



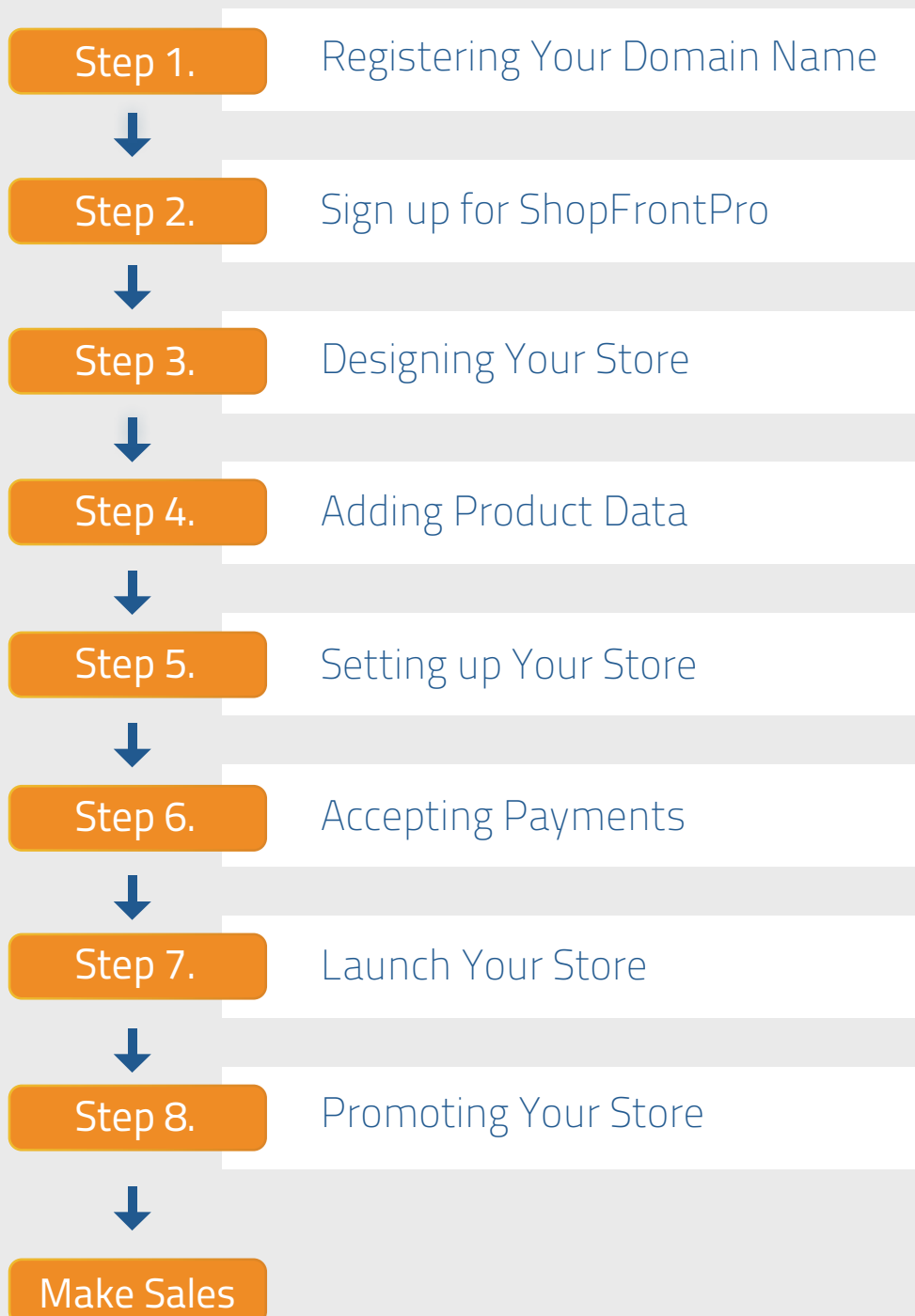
Everything You
Need To Grow a
**Successful
Online
Business**



How to Sell Online - Getting Started

Ready to get started?

