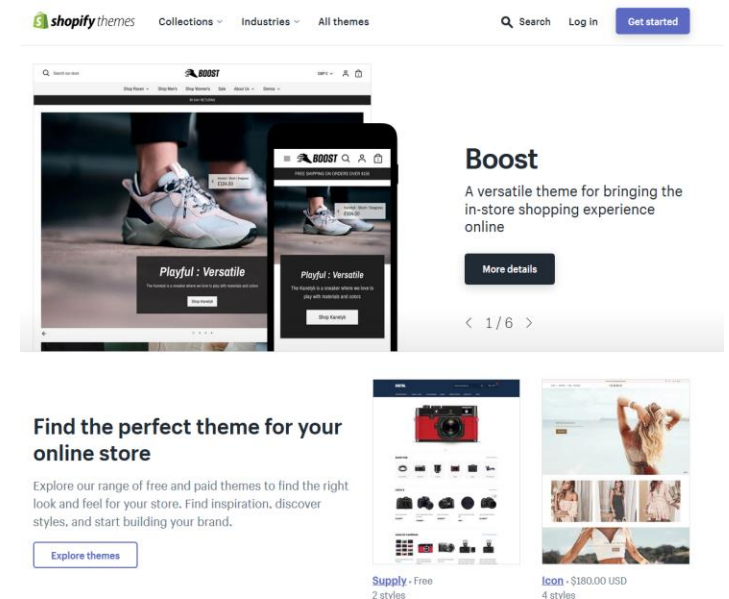
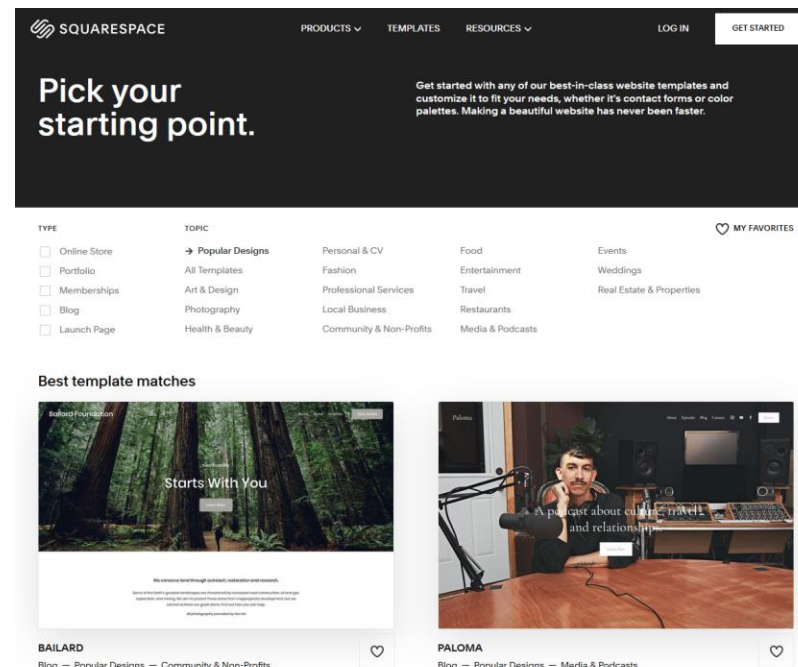
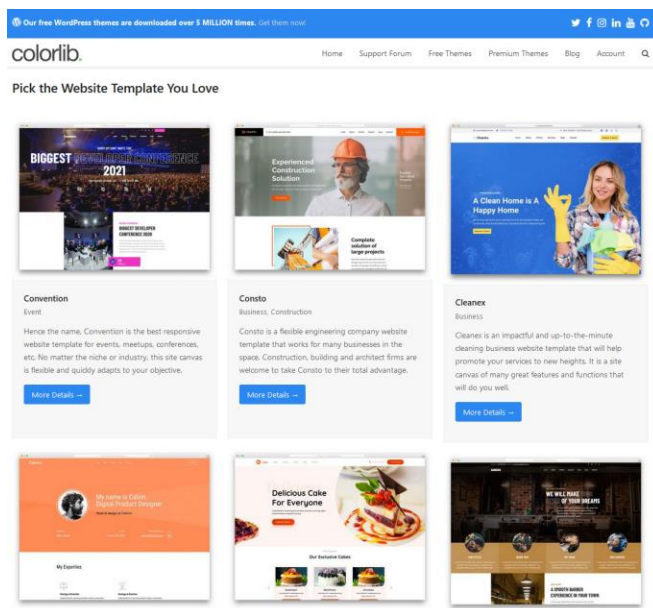
3. Designing your Website



