

How to Move Your Business Online

Your guide to success



How to Move Your Business Online

1- Build your Digital Presence

2- E-Commerce pre-requisites

3- Websites & E-Commerce platforms

4- SEO Management

1- Build your Digital Presence



- Have a website
- Build an E-Commerce portal (depending on your line of business)
- Drive traffic to your website with Search Engine Optimization (SEO)
- Own your Blog / Podcast
- Have VLOG for higher engagement rates
- Strengthen your Social Media Presence (when and where needed)
- Get online customer reviews/testimonials
- Build a presence on local digital directories
- Advertise your business

2- E-Commerce pre-requisites



3- Websites & E-Commerce platforms



3- Websites & E-Commerce platforms



- Very easy platform to use
- Very affordable plans
- Has some e-commerce options
- Unlimited storage and bandwidth
- Stylish themes.
- Limited customization capabilities



3- Websites & E-Commerce platforms



- Great and Very modern designs and themes
- User friendly editor
- Good amount of Apps for enhanced user experience
- Some limitations in terms of customization and design

Who can use Squarespace?
It is GREAT for Beginners

Designers

Creatives

E-commerce Businesses

3- Websites & E-Commerce platforms



- Wix has a free plan
- Has lots of templates
- Has lots of apps
- 24/7 customer support
- Limited storage
- Relatively expensive e-commerce plan

Who can use WIX?

New Business Owners

E-commerce Businesses

3- Websites & E-Commerce platforms



- Lower transaction fees for higher volumes
- Limited store templates
- Most templates are premium (extra cost)
- 24/7 support

Who can use Shopify?

Serious e-commerce businesses

Only for E-commerce

Not a website builder

Brick & Mortar Businesses (Online Sales)

3- Websites & E-Commerce platforms



- Free Website builder
- Many themes are available
- Fully customizable
- You might need a developer to help you
- It has a learning curve, to get good at it
- No Customer Care, you can only reach to community support
- Has many plug-ins to enhance the experience

Who can use WordPress?

e-commerce businesses

Anyone needing a website

Should have some knowledge about website hosting

Ecommerce



Conclusion: E-Commerce Platforms



A great option for
SERIOUS small
businesses
looking to sell
online



It is best designed
for large
organizations with
lots of resources
to handle a
complex portfolio



It is very effective
for small and
medium sized
businesses. Might
require additional
development

SEO Management



- Relevant Content
- Relevant links and references
- Labeled Images
- Complete sentences, spelling, grammar
- Compliant HTML
- Unique and Relevant page titles



- Stuffed Keywords
- Duplicate Content
- Links from sites with non-relevant Content
- Redirecting to another site

THANK YOU!

**Always remember to reach out to your
Business Counselor at ISANS**

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