Great - here's a breakdown of the steps involved in launching your new online business:



Step 1.

Registering Your Domain Name

Your domain name will be the home of your new online business, so it's important that you spend some time to come up with one you're happy with.

If you haven't registered your domain name, you can do so when you sign-up for your ShopFrontPro account. If you've already registered your domain name, you can point it to your ShopFrontPro store.

Things You'll Need to Get Started

- A registered business name
- An Australian Company Number (ACN) Australian Business Number (ABN) or Business Registration Number (BRN)

Domain Name Registration FAQ's

Can I register more than one domain name?

Yes.

In fact, we recommend registering your domain name in multiple extensions (.com, .com.au, etc)

By registering your domain in multiple extensions, you can:

- Point all domain names to your store; and
- Prevent competitors from registering a similar domain and hijacking your customers

Does my domain name need to be the same as my business name?

No. In the past, the domain name you registered had to be identical to your business name. This is no longer the case, so for example - if you're business name is Bill & Jane Cabinet Makers, you could register billandjanecabinetmakers.com.au or cabinetmakers.com.au

Should I register a .com or .com.au?

If you're selling to primarily Australian customers, we recommend registering the .com.au

If you're selling internationally, we recommend registering the .com

If the both extensions are available for your chosen name - we recommend grabbing both.

Step 2.

Sign-up for ShopFrontPro

After you sign-up, we'll setup our shopping cart software on your domain and email you the username and password details within 48 hours.

If you've already registered your domain name, you can point it to your ShopFrontPro store. If you haven't registered your domain name, you can do so during the sign-up process.

Step 3.

Designing Your Store

ShopFrontPro comes with a range of free templates you can use with your online store. We also offer industry specific premium templates for purchase and a range of custom design services if you're looking for a more professional look and feel.

Things You'll Need to Get Started

- Your company logo
- Decide on the type of look & feel you'd like to achieve

Designing Your Store FAQ's

What's the difference between the free and premium templates?

Premium templates are industry specific layouts created by our professional design team. They feature a higher level of detail and offer a big company look at a small company price.

What are the custom design services?

Our custom design service lets you stand out from the crowd with your own unique store design. You tell us what you want and we'll build it for you based on your specifications.

What factors should I take into account when choosing my store design?

As the saying goes... you only get one chance to make a first impression.

Studies indicate that web surfers form an impression of your business within 1/20th of a second!

Step 4.

Setting up Your Online Store

Once you've loaded some of your product data into your store, you'll need to setup your shipping options and prices.

You'll also need to setup any static information pages like about us, contact us, faq's, terms & conditions, privacy policy and so on.

Things You'll Need to Get Started

- Decide where you're going to ship to (e.g. locally and/or internationally)
- Decide how shipping will be charged (e.g. based on the item weight, price, amount of units, etc)
- Content for static pages (e.g. about us, contact us, terms & conditions, etc)

Shipping and Store Data FAQ's

Will the store automatically calculate shipping rates?

Yes, the store will automatically calculate the correct shipping prices based on the rates you input into the administration area.

What are the different ways I can charge for shipping?

By weight, price, unit quantity and location.

Can I offer free shipping?

Yes, you can offer free shipping on selected products or all products in your store.

Do you integrate with the Australia Post shipping estimator?

Yes.

Can I offer different shipping rates for different types of customers?

Yes, you can configure different 'membership levels' in your store and apply different shipping rates to each membership level.

Can you provide a Terms & Conditions and Privacy Policy template?

Yes, we provide templates which you can use and edit accordingly.

Step 5.

Adding Product Data

Once you've got access to your online store, you can start inputting your product data. This includes your product categories, product names, descriptions, prices, and images. Don't worry if you don't have everything ready from day one, as product data can be added at anytime.

Things You'll Need to Get Started

- A list of the product categories you wish to display on your store
- The names, prices, descriptions and images of the products you wish to sell

Product Data FAQ's

Do I need all my product data available from day one?