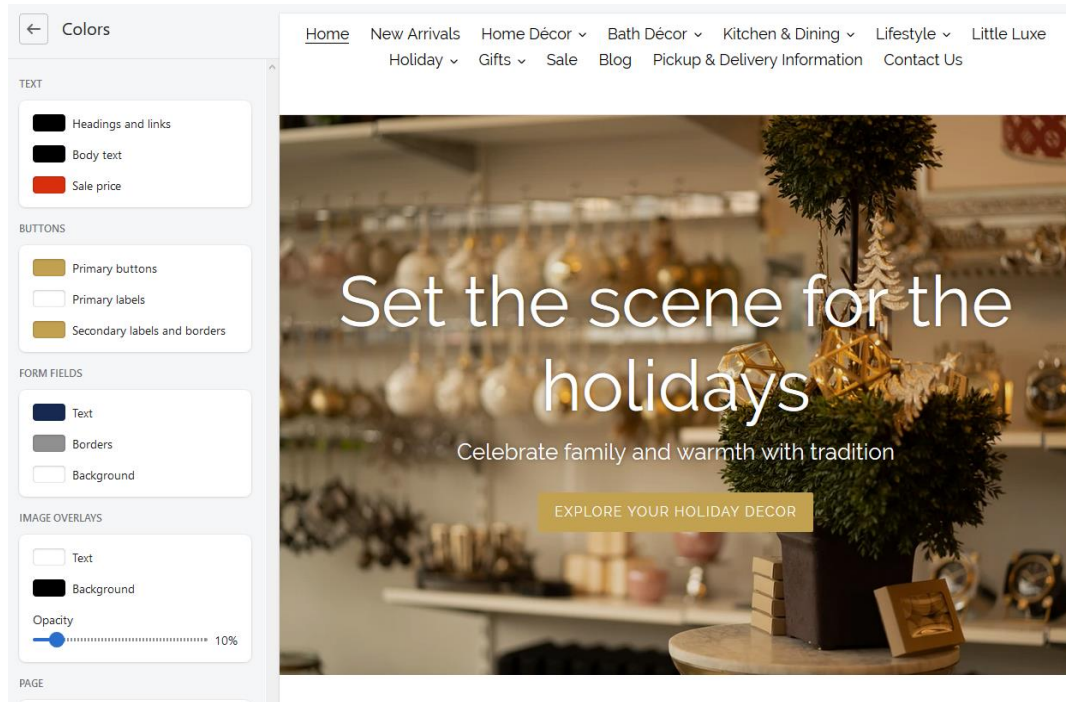
Choose a Design from a Theme

If it's your first time, we recommend that you choose a website builder that includes a library of themes (Squarespace, Shopify, Wix, Bookmark).

A theme is a pre-designed template that you can use for your website. All you need to do after choosing a theme is to add your products, content and information about you and your business!



