

Developing a Web-Based Business



Joseph Maxwell
Presented by SCORE KC

understand how to launch a store.

understand the costs of money and time.

understand the successes and pitfalls.

1. Foundations
2. Research
3. How to get started
4. eCommerce elements
5. Product readiness
6. Getting the word out
7. Maintaining and improving

Considerations:

**Are you able to make the
investment for this venture?**

~~“Build it and they will come!”~~

Are you willing to build your own audience?

Are you willing to do the work of an expert?

My Story:

Free study guides



Paid practice Tests



Paid study guides  **Courses + book**

Business types:

(what is your strategy)

Brick and Mortar only

Brick and Mortar + Internet Presence

Brick and Mortar + eCommerce Presence

eCommerce only

Types of eCommerce

Service (or a course)

Selling your own creations

Reselling (you or others fulfill)

Overriding concepts:

We give our money to those we trust.
Those who trust us **are our audience.**

#2: Research.

How are you different?

OR

What's your story?

Price?

Service?

Uniqueness of product?

Customer experience?

Personality?



About Us

As a former hairstylist, I dye high quality yarns using layers of rich color to create unique fiber that will inspire you to create your own magical masterpiece!

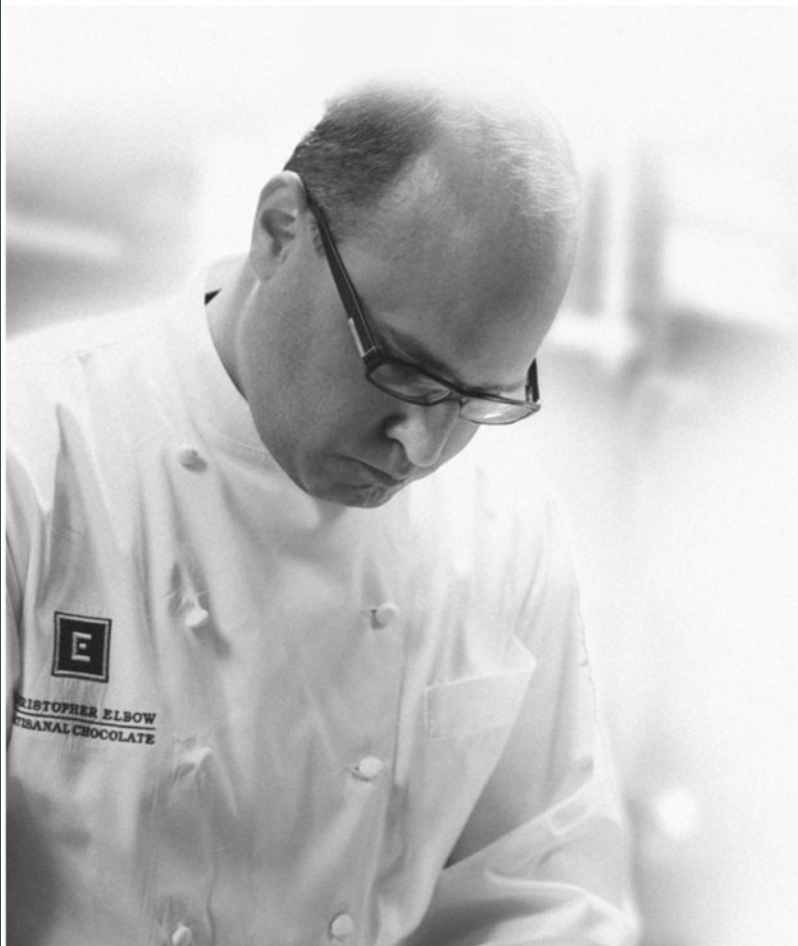


I'm Johanna and I am obsessed with yarn and color. I started my business in downtown Kansas City, Missouri, and have now moved to a small town in rural Kansas with my amazing and talented husband, our adorable baby, and a very fluffy cat. I worked for fourteen years as a hairstylist, creating rich multi-tonal colors for my clients and when I couldn't find exactly what I wanted for a knitting project one day, I decided to dye my own. From that first dip of my toes in these dye-filled waters, it was a short quick leap into full-on color obsession!

My goal with my hand-dyed yarns is to create rich, dimensional colors that shift and glisten from every angle. I love combining unusual colors, and creating vibrant multi-hued skeins with luster. Each skein that I create is lovingly hand-dyed with professional high-quality acid dyes and non-toxic GMO-free citric acid. The colors are brilliant and fade-resistant.

Hand dyed yarn is a precious and beautiful thing with a life all it's own. While each colorway is carefully documented to be reproduced accurately, the nature of hand-dyed yarns and techniques I've developed mean that there may be slight variances between the skeins. If using more than one skein to complete a project, I advise alternating skeins every couple rows to create an even flow of color. This is part of what I love about hand-dyed yarns...each skein is a unique





The road to making the world's finest chocolate and chocolate confections wasn't a short one.

From humble beginnings as a line cook at the Lincoln Country Club to the bright lights of Emeril's Delmonico Steakhouse and Jean Joso's Eiffel Tower Restaurant on the Las Vegas strip, all the way back home to Shiraz and the American Restaurant right here in Kansas City, life in the kitchen has taken me a lot of places.

But it is here, producing hand-crafted chocolates, bon bons and confections, that finally feels like home. Since 2003, Christopher Elbow Chocolates has been bringing modern culinary artistry together with a craftsman-like work ethic to create beautiful, decadent expressions of flavors from around the world. And we're proud to deliver them straight to you.