No. The amount of products you wish to have on the site at launch time is totally up to you. Many customers choose to launch their sites with a small group of key products and add more products to the site as they go along.

Keep in mind that there's no such things as a 'finished' online store, as you'll be constantly adding/removing products from your site.

If you're waiting on stock from suppliers or images from photographers, you can work on other areas of the store (e.g. store design, shipping rates, payment methods, etc) while you're waiting on the product data.

How many products and categories can I setup?

As many as you want. ShopFrontPro allows you to create unlimited products and product categories.

Can I bulk upload products into my store?

Yes. ShopFrontPro allows you to import data via a CSV file (an excel spreadsheet).

Can I sell the one product in multiple variations?

Yes. ShopFrontPro allows you create one product with multiple variations (for example, a t-shirt sold in different sizes and colours).

Step 6.

Accepting Payments Online

Once you're happy with the products on your website, it's time to decide how you're going to accept payments on your store. ShopFrontPro has a very flexible payments area that allows you to accept payments online and offline through a variety of methods.

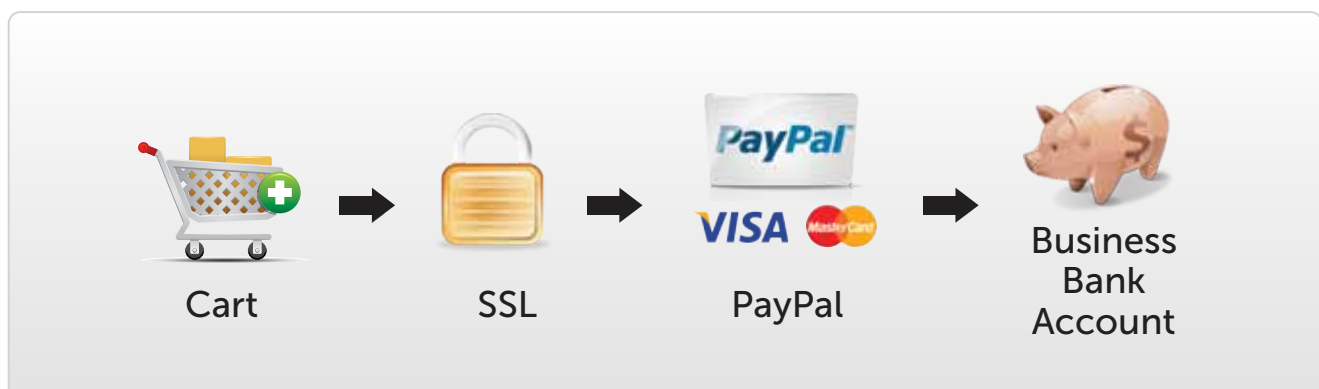
Option 1 : Accept Credit Cards Online

- Accept Visa, MasterCard and American Express
- Requires an Internet Merchant account
- Requires a Payment Gateway account
- Transaction is processed in real time and funds are deposited into your merchant account
- Cleared funds are then automatically transferred into your business bank account



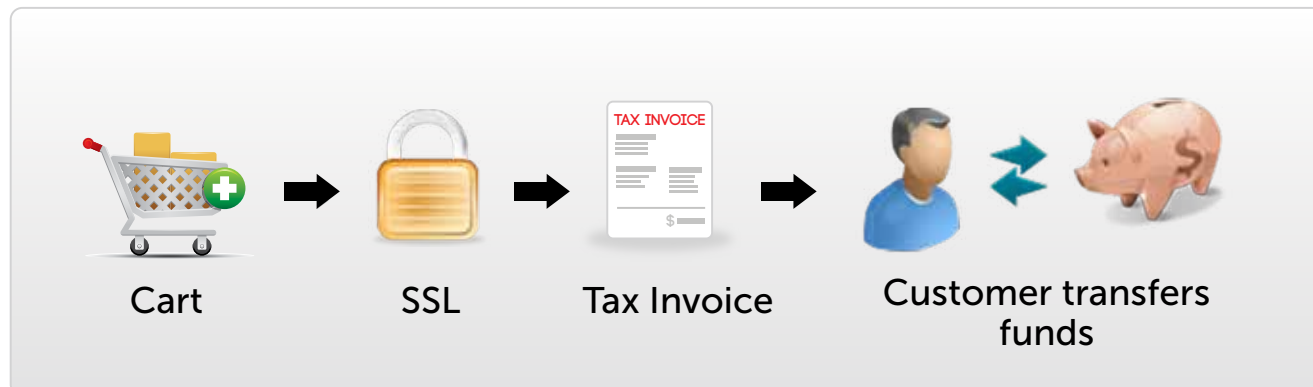
Option 2 : Accept Payments Through PayPal