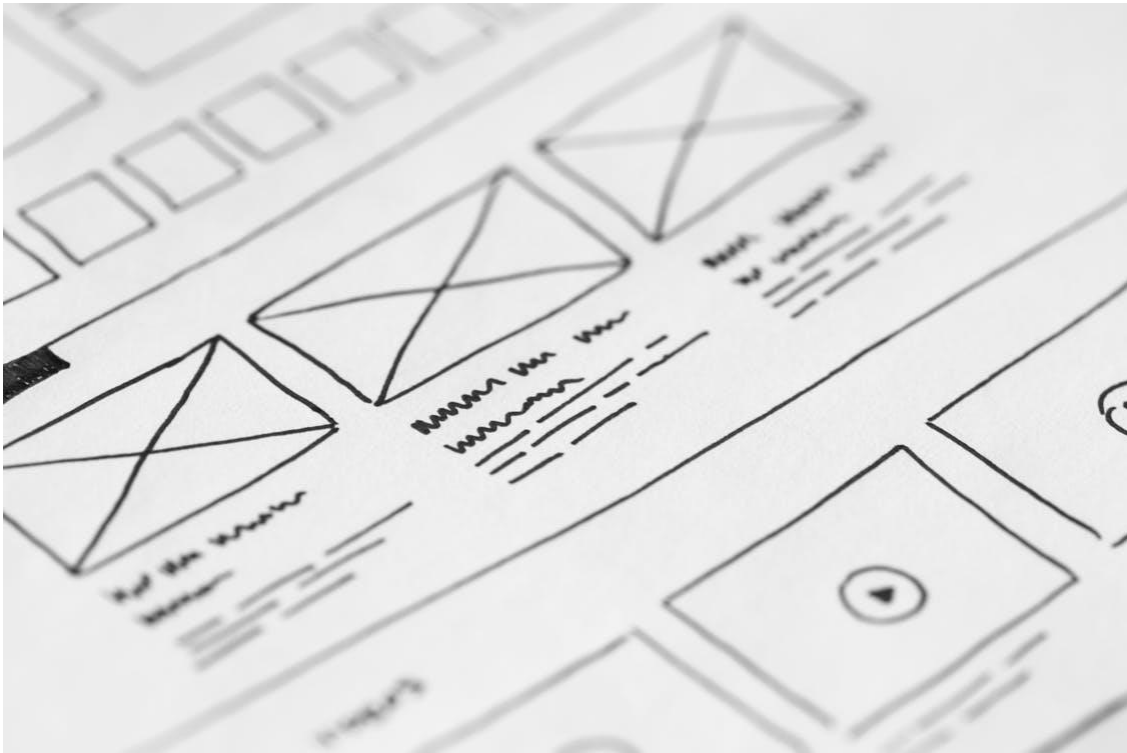
Customize your website



Upload your content. This includes:

- Images (in-store photos, product photos)
- Business Branding (Logo, Colours, etc.)
- Business Information (Business Name, Address, Contact Email, Contact Phone Number)
- (Optional, but highly recommended) Articles or Blogs

Plan and create your website content



Planning your content:

- Decide what you want to feature on the homepage (featured products, images, blogs/articles, testimonials)
- Plan your navigation menu
 - Home, About, Product Categories, Menu, Services, Contact

4. Dealing with Online Inventory



What is Inventory Management?



Inventory management is the act of keeping track of your stocked online and offline goods and monitoring their weight, dimensions, amounts, and location.

Effective inventory management is essential for ensuring a business has **enough stock on hand to meet customer demand.**

Choosing the Right Inventory Solution



What to have in mind:

- Look for Point-of-Sale (POS) systems that can sync your online E-Commerce stock levels with your offline in-store inventory.
- Ensure the POS system can integrate with your current business setup to reduce the amount of work needed to start selling online.
- Nearly all E-Commerce solutions automatically adjust stock levels and track sales from in-store and online purchases as long as you are doing the transactions from the connected POS system.

Keep in mind that having a Point-of-Sale System that can sync with your eCommerce platform can help you scale your business!

Common eCommerce Combinations



Hardware

- Payment Terminal/Card Reader (Ingenico, Moneris, Chase, Square, Stripe, Clover)
- Receipt Printer, Barcode Scanner, Cash Drawer
- Computer or Tablet to run POS System (iPads or Android tablets are commonly used to run eCommerce POS)

POS Software

- Shopify POS App, Square POS App, etc.

