

How to Build an Ecommerce Store the Right Way

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Source: Burst

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([Newswire.net](#) -- April 3, 2018) -- Are you thinking of building an ecommerce store? Having an ecommerce business today is one of the best decisions you make if you're someone who wants to make money. In 2021, it's expected that 2.14 billion individuals are going to purchase online. If we look back in 2016, we had 1.66 billion online buyers. These stats show that ecommerce is fast growing, which is why there's no better time than now to jump

on the bandwagon.

If you see yourself growing an ecommerce online presence, we're going to show you the necessary steps you should take – from deciding a business name to importing your products to your shop. In this article, you will find a simple step-by-step process.

Step 1: Choose a Name for Your eCommerce Business.

Picking a name for your online store is an important process for branding reasons. A unique and creative name allows you to be remembered by your customers. It affects people's perception of your brand. Make sure that you give this step the time and attention it needs.

A business name has to be easily remembered, pronounced, and spelled out. Most importantly, it should give customers a good idea of what you're all about.

You're also going to use this business name as the domain name for your site unless it's not available. There's no shortage of online resources to help you brainstorm and make your pick.

Step 2: Sign-up for an Online Store Builder.

There are tons of ecommerce platforms to set-up your store but only a few stands out. Shopify is a popular choice because of its ease-of-use for individuals who don't have the technical know-how. It includes hosting, a domain name, and has excellent customer support. For creative individuals, you'll be delighted to know that Shopify allows you to customize your theme without difficulty.

Another great feature of Shopify is that it lets you integrate many apps to make your store more functional. There's an app for finding products to sell online, an app for promoting your posts, managing your inventory, and more.

Step 3: Pick a Theme or Layout.

Now that your ecommerce store is up, you're now ready to work on its appearance. Remember that first impressions matter to your customers. So, choose a website theme that strikes a balance between aesthetics and usability.



Source: Pixabay

A good theme or layout should look familiar to your ideal audience, is fast, and appeals to mobile users. Most importantly, a theme should give you room for customization. That way, you can achieve the exact look and feel that you imagine for your business.

Step 4: Create Generic Website Pages.

You probably already know that there are generic pages that have to be present on your ecommerce website. These are your privacy policy page, contact us page, and about page.

One of the pages that many site owners need help with is their about page. Though not every customer stops by to read this page, still there's a good chance for people to take a look and learn who you are as a brand. What should the about page contain? It has to show your mission, values, and team member profiles (if you have them).

A helpful way to get started would be to use [ready-made about us templates](#). Templates serve as an inspiration to keep you in the right direction. You can tweak them to match your business.

Step 5: Upload Products to Your Store.

Finally, don't forget to import your products to your chosen platform. Most ecommerce customers look for collections or groups of products that share common features. For example, you have a collection for jewelry, men or women, or items on sale. Be sure to set-up collections to make it easier for customers to browse your entire catalog.

When you add products, write compelling product descriptions. Don't just include specifications and features; sell with benefits. Avoid superlatives because they give off a vibe of insincerity. Instead, entice readers with explanations why each product is the best.

Final Thoughts

There you go, the five essential steps to build an ecommerce store. Once your store has been set-up, you can focus your efforts on driving site traffic. Leverage strategies like SEO, advertising, and social media marketing, and blogging. We wish you luck in your ecommerce venture. Hopefully, this article served as a good roadmap to get you started.

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