



Introduction to E-Commerce Website Development



INTRODUCTION TO E-COMMERCE WEBSITE DEVELOPMENT

If you plan to sell anything online, having an e-commerce plan is as important as your original business plan.



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Steps in Writing an e-business plan



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I. Experience you want your online customers to have.



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II. Decide what products or services you will offer.



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III. Maintain an ongoing and multifaceted promotional strategy that's carefully targeted to your audience.



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Once you've decided to have a website, one of your first 'to-do' items is to make a list of possible website names or URLs.



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The next major challenge is **designing and building your actual website and online presence.**



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Before getting enmeshed in design details
get the big picture by **writing a site
outline.**



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A well-thought-out site outline includes:

- **Content**
- **Structure**
- **Design**
- **Navigation**
- **Credibility**



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An outline helps you get the most out of your website design/e-commerce budget.