Other Business Tools

- Quickbooks (accounting), MailChimp (email marketing), Instagram Shopping, Facebook Shopping (social media shoppable posts)

Stock Keeping Units (SKUs)

What are SKUs?

SKU is short for Stock Keeping Unit, it is also sometimes known as the product code (not to be confused with a barcode).

If you are selling anything online, it's important to set up your inventory management software correctly and use SKUs. It's one of the most, if not *the* most important, part of setting up yourself for success.

Why do SKUs matter?

Adding SKU codes your products correctly makes it easy for you and others to find, search and reference products from inventory lists, invoices, order forms etc.

SKU

ZG011AQA

Unique for each retailer

Alphanumeric

Varies in length

Stock Keeping Units (SKUs)

Example of good SKUs

If you're selling novelty coffee mugs and they come in three different colors then the SKUs might look something like this:

Coffee Mug Red, model no.1 = CM01-R

Coffee Mug White, model no.1 = CM01-W

Coffee Mug blue, model no.1 = CM01-B

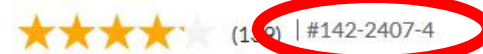
CM = Product/Category Abbreviation

01 = Style Number

-R, -W, -B = Colour

In the image example, the business uses a combination of Numbers and Separators to give the product a unique identifier.

Lagostina 3-Ply Commercial Clad Cookware Set, 12-pc



SHOP ALL >



5. Payment Processing



Choosing the Right Payments Processor



A payment provider/processor is a system used to process customer transactions.

What to look for in a payment processor if you don't already have one:

- Accepts a variety and major payment methods
- Can integrate with your eCommerce platform
- 24/7 Customer Support

The standard online transaction fee is 2.9% + 30¢ per transaction.

Most providers deposit the money you made into your bank account within 1-3 business days.

Examples of Payment Processors

stripe



6. Understanding Shipping



What Do You Need to Ship Items?

Commonly used:

- Boxes (choose up to 4 default box sizes that you plan on sending items in)
 - Sizes: Small (6"x4"x4"), Medium (10"x10"x10"), Large (12"x12"x9"), XL (18"x15"x12")*
 - *These sizes are just examples
- Packing materials (tape, scale, measuring tool, bubble wrap, filler, paper wrap)
- Printer to print shipping labels, invoices and packing slips from your eCommerce platform
- Business Account at your preferred postal/logistics company for cheaper rates



Free Shipping
.....on orders over **\$75***.....

FREE SHIPPING
ON ALL ORDERS



FREE SHIPPING
WHEN YOU SPEND \$49+

Types of Shipping Options

1. Free Shipping

To make free shipping work:

- Increase product prices to cover costs for shipping (customer pays)
- You pay for the full price of shipping out of your margins (you pay)
- Increase prices of products slightly to cover partial costs of shipping (you and your customer pays for shipping costs)

Tip: To increase overall volume of sales, offer a discount code for free shipping on a minimum order amount (i.e. Free Shipping on orders over \$75)



Free Shipping

—on orders over **\$75***—

FREE SHIPPING

ON ALL ORDERS









FREE SHIPPING

WHEN YOU SPEND \$49+

Types of Shipping Options

2. Real-Time Carrier Rates

- You can show real-time rates with various carriers based on weight, package dimensions and location
- This allows your customers to choose and pay for the exact service they want

Summary								
From: L6T5E5			To: L6T5E5		Weight 4		Pieces: 1	
Carrier	Service	Est. Transit Days	Base Charge	Other Surcharges		Fuel Surcharge	Total	
	Purolator Express	1	\$8.09	HST	\$1.22	\$1.22	CAD \$10.53	<input type="radio"/>
	Ground	1	\$10.68	HST	\$1.62	\$1.77	CAD \$14.07	<input type="radio"/>
	Ground	1	\$11.38	HST	\$1.69	\$1.56	CAD \$14.63	<input type="radio"/>
	Express	1	\$15.34	HST	\$2.27	\$2.07	CAD \$19.68	<input type="radio"/>
	Purolator Express 9AM	1	\$25.91	HST	\$3.88	\$3.89	CAD \$33.68	<input type="radio"/>
	Standard Overnight	1	\$34.52	HST	\$5.11	\$4.75	CAD \$44.37	<input type="radio"/>
Would you like to schedule a pick up? <input type="text" value="No"/>								