- Accept Visa, MasterCard and PayPal payments
- Does not require an Internet Merchant account
- Transaction is processed through PayPal and funds are deposited into your PayPal account
- PayPal funds can then be transferred into your business bank account



Option 3 : Offline Payments

- Transactions are processed offline.
- Accept payments by Electronics Funds Transfer (EFT), Cheque and Money Order
- Process order online and have customers pay in-store
- Process order online and have customers pay Cash on Delivery (COD)



Accepting Payment FAQ's

What is the best way to accept payments on my website?

If you're going to be selling online, accepting credit cards is a must.

There are a variety of different ways you can accept credit cards online, but they all fall into one of two groups: manual or real-time transactions.

What's the difference between a real time and manual transaction?

A 'real time' transaction is one which is processed immediately.

When a customer makes a purchase, your website communicates with the banking networks via a payment gateway. The bank verifies the status of the card and if successful, approves the transaction. The entire process is done electronically and takes just seconds to complete.

Unlike a 'real time' transaction which is processed immediately, a manual transaction is processed offline after an order has been received. For example, a merchant may receive an order via telephone, mail order or email and process the transaction with an EFTPOS terminal.

What is an internet merchant account?

An internet merchant account is a special type of account provided by your bank for the specific purpose of receiving funds that have been processed through your web store.

Is an Internet merchant account the same as an EFTPOS merchant account?

No.

An EFTPOS merchant account is specific to face to face transactions where the card is present. An Internet merchant account is specifically for internet businesses processing payments online where the card is not present. An Internet merchant account is the only type of account you can have to process online payments into.

What is a payment gateway?

A payment gateway is the service that connects your website with your bank to process your customers online credit card payments.

In other words, the payment gateway is the middleman between your web store and Internet merchant account.

How much does it cost to accept credit card payments online?

Banks determine merchant rates on a case by case basis.

Factors such as the amount of time you've been in business and your expected turnover are taken into account

For the average online merchant, approximate fees are as follows:

- SSL certificate \$199 setup and \$99 per year
- Payment gateway setup \$350
- Payment gateway fee per transaction \$0.25 to \$0.50 per transaction
- Internet merchant account setup: \$110 to \$250
- Internet merchant account monthly fee: \$22+ / month
- Internet merchant rate for Visa & MasterCard: Between 1.2% to 2.2%

Can I accept PayPal payments on my store?

Yes, ShopFrontPro allows you to accept PayPal payments on your website.

Can I accept Visa and MasterCard payment through PayPal?

Yes.

What's the difference between using PayPal and a payment gateway?

Although PayPal does offer a lower initial setup cost, there are a number of benefits of using a dedicated payment gateway + internet merchant account:

- 1) Your customers don't leave your website on checkout, reducing the overall purchasing process
- 2) You can negotiate merchant rates with bank

Can I launch my store with PayPal and add an Internet merchant account later?

Sure.

Many of our customers launch their sites with PayPal only and add an Internet merchant facility after a few months.

Can I accept payments from overseas?

Yes. If your customer is using a Visa or MasterCard you can accept their payment from anywhere in the world. If you have a standard Australian Dollar Internet merchant account your customer will be charged in Australian Dollars only. The currency conversion will be charged to the customer by their card provider.

