

How to Build A Website and Sell Online - Q&A

Tuesday, March 30, 2021

Are recommended platforms preferred or recommended for different products? i.e. clothing vs. furniture vs. automotive supplies etc.

There isn't a specific platform preferred, it all depends on integrations you're looking to have. If you're service-based or offer experiences, Squarespace is great for collection forms and managing appointments. WordPress + WooCommerce is another great alternative, however, WordPress is not beginner friendly. Lastly, you can think about using MailChimp, which is an email marketing software. You can use this to generate your own website, which would seamlessly integrate into your invoices, etc.

Do Squarespace or Wix have as many upgrades needed as frequently as WordPress? Seems there are weekly upgrades that one needs to install...

WordPress is typically the most difficult to use, as it's not user-friendly - especially if you're just starting out. In my experience, Squarespace and Wix don't have nearly as many updates, but they still need updates here and there.

Squarespace and Wix are great alternatives to WordPress + WooCommerce as they're drag and drop, and require less technical work overtime.

Does Shopify etc. have any cap on the number of SKU's that you can set up? Or do you have to pay more for more SKU's?

No! Shopify does not have any product limitations, meaning you do not have to upgrade your plan as your business expands. This also goes for Squarespace, Wix, Bookmark, BigCommerce, Square, and WooCommerce.

Can you go with Wix and still pay separately for a .CA, more simple and professional domain name?

Yes, you can have a Wix website and purchase a Canadian domain elsewhere. This is easy to set up, just follow [these instructions](#).

To have a professional domain, keep it short and sweet, easy to spell and easy to remember. If the domain you want is unavailable, you can add 'shop' to it. Example: shopjulieboutique.ca.

Are FaceBook and Instagram shopping automatically connected to the inventory management tracing?

Yes, to set up Facebook Shop and Instagram Tagging, you must connect it to your e-commerce's inventory. If you sell out on a certain product, this will be reflected on social media automatically. However, if you decide to add products and stock manually (to Facebook Shop) without connecting directly to a product on your website, then you would need to go in and update it yourself. Because of this, it's recommended to connect to your e-commerce website. It'll be less work down the road.

Do 3PL's work well in rural areas such as Bruce County?

Typically 3PL is great for businesses in rural areas. However, we suggest contacting the 3PL directly beforehand to see if it's a good fit

How are returns and damages dealt with?

The returns and damages are something you will need to come up with before you go live. You'll need to set guidelines as to what's acceptable (example: free returns within 7 days). We suggest having a Shipping and Returns policy on your website so avoid any issues. [This article](#) goes in-depth on how to set this up (and is applicable to any website, not just Shopify).

As well, your e-commerce website or shipping provider will have return shipping labels ready for you to send to the customer.

Do you setup 3PL on their website or through your website (i.e. Shopify)?

Shopify will help you setup the Shopify Fulfillment app. Most 3PLs require extensive integrations and ongoing maintenance. Alternatively, you can go directly through the 3PL website, but it'll be easier for you to do through Shopify (or the e-commerce website of your choice).

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