Tip: Use 3rd party services from companies like Chit Chats, eShipper, and SecureShip for discounted real-time rates

Types of Shipping Options

3. Offer Flat Rate Shipping

- You may offer conditional Flat Rate shipping if a customer's total is under a certain amount (i.e. Flat Rate Shipping for orders below \$75)
- Try not to drastically undercharge or overcharge your customers
- Flat rate shipping tends to become complicated and less effective if you sell a wide variety of products with different sizes and weights

Shipping to			Create shipping zone
🌐 Canada & USA Canada, United States			...
Your rates (3) Carrier and app rates (2)			
Rate name ▲	Condition	Price	
Free Shipping	\$250.00 and up	Free	...
Standard Flat Rate Shipping	\$75.01–\$250.00	\$15.00	...
Standard Flat Rate Shipping Under \$75	\$0.00–\$75.00	\$10.00	...
<button>Add rate</button>			

Tip: Flat rate shipping works best when you have a standard product line of items that have similar sizes and weights

Types of Shipping Options

4. Curbside Pickup & Local Delivery

- Free or low cost
- Develop relationships with your customers
- Faster and an ideal option for customers in a rush

Why this option is ideal during Covid:

- Locals want to support small businesses
- Allows customers to order from you online or by phone
- Can see product in-person before purchasing
- Reduces safety concerns of delivered packages getting damaged, lost or stolen



Understanding Expedited vs. Standard Shipping

Expedited

- Fastest method of shipping out goods to customers
- Most expensive option for customers
- Includes tracking

Standard

- Usually takes 6-8 business days (but with COVID and shipping delays, customers should expect a much longer waiting time)

Tracked vs. Untracked Shipping

- Tracked shipping is more expensive for customers but offers the peace of mind giving them real-time updates on the location of their package. Usually offered with high-ticket items
- Untracked shipping doesn't give customers a concrete timeline. Usually offered with inexpensive items

Tracked shipping is the preferred method for many customers so make sure to include that in your eCommerce offerings.

Calculating Your Product Online Pricing



Cost of Product	\$10
Packaging	\$0.50
Shipping Costs	\$7.50
Customs/Duties (if you cover them)	\$0.00
Credit Card Fee	\$2.50
Profit Margin	+50% (\$10 + \$0.50 + \$7.50 + \$2.50 = \$20.50 x 50% = \$10.25)
Total Price	\$30.75

Consider Using 3rd-Party Logistics (3PL)

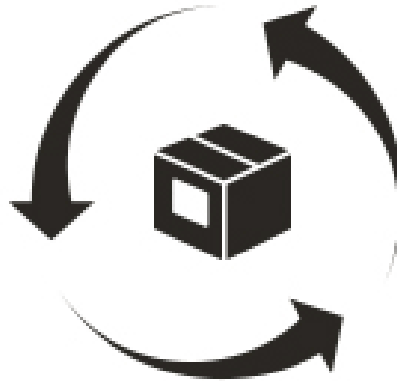
What is 3PL?

3PL are services and processes that are provided to a business by an external company for a variety of reasons such as wanting to **reduce costs, improve efficiencies and expand capabilities**.

3PL services are usually **flexible and scalable** based on the needs of the business, meaning that they can be utilized on an as-needed basis, or as a long-term solution depending on the goals and objectives of the business. Connect your online store to a 3PL's order fulfillment center, then store your products, process orders, and have them manage your deliveries.