Can customers pay by electronic funds transfer (EFT)?

Yes, you can setup your store to automatically generate a tax invoice upon checkout.

The tax invoice will include an order reference number and your bank account details (BSB and Account Number), which your customers can use to pay you via EFT.

Can I accept funds manually?

Absolutely.

You can accept mailed cheques or money orders, direct bank transfers, or perhaps have an option to pay for an order in-store.

I have an EFTPOS merchant account can I use this?

In most cases - no. An EFTPOS merchant account is specific to face to face transactions where the card is present. An Internet merchant account is specifically for internet businesses processing payments online where the card is not present.

Additionally, processing online orders via EFTPOS creates a number of issues:

- a) Double handling - you have to manually process each and every transaction that comes in;
- b) Card validation - because no validation is done on the card at the time of purchase, customers will often enter

incorrect information (e.g. wrong expiry date), forcing you to manually follow-up with them.

c) Insufficient funds. Again, because no validation is done on the card at the time of purchase - customers may not have the funds available for the order they have processed.

What factors should I take into account when choosing which payment methods to accept?

Internet shoppers are an impatient and impulsive bunch, they want instant gratification.

Once you've got a customer interested in your products and services - you don't want anything to get in the way of them making a purchase.

For this reason, we recommend the majority of online merchants setup their own merchant account and process transactions through a payment gateway.

What is a secure certificate and why do I need one?

Research shows that privacy and security are two of the biggest concerns for online shoppers.

If you are capturing credit card details online - you'll need a SSL certificate to keep all sensitive data safe and secure.

SSL stands for Secure Sockets Layer and is a system for securing and transferring private information over the Internet.

A secure certificate is basically a set of instructions that encrypts sensitive information (like credit card numbers) while they are being processed. This prevents third parties from hijacking sensitive information and using them for fraudulent purposes.

Once you've purchased an SSL certificate, we install it for you for free on your website.

When customers navigate to the checkout area on your store, a padlock will appear in their browser indicating that the transaction is secure.



Step 7.

Launch Your Site

Now that all the hard work is done, it's time open your store to the world!

Pre-Launch Checklist

- All of your product data has been entered (product names, descriptions, prices and images)
- All of your shipping rates have been correctly configured
- You're happy with your store design
- Your payment methods have been setup correctly
- Your site is secured with SSL

Launching Your Store FAQ's

Can I hide the store from the public until it's ready to launch?

Yes - within the administration area of your store, there's a function that allows you to close the store to the general public. You will still be able to access your store by using a secret code that only you have access to.

Once you're happy with your store, simply switch it to 'open'

What's next?

Once you've opened your store, it's time to get the word out and start promoting your website.

Step 8.

Promoting Your Store

Once your store is launched, you'll have two main jobs:

1. Drive the maximum amount of targeted visitors to your website
2. Convert the maximum amount of those 'browsers' into 'buyers'

Ways You Can Promote Your Store

- Pay Per Click Marketing
- Search Engine Optimisation
- Email Marketing
- Word of Mouth
- Setup a Blog
- Media Releases
- Shopping Comparison Sites
- Facebook
- Twitter

Promoting Your Store FAQ's

What factors contribute to the success of my store?

- Your Unique Selling Proposition (USP)
- Level of competition for what you're selling
- Your price competitiveness (products & shipping)
- Amount of targeted traffic to your store
- Perceived quality of your products
- Depth of your product range
- Professionalism of your store design
- Detail of store content (e.g. product descriptions)
- Quality of your product images
- Sales copy
- Flexibility of payment options
- Checkout process of your store

Can you help me promote my site?

Yes - we offer a range of marketing services to help drive traffic and sales to your store.



ECOMMERCE WEBSITES

- ✓ Powerful online shopping cart software **that's easy to use**
- ✓ Fast one-page checkout that turns **browsers into buyers**
- ✓ Get found online with a **search engine friendly website**
- ✓ No contracts - cancel anytime - **no hidden fees**