

6 Tips for Building An eCommerce Website From Scratch

In today's digital age, the number of online shoppers is rising at a rapid speed. Almost anything can be at your doorstep with just a few clicks on your phone. This convenient shopping experience draws people to transact over E-commerce sites. In fact, around 28% of the world's population are digital buyers, making eCommerce one of the fastest-growing industries globally.

What is Ecommerce?

E-commerce or electronic commerce is a business model that facilitates buying and selling of products and services over the Internet. This platform also allows individuals and companies to transfer data or money to finalize sales. E-commerce transactions can transpire over smartphones, tablets, computers, and other smart devices.

Millions of businesses around the world have their own E-commerce sites. It's their way of keeping up with the times and the consumers' fast-paced lifestyle. If you already have a business or are planning to put up one, you may want to consider having an E-commerce site. It's an essential tool to compete in today's digital business landscape.

At first, building an eCommerce website from scratch may seem to be a daunting task. However, several platforms and tools can help you easily create a site fit for your needs. When your website is up and running, it's best the services of an eCommerce enabler. It can support your online business daily operations, including channel creation, content production, fulfillment, and warehousing.

Things to Consider Before Setting Up an eCommerce Website

1. SEO before and after E-commerce site creation

Ensure that your site has optimal loading speed so shoppers will be encouraged to stay and eventually buy on your site. Optimization allows your site to provide the best user experience. SEO can boost sales by utilizing various techniques and strategies to make your site rank higher on search engines.

2. Website security and safety

Your eCommerce site will store tons of data from your business and its clientele, making it a security risk. A data breach will affect not only your information but your users' privacy as well. A website with an SSL certificate and HTTP protocol can provide a layer of data protection and Google's nod of approval.

3. Payment Options

Data from the Payment Methods Report reveals that 6% of potential buyers abandon their shopping cart because there aren't enough payment choices. Providing several payment options such as credit cards, Paypal, or even cryptocurrency opens up many possibilities for your business.

4. Digital Marketing Strategies

Developing digital marketing strategies alongside your website can help define its structure and supporting elements. They allow you to identify features, such as social media sharing options, that match your business needs.

5. Website Design that Represents Your Business

The website's color scheme, font, layout, and graphics should complement your business philosophy. It's best if it matches the products or services that you're providing. The moment a customer lands on your site, they should easily associate it with the look and feel of your products.

7 Steps to Building Your Ecommerce Website from Scratch

1. Choose a domain name.

Decide on a domain name that's simple, short, and easy to remember. Your customers should easily associate your name with the products or services you're providing. It's best to avoid names that are very similar to other domains since it can lead to lost revenue or web traffic. You may use domain checker tools to check the availability of the name you're eyeing.

2. Select a site builder.

There's a wide array of platform options for your website. It would help if you try free demos of various site builders to see which one fits your goals and needs. A site builder that has user-friendly navigation, analytical tools, CMS features, and great reviews would be a great choice.

3. Select a theme.

A theme allows your store to have a professional and consistent look. You may consider the following factors as a guide in choosing the best template for your site:

- Fast loading speed
- Mobile compatible
- Matches your products and services
- User-friendly
- Cost-efficient
- Has good reviews

Some site builders will allow you to tweak some of the theme's elements such as fonts and colors.

4. Include product descriptions and photos.

Clear product photos and concise descriptions are the foundations of your online shop. Potential buyers won't be able to personally check out your products before buying them. So, it's crucial to provide them with the best online shopping experience by providing high-quality photos and detailed captions. Ensure you provide details such as dimensions, weight, and special features.

5. Develop other pages

The shop may be the website's star, but you must add supporting pages to make it more legitimate and professional. Remember to include the following pages:

- Contact Us
- About Us
- Terms and Conditions
- Shipping and Returns
- Blog or Other Resources
- FAQ page
- Sizing guide (for clothing and shoe stores)

You can boost engagement and conversions through well-written copies that speak to your target audience.

6. Set up a payment processing portal

To finalize a sale, you must provide your customers with ways to pay you. Payment methods such as Shopify Payments, Stripe, or Paypal can be connected to your website. Do a test payment before officially launching your shop to identify any problems or glitches. When you're sure that your store can seamlessly accept payments, it's time to let the world know about your eCommerce site.

Yes, You Can Create an eCommerce Site from Scratch

Putting up an eCommerce website from scratch can be pretty overwhelming. However, the myriad of online tools and platforms can make your job easier. It's a matter of choosing the best name, site builder, and theme that best reflects your products and services.

Before you proceed with the actual site creation, remember to consider the following elements. They can help you have a clearer vision and organized structure for your website.

- Search engine optimization
- Website security and safety
- Payment options
- Digital marketing strategies
- Website design

It's important to know building an eCommerce site does not entail months of work or high levels of coding skills. User-friendly eCommerce tools and site builders can help you bring your business to the digital world, even if you're starting from scratch. Before you know it, you can showcase your products and services on the world wide web.