3PL available in Canada

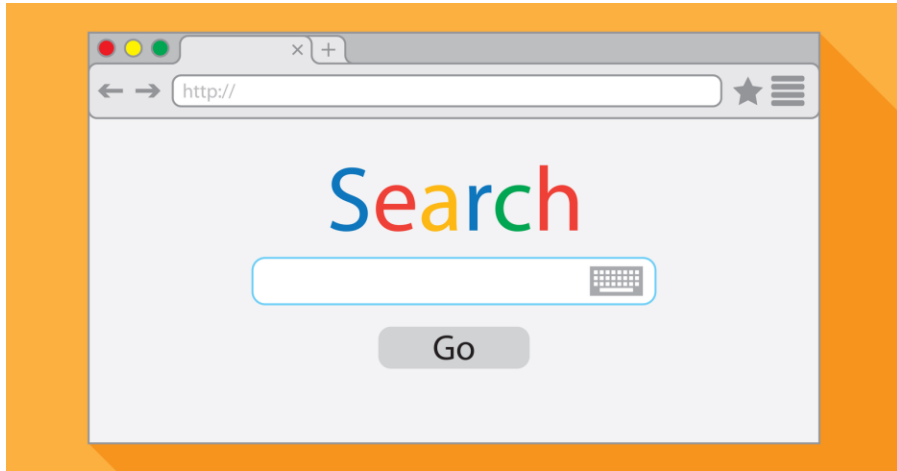
- NRI Distribution (BC)
- Interfulfillment (ON)
- Think Logistics (ON)
- SCI (ON)
- Lean Supply Solutions (ON)
- McKenna Logistics (ON)



Tips for a Successful Website Launch



Tip #1 Optimize For Search Engines



SEO (Search Engine Optimization)

This is the process of improving your site to increase its visibility for search results. The better visibility, the more likely you are to get organic traffic and new customers.

Things to Optimize:

- Image Alt Text, Meta Descriptions, Product Descriptions
- Select the keywords or phrases you want to appear for;
 - Keep it simple, use synonyms, not antonyms
 - Local keywords are super important (i.e. Bruce Peninsula General Goods or Water Tubing Equipment for Bruce Peninsula Beaches Available)
- File Name for Photos (not IMG_1234.jpg but wooden-cabinet-for-toys.jpg)
- Make sure your domain can be found on your local directory and is indexed on [Google Search Console](#)

Tip #2 Use Social Media

Social Media

- Utilize social media to create posts garnering pre-launch buzz of your website or online store
- Ensure business info is updated on all your social media (yes, addresses can be formatted incorrectly on one vs another)
- Ensure you turn your Instagram Page into a Business Profile
- *Do **NOT** include any personal or political opinions about sensitive topics*

Facebook

- Business updates, product promos, sales, how-to guides, articles

Instagram

- Action photos, products, videos, shared pictures posted from other accounts - i.e. your storefront, a photo of you in action, and more