Christopher Elbow

Domain Name Discussions

Maxwell Watch Company, Inc.

maxwellwatchcompany.com

maxwellwatchco.com

maxwellwatches.com

maxwellwatch.com

.com

.net

.digital: swiftotter.digital

.ca: communi.ca

.beauty: kansascity.beauty

.fish: morecatches.fish

kcwatches.com / kansascitywatches.com

leavenworthwatches.com

leawoodwatches.com

watchsales.com

Register a Domain:

**Go Daddy
\$22/yr**

#2: Getting Started.

Where are you going to sell?



Seller Marketplace

(on someone else's website)



mothers day

mothers day personalized

mother's day

mothers day from daughter

mothers day from son

mothers day birthstone

mothers day necklace

Special offers

On sale

All categories

- Jewelry
- Weddings
- Craft Supplies & Tools
- Home & Living

+ Show more

Shipping

- Free shipping
- Ready to ship in 1 business day
- Ready to ship within 3 business days

Recipient

- Boys
- Girls
- Unisex kids
- Men
- Women
- Unisex adults

Material

- Aluminum
- Bone & horn
- Brass
- Bronze
- Ceramic

All categories > "mothers day jewelry" (461,880 Results)

Sort by: Relevancy



SHIPS NEXT DAY

Mother's Day Gift, Necklace For Mo...

delezhzen

★★★★★ (27,948)

\$30.60 ~~\$34.00~~ (10% off)

Eligible orders ship free



Mothers Day Personalized Birthston...

GeoMinimalist

★★★★★ (2,077)

\$26.25 ~~\$35.00~~ (25% off)

Eligible orders ship free



Skinny MINI Bar Necklace, Personali...

CustomBrites

★★★★★ (7,223)

\$19.50 ~~\$26.00~~ (25% off)



More colors

Premium Mothers Day Gift • Mom N...

CentimeGift

★★★★★ (5,449)

\$37.57 ~~\$44.20~~ (15% off)



More colors

Mothers Day Gift - mothers day per...

DaintyAndGold

★★★★★ (3,620)



More colors

Premium Mothers Day Gift • Mom N...

CentimeGift

★★★★★ (5,449)



Personalized hand stamped grand...

StanleyWinked

★★★★★ (1,779)

\$32.49 FREE shipping



More colors

Mom Necklace, 1-5 kids, sterling sil...

MegusAttic

★★★★★ (3,596)

creating memories one stamp at a time
Exquisite Stamp Design
beautiful hand stamped pieces



Ronda RaKaye Bryant ~ Creator/Designer



ExquisiteStampDesign

urn jewelry, thin blue line jewelry, personalized gifts

📍 New Castle, Indiana | 5875 Sales | On Etsy since 2012

★★★★★ (1071)

📖 Favorite shop (1294)

SHOP OWNER



Ronda

✉ Contact

Featured items



wix.com

teachable

Software as a Service

(on your own website, but on a common platform)



shopify

BIGCOMMERCE

Life At A Better Speed!



See Our New Specials!





shop **Pay**

maxwellson@g...
[Redacted]

Ship to

Joseph Maxwell, 18355 South Wilshire Street, Culver City, CA 90230, US
[Redacted]

Shipping method

USPS Priority Mail - \$6.95

Payment method

Visa ... [Redacted]

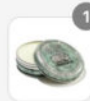
Sign me up for news and offers from this store

Pay now



Every Shop Pay purchase removes carbon from the air—at no extra cost.

[Check out as guest](#)



Green Pomade Grease

4 oz / 113 g

\$19.95

Discount code or gift card

Apply

Subtotal

\$19.95

Shipping

\$6.95

Total

USD **\$26.90**

Hosted

(your own website, your own server)

Costs

eBay

Fees: ~13%

Item Value: \$50

Fees Remitted: \$6.30

Monthly Fee: \$0

Pros: easy setup, pre-built audience

Cons: much more competition

BigCommerce

Fees: 2.9% + 0.3¢

Item Value: \$50

Fees Remitted: \$1.75

Monthly Fee: \$30

Pros: complete control, less fees

Cons: no audience

Your time

Hosting / monthly licensing

Advertising

Getting Started

Steps to launch your own website

- Buy a domain name: <https://domains.google>
- Get started on Shopify
- Configure DNS to point domain name to Shopify

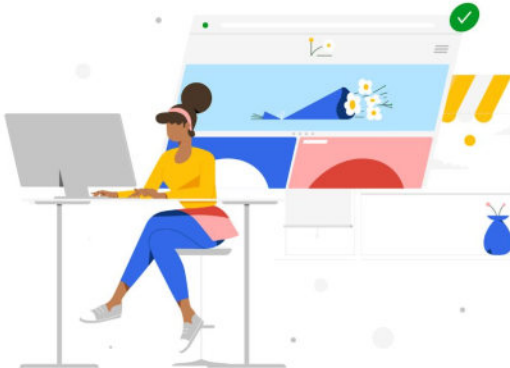
You will get a copy of this section of slides.