Twitter

- Business updates, links to articles, retweets of local news tweets

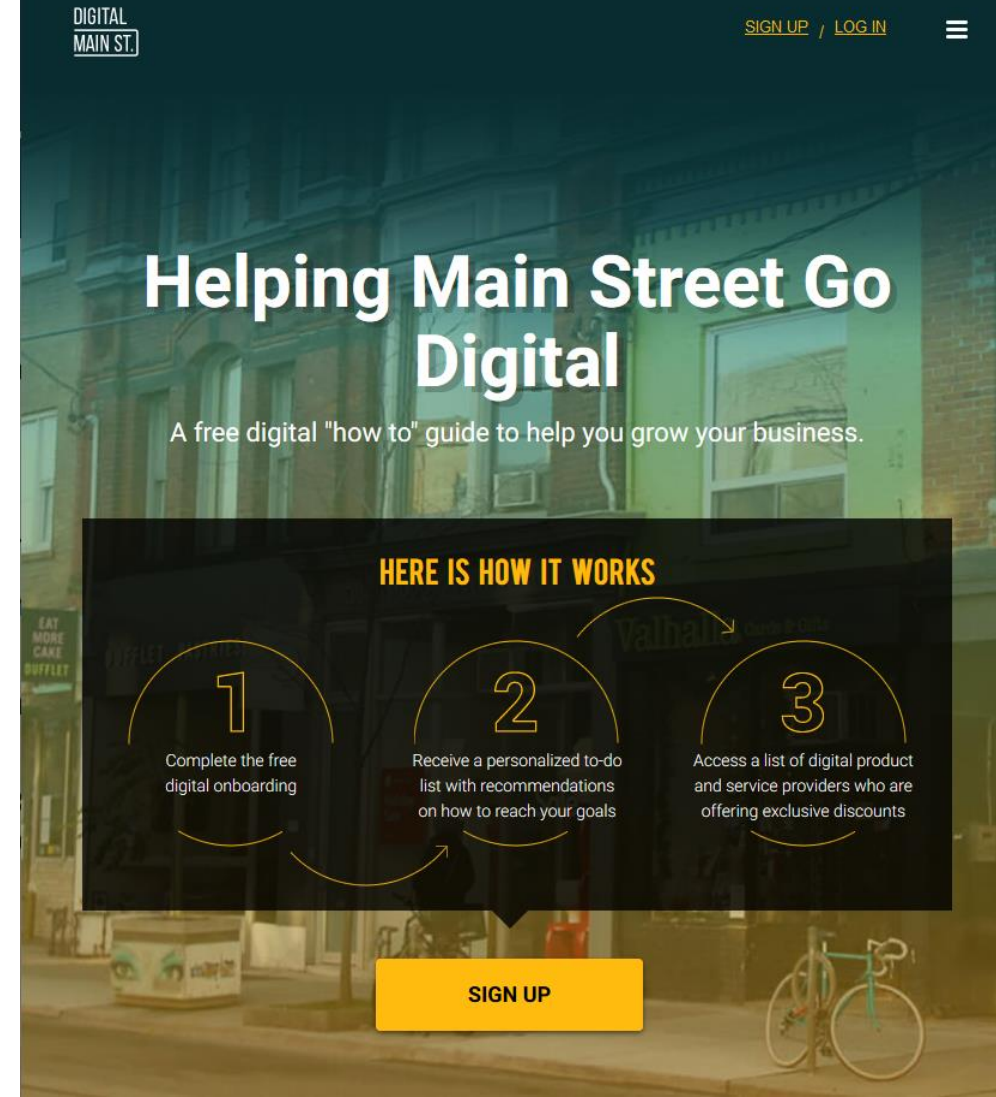


[There will be another webinar that focuses on social media on April 9th.](#)

Tip #3 Online User Experience

Make sure your website is optimized for a good user experience.

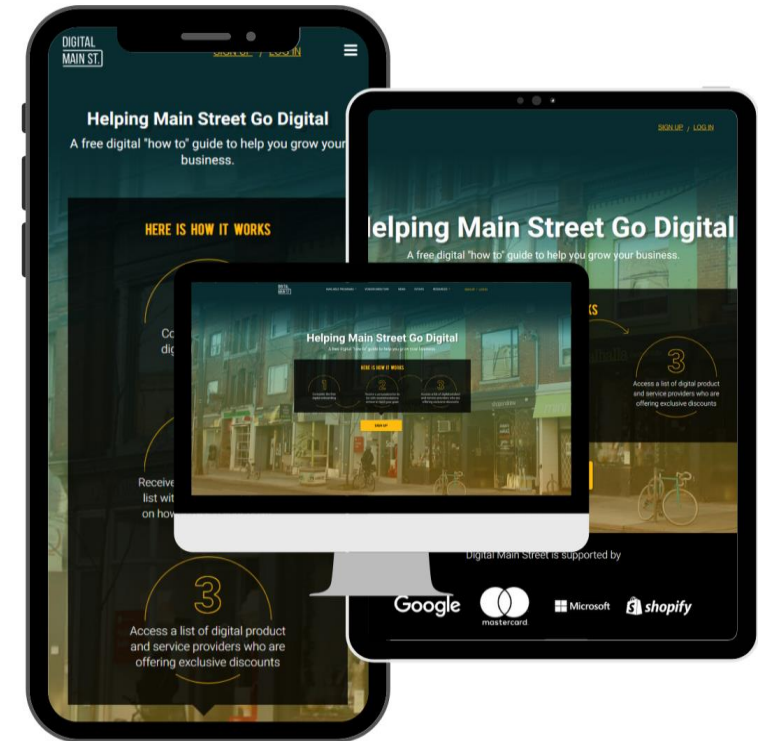
- Your website is desktop and mobile-friendly
- Ensure all webpages are working
- Ensure all links are working and point to the correct page
- Include a 'Contact Us' page that has a contact form on it to make it easy for customers to contact you
- Make sure your address and contact information can be found at the 'footer' of your website.
- **Images:** make sure each photo includes an alt text, is in high resolution, has a compressed file size (to make your website load faster), and is exciting to look at



Tip #4 Online Branding

Make sure your online presence is consistent.

- Logos are consistent across website and social media for better recognition
- Favicons (tiny icons at the left of a browser page tab)
- Consistent font style, size and colours
- Branded Hashtags - **#DigitalMainStreet**
- Show off the outside of your business on your website or any online directories like Google My Business (if applicable)
- Include a photo of yourself or your staff in the About Us page



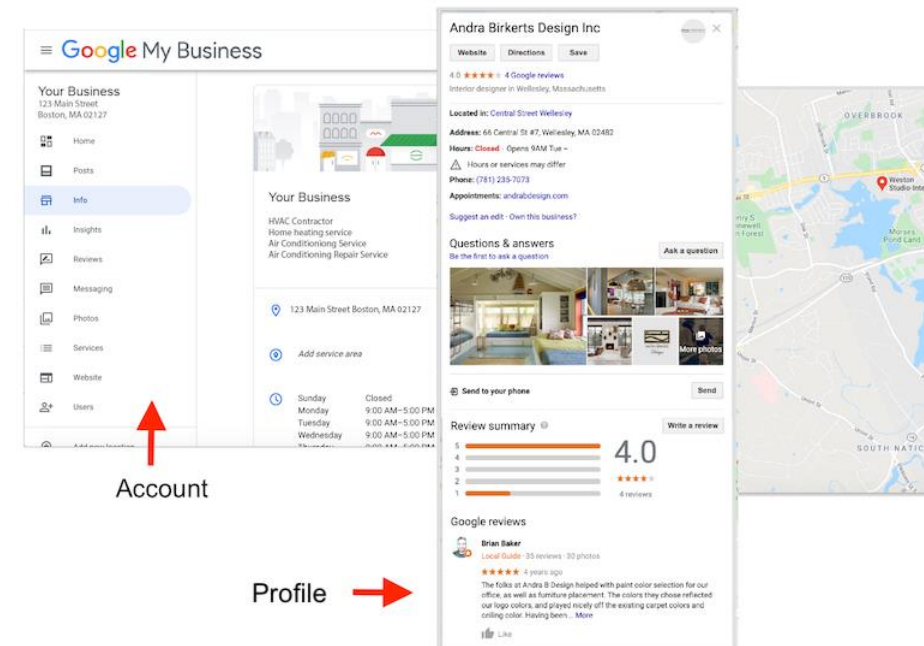
Tip #5 Online Business Listings

Make sure your business is on an online directory and ensure information is updated

- Update website information on any business listing platform you are on
- If you're not on any, get started immediately on Google My Business (it's the most popular!)

FREE listings to take advantage of

- [Google My Business](#)
- [Facebook Business Page](#)
- [Trip Advisor](#)
- [Yelp](#) + [Yellow Pages](#)
- [FourSquare](#)
- [Bing](#)



Additional Resources

- [The 7 "Best" Domain Name Registrars - Compared](#)
- [5 Things to Consider When Selecting a Website Theme](#)
- [3PL Overview](#)
- [The Beginner's Guide to SEO](#)
- [The Best Social Media Platforms for Businesses](#)
- [Website Launch Checklist](#)
- [How to Build Your Own Branding From Scratch](#)
- [How to Create a Google My Business listing](#)



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