Google Domains | Register Yo... X +

domains.google

Home Getting Started Learning Center Advanced Features

My domains



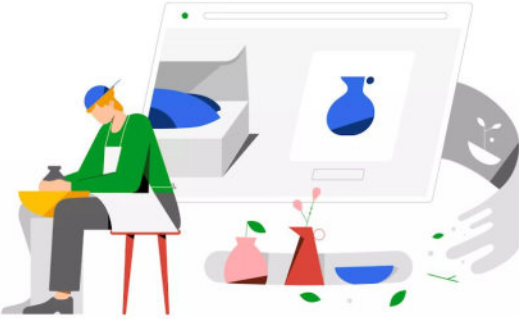
Find your place online

Get started with Google

ottersplash.com

Get it

Transfer a domain you already own



Powerful. Simple. Straightforward.

Discover Google Domains

Get Google reliability The easy way to look like a pro Added value at no added cost

Google Domains - Get a new domain

domains.google.com/m/registrars/search?searchTerm=ottersplash.com&hl=en&_ga=2.162480056.54962354.1587823588-1251593843.1687823588

Google Domains

Get a new domain

My domains

Transfer

Billing

Send feedback

Help and support

United States (US \$)

ottersplash.com

Results All endings

ottersplash.com Exact match \$12/year

Insights

ADVANTAGES

- This name has a popular ending (.com)
- This name isn't too long

Insights are based only on the domain name itself. They don't apply to any content, opinions, products, or services associated with the domain. [Learn more](#)

More endings for "ottersplash"

.org	.net	.info	.us	.biz	All endings
✓ \$12/year	✓ \$12/year	✓ \$12/year	✓ \$12/year	✓ \$15/year	

Suggested names

Relevance

Domain name	Pricing
✓ ottercat.org	\$12/year
✓ ottertom.com	\$12/year
✓ ottertom.net	\$12/year
✓ ottersplashdash.com	\$12/year

Privacy Terms Language

Google Domains - Domain overview

domains.google.com/m/registrars/ottersplash.com?hl=en&_ga=2.162480056.54962354.1587823588-1251593843.1587823588

Google Domains

All my domains **ottersplash.com**

ottersplash.com

- Domain overview
- Registration settings
- DNS
- Website
- Reports
- Email

Get a new domain


Send feedback

Help and support

United States (US \$)

SERVICES None	PRIVACY PROTECTION On Info is private	RENEWS ON April 25, 2021
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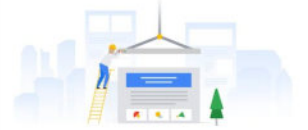
Add services from Google and partners



Get a custom email address

Want an email like **you@ottersplash.com**? Use G Suite to create them for your whole team. You'll also get tools like shared calendars, video meetings, and online storage to help keep your business running smoothly.

[Get G Suite](#)



Create a website

You don't need to know how to code to have a great site for your business. Services like Shopify, Squarespace, Blogger, Weebly, and Wix make it easy to create a website or blog.

[Build website](#)

Next steps

- New to Google Domains? Learn how to get started
- Forward your domain to another website
- Use custom name servers for your domain

Billing

Privacy Terms Language

Step #1: complete



Be the next household name

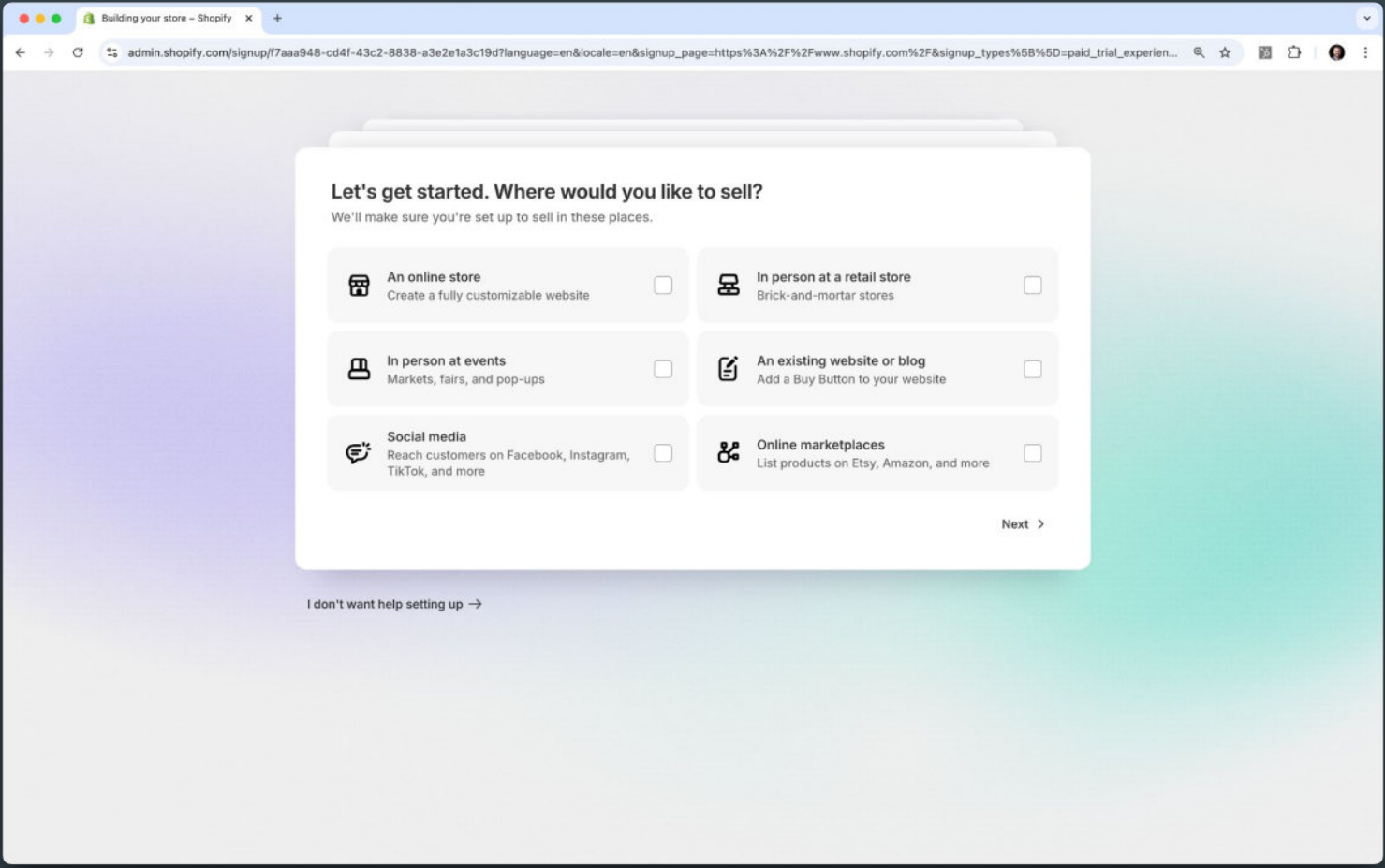
Dream big, build fast, and grow far on Shopify.

Start free trial

Get 3 days free then 1 month for \$1

Why we build Shopify

The one commerce platform behind it all



Let's get started. Where would you like to sell?

We'll make sure you're set up to sell in these places.



An online store
Create a fully customizable website



In person at a retail store
Brick-and-mortar stores



In person at events
Markets, fairs, and pop-ups



An existing website or blog
Add a Buy Button to your website



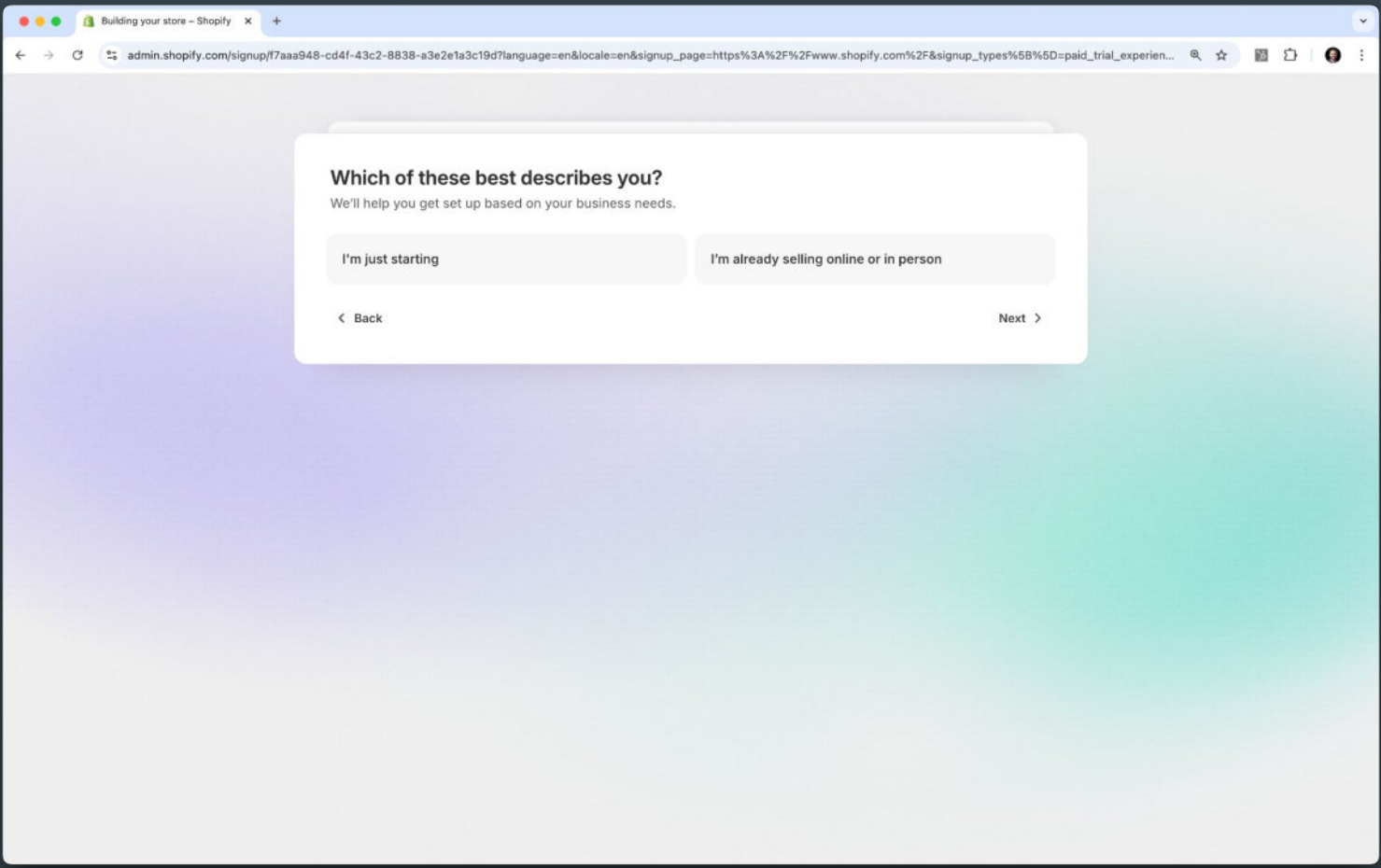
Social media
Reach customers on Facebook, Instagram, TikTok, and more



Online marketplaces
List products on Etsy, Amazon, and more

Next >

I don't want help setting up ->



Which of these best describes you?

We'll help you get set up based on your business needs.

I'm just starting




I'm already selling online or in person

< Back

Next >

Which plan do you want to try?

Cancel or change plans anytime

Basic Most popular For solo entrepreneurs 	Shopify For small teams 	Advanced As your business scales 
<p>\$39 \$1 USD</p> <ul style="list-style-type: none">✓ Card rates from 2.9% + 30¢ USD✓ Full online store✓ POS Lite <p>Try Basic</p> <p>Free for 3 days, then \$1 for 1 month</p>	<p>\$105 \$1 USD</p> <ul style="list-style-type: none">✓ Card rates from 2.7% + 30¢ USD✓ Full online store✓ POS Lite✓ 5 additional staff accounts <p>Try Shopify</p> <p>Free for 3 days, then \$1 for 1 month</p>	<p>\$399 \$1 USD</p> <ul style="list-style-type: none">✓ Card rates from 2.5% + 30¢ USD✓ Full online store✓ POS Lite✓ 15 additional staff accounts✓ More options for global selling <p>Try Advanced</p> <p>Free for 3 days, then \$1 for 1 month</p>

[+ View plan details](#)

[I'll decide later >](#)

My Store - Home - Shopify

admin.shopify.com/store/hj7gqz-hu

shopify

Search

MS My Store

- Home
- Orders
- Products
- Customers
- Content
- Finance
- Analytics
- Marketing
- Discounts
- Sales channels
 - Online Store**
 - Point of Sale
 - Shop
- Apps
 - Add apps
- Settings

Setup guide

Use this personalized guide to get your store up and running.

1 / 9 completed

Sell online

Add your first product

Write a description, add photos, and set pricing for the products you plan to sell. [Learn more](#)

Add product Import products

Customize your online store

Add a custom domain

Store settings

Launch your online store

My Store - Home - Shopify

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shopify

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[Add product](#) Import products
- Customize your online store
- Add a custom domain

Store settings

Launch your online store

Google Domains - Domain over | Otter Splash - BigCommerce | otter-splash.mybigcommerce.com/manage/dashboard

1 5 Days left in your trial. [Select a Plan](#)

Ready to upgrade your trial and activate your store?

Find your perfect domain or use an existing one when you choose a plan for your store.

[Upgrade your trial](#)

START ACCEPTING ORDERS

- 1. Add Products**
Populate your store with products to sell.
[Add Products](#)
- 2. Get set to ship**
Set up your shipping services and methods.
[Set up shipping](#)
- 3. Payments configured**
Customers can make purchases and you will receive payouts.
[Payment Settings](#)
- 4. Set up your tax rates**
Automatically calculate taxes for your customers at checkout.
[Set Up Taxes](#)

Customize your email

Create a custom business email address for your domain with G Suite by Google.

Choose theme

Customize your Online Store

Pick a theme and make it yours with your branding, logo and styles.

[Customize Theme](#)

View store

Let people [preview your store](#) with preview code.

[View Store](#)

Channel Manager

Sell your products on channels like Amazon, eBay, and Facebook.

[Learn more](#)

Complete your store profile

Stores with contact information get more sales.

[Fill out profile](#)

Customize your About Us page

Tell your customers about your store and what makes it great.

[Customize page](#)

BigCommerce

- View Store
- Home
- Search
- Orders
- Products
- Customers
- Storefront
- Marketing
- Analytics
- Channel Manager
- Apps
- Store Setup
- Advanced Settings
- Server Settings
- Account Settings
- Log Out

Help
Support PIN: 90463033

Store Performance

[Customize Dashboard](#)

Google Domains - Domain over | Otter Splash - BigCommerce | +

otter-splash.mybigcommerce.com/manage/dashboard

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- 3. Payments configured**
Customers can make purchases and you will receive payouts.
[Payment Settings](#)
- 4. Set up your tax rates**
Automatically calculate taxes for your customers at checkout.
[Set Up Taxes](#)

Customize your email

Create a custom business email address for your domain with G Suite by Google.

[Purchase G Suite](#)

Review & test your store

Let people [preview your store](#) with preview code.

[View Store](#)

Customize your Online Store

Pick a theme and make it yours with your branding, logo and styles.

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Customize your About Us page

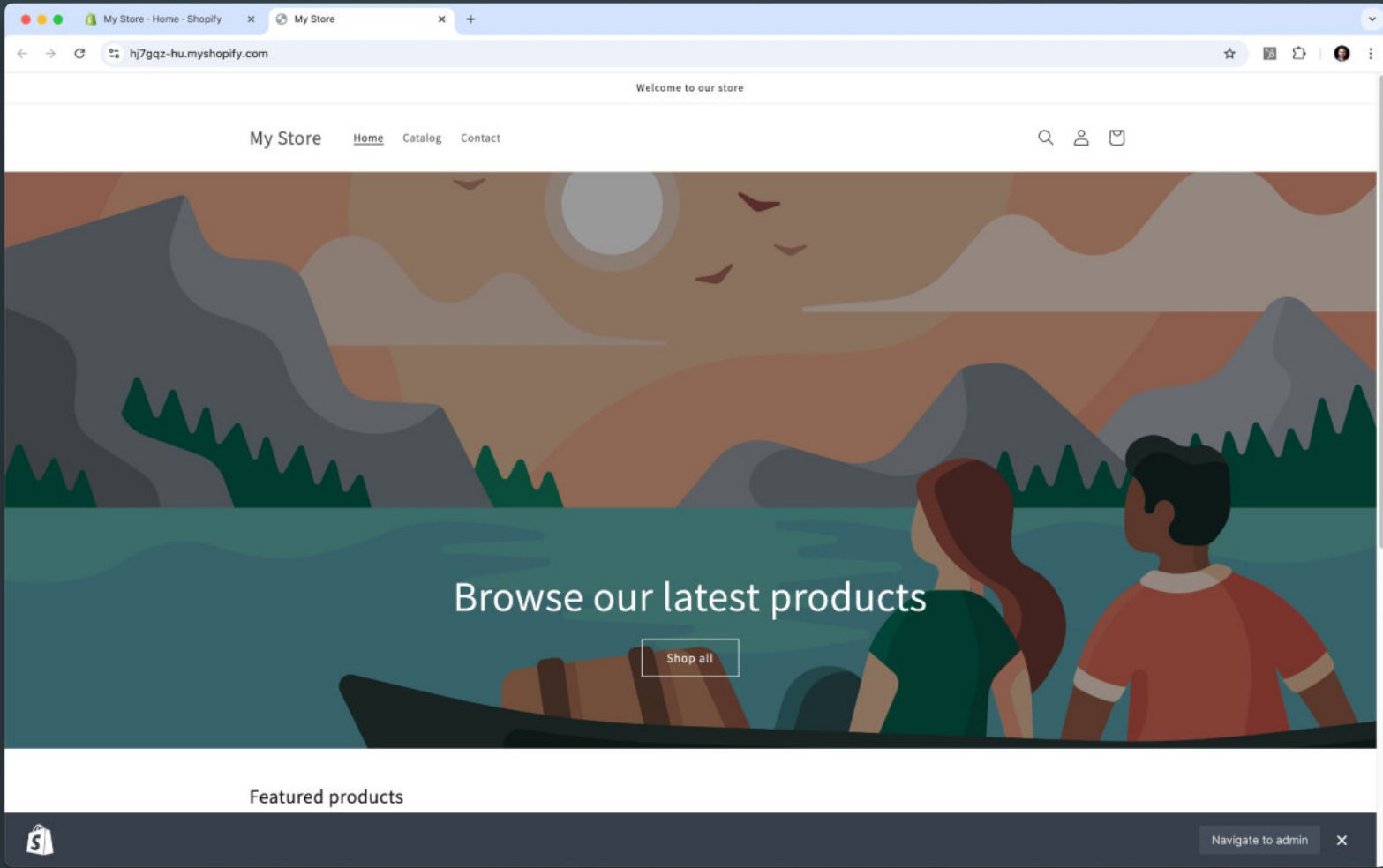
Tell your customers about your store and what makes it great.

[Customize page](#)

Help
Support PIN: 90463033

Store Performance

[Customize Dashboard](#)



Welcome to our store

My Store [Home](#) [Catalog](#) [Contact](#)



Browse our latest products

Shop all

Featured products



Navigate to admin X



- Home
- Orders
- Products**
 - Collections
 - Inventory
 - Purchase orders
 - Transfers
 - Gift cards
- Customers
- Content
- Finance
- Analytics
- Marketing
- Discounts
- Sales channels >
 - Point of Sale
 - Online Store
 - Shop
- Apps >
 - Add apps
- Settings

← Add product

Title

Description

Paragraph

B I U A [List] [Link] [Image] [Video] [Code]

Media

Accepts images, videos, or 3D models

Category

Determines tax rates and adds metafields to improve search, filters, and cross-channel sales

Pricing

Price Compare-at price

Status

Publishing

Sales channels

- Online Store
- Shop
- Point of Sale
Point of Sale has not been set up. Finish the remaining steps to start selling in person.
[Learn more](#)

Markets

- International and United States

Product organization

Product type

Vendor
Collections

My Store - Products - New - 5 x My Store x +

admin.shopify.com/store/hj7gqz-hu/products/new

shopify Unsaved product Discard Save My Store

← Add product

Title
Short sleeve t-shirt

Description
Paragraph B I U A ...

Media
Upload new Select existing
Accepts images, videos, or 3D models

Category
Determines tax rates and adds metafields to improve search, filters, and cross-channel sales

Status
Active

Publishing
Sales channels
 Online Store
 Shop
 Point of Sale
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[Learn more](#)

Markets
 International and United States

Product organization
Product type
Vendor
Collections

Home
Orders
Products
Collections
Inventory
Purchase orders
Transfers
Gift cards
Customers
Content
Finance
Analytics
Marketing
Discounts
Sales channels >
Point of Sale
Online Store
Shop
Apps >
Add apps

Settings

Configure Domain

Compare-at price



Search

K



MS

My Store

My Store
hj7gqz-hu.myshopify.com

- General
- Plan
- Billing
- Users and permissions
- Payments
- Checkout
- Customer accounts
- Shipping and delivery
- Taxes and duties
- Locations
- Markets
- Apps and sales channels
- Domains**
- Customer events
- Notifications
- Custom data
- Languages
- Customer privacy
- Policies

General

Store details

My Store
9137050004 • maxwellsons@gmail.com

Billing address
15655 South Widmer Street, Olathe Kansas 66062, United States

Store defaults

Currency display
To manage the currencies customers see, go to [Markets](#) US Dollar (USD \$) ...

Unit system Default weight unit
Imperial system Pound (lb)

(GMT-06:00) Central Time (US & Canada)
Sets the time for when orders and analytics are recorded

To change your user level time zone and language visit your [account settings](#)

Order ID

Shown on the order page, customer pages, and customer order notifications to identify order

Configure Domain

My Store
hj7gqz-hu.myshopify.com

- General
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- Notifications
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- Languages
- Customer privacy
- Policies

Domains

Buy or connect a domain

Secure the perfect domain for your store that customers can trust and find easily. Buy a new domain from Shopify, or connect a domain you already purchased from a third-party like Google Domains or GoDaddy.



Buy new domain

Connect existing domain

Search domains

hj7gqz-hu.myshopify.com
Primary for Online Store

Online Store

[Change to a new myshopify.com domain](#)

MS My Store
hj7gqz-hu.myshopify.com

- General
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- Customer privacy
- Policies

← Connect existing domain

Actions ▾

Domain setup

Step 1: Log in to your provider

Step 2: Update DNS records

Open DNS settings for **ottersplash.com** and update your current values to match the new values below. Use the default TTL values if provided.

Type	Name	Expected TTL	Current value	Expected value	
A	@	60 mins	[Blank]	23.227.38.65	
CNAME	www	60 mins	[Blank]	shops.myshopify.com	

Need more help? Refer to our guide [Connecting a 3rd party domain to Shopify](#)

Skip verification

Verify

Learn more about [domains](#)

Google Domains - Domain overview | Otter Splash - BigCommerce | Domains | BigCommerce | Domain Transferred | BigCommerce | Changing Domains

domains.google.com/m/registrars/ottersplash.com?hl=en&_ga=2.162480056.54962354.1587823588-1251593843.1587823588

Google Domains

All my domains **ottersplash.com**

ottersplash.com

- Domain overview
- Registration settings
- DNS**
- Website
- Reports
- Email

Get a new domain

Send feedback

Help and support

United States (US \$)

SERVICES
None

PRIVACY PROTECTION
On
Info is private

RENEWS ON
April 25, 2021

Add services from Google and partners

Get a custom email address

Want an email like **you@ottersplash.com**? Use G Suite to create them for your whole team. You'll also get tools like shared calendars, video meetings, and online storage to help keep your business running smoothly.

[Get G Suite](#)

Create a website

You don't need to know how to code to have a great site for your business. Services like Shopify, Squarespace, Blogger, Weebly, and Wix make it easy to create a website or blog.

[Build website](#)

Next steps

- [New to Google Domains? Learn how to get started](#)
- [Forward your domain to another website](#)
- [Use custom name servers for your domain](#)

Privacy Terms Language

Billing

Google Domains - DNS | Otter Splash - BigCommerce | Domains | BigCommerce | Domain Transferred | BigCom | Changing Domains

domains.google.com/m/registrar/ottersplash.com/dns?hl=en&ga=2.162480056.54962354.1587823588-1251593843.1587823588

Google Domains

All my domains **ottersplash.com** [Export resource records](#)

ottersplash.com

- Domain overview
- Registration settings
- DNS**
- Website
- Reports
- Email
- Get a new domain
- Send feedback
- Help and support
- United States (US \$)

Name servers

Name servers store the configuration of your domain as a collection of resource records. If you use the Google Domains name servers, you can use the rest of this page to configure your domain. Alternately, you can enter up to 12 custom name servers here and configure your domain with your third-party DNS provider. [Learn more](#)

Use the Google Domains name servers

Use custom name servers

Name server
ns-cloud-b1.googledomains.com
ns-cloud-b2.googledomains.com
ns-cloud-b3.googledomains.com
ns-cloud-b4.googledomains.com

[Save](#)

DNSSEC

Domain Name System Security Extensions (DNSSEC) protect your domain from attacks such as DNS cache poison attacks and DNS spoofing. [Learn more](#)

Your domain has DNSSEC enabled.

[Disable DNSSEC](#)

Registered hosts

Register public hosts on your domain by IP address so they can be found without first resolving your domain in the DNS. Entries here are commonly called "glue records" and are needed when a domain's name servers serve on one of its subdomains.

Host name: IPv4 address: [Add an IPv6 address](#) [Add](#)

Privacy Terms Language

Google Domains - DNS | Otter Splash - BigCommerce | Domains | BigCommerce | Domain Transferred | BigCommerce | Changing Domains

domains.google.com/m/registrar/ottersplash.com/dns?hl=en&ga=2.162480056.54962354.1587823588-1251593843.1587823588

Google Domains

All my domains **ottersplash.com** [Export resource records](#)

ottersplash.com

- Domain overview
- Registration settings
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Get a new domain

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Use the Google Domains name servers

Use custom name servers

Name server ⓘ

ns1.bigcommerce.com

ns2.bigcommerce.com

ns3.bigcommerce.com

[Save](#)

DNSSEC

Domain Name System Security Extensions (DNSSEC) protect your domain from attacks such as DNS cache poison attacks and DNS spoofing. [Learn more](#)

Your domain has DNSSEC enabled.

[Disable DNSSEC](#)

Registered hosts

Register public hosts on your domain by IP address so they can be found without first resolving your domain in the DNS. Entries here are commonly called "glue records" and are needed when a domain's name servers serve on one of its subdomains.

Host name .ottersplash.com IPv4 address + [Add an IPv6 address](#) [Add](#)

Host name ⓘ IPv4 address ⓘ IPv6 address ⓘ

No registered hosts have been set up.

Privacy Terms Language

Google Domains - DNS | Otter Splash - BigCommerce | Domains | BigCommerce | Domain Transferred | BigCommerce | Changing Domains

domains.google.com/m/registrar/ottersplash.com/dns?hl=en&ga=2.162480056.54962354.1587823588-1251593843.1587823588

Google Domains

All my domains **ottersplash.com** [Export resource records](#)

ottersplash.com

- Domain overview
- Registration settings
- DNS**
- Website
- Reports
- Email

Get a new domain

Send feedback

Help and support

United States (US \$)

Name servers

Name servers store the configuration of your domain as a collection of resource records. If you use the Google Domains name servers, you can use the rest of this page to configure your domain. Alternately, you can enter up to 12 custom name servers here and configure your domain with your third-party DNS provider. [Learn more](#)

Use the Google Domains name servers

Use custom name servers

Name server ⓘ

ns1.bigcommerce.com

Turn off DNSSEC before changing name servers

Your domain will stop resolving if you change name servers while DNSSEC is on. To prevent this, turn off DNSSEC and wait up to 2 days for the change to go through. If you just registered your domain in the last 24-48 hours, you can change name servers now without any downtime. [Learn more](#)

[Change name servers anyway](#) [Cancel](#)

DNSSEC

Domain Name System Security Extensions (DNSSEC) protect your domain from attacks such as DNS cache poison attacks and DNS spoofing. [Learn more](#)

Your domain has DNSSEC enabled.

[Disable DNSSEC](#)

Registered hosts

Register public hosts on your domain by IP address so they can be found without first resolving your domain in the DNS. Entries here are commonly called "glue records" and are needed when a domain's name servers serve on one of its subdomains.

Host name	IPV4 address	+	Add an IPv6 address	Add
ottersplash.com				

Host name ⓘ IPv4 address ⓘ IPv6 address ⓘ

No registered hosts have been set up.

Privacy Terms Language

What next?

- Collect emails. Mailchimp, Convert Kit, Klayivo, etc.
- Collect reviews.
- Get traffic to your site through social media.
- Consider running Facebook/Instagram + Google Ads.

Accessibility

- Can people with disabilities use your website?
- Use the WAVE tool to evaluate your website.
- Ensure reasonable contrast between text and background graphics/colors.
- Set alternate labels for images.

The screenshot displays the WAVE accessibility evaluation tool interface. On the left, the WAVE logo is shown with the text "powered by WebAIM" and "web accessibility evaluation tool". Below this, there is a "Styles" toggle set to "OFF". The "Summary" section shows 1 Error, 4 Contrast Errors, 19 Alerts, and 15 Features. The main content area shows a website header for "SwiftOtter" with navigation links: "Ecommerce", "Training", "Knowledge", and "Contact". The header contains several accessibility issues highlighted with icons and labels: a missing alt text for the SwiftOtter logo (*aria-current="page"*), missing alt text for the account icon (*aria-label="Account"*), missing alt text for the wishlist icon (*aria-label="Wishlist"*), missing alt text for the cart icon (*aria-label="Toggle cart sidebar"*), and missing alt text for the breadcrumb (*aria-label="breadcrumb"*). A banner at the bottom of the page reads "Excellence in eCommerce Experiences—since 2012".

The following apply to the entire page:

- *en-US*

Summary

Summary Details Reference Order Structure Contrast

1 Errors

4 Contrast Errors

19 Alerts

15 Features

The following apply to the entire page:

- *en-US*

SwiftOtter

Ecommerce Training Knowledge Contact

aria-current="page"

aria-label="Account"

aria-label="Wishlist"

aria-label="Toggle cart sidebar"

aria-label="breadcrumb"

Excellence in eCommerce Experiences—since 2012

Email marketing

- Open Mailchimp account, install integration into your platform.
- Offer something of significant value on your website.
- Send emails at least monthly.
- Make sure emails are focused on what gives value AND not just sales,

Pleasant Hill Grain

NEBRASKA • USA

Zojirushi Bread Makers

All across the country we're spending more time at home than we ever have before, and thousands of people are trying their hand at home bread making for the first time! For some it's a hobby that's been waiting on the back burner, for others it's a necessary way to keep their pantry stocked. Either way, home bread making is easy, economical, and incredibly satisfying.

It's exciting to see artisanal bread making skyrocketing! There's a thriving community of bakers sharing their experiences, goals, tips, and treats online—and we'd love for YOU to be part of it. Start your journey toward fresh, homemade bread today with an industry-leading home bakery machine!

Zojirushi Home Bakery Virtuoso Plus

After decades of being in the bread equipment business, we're more convinced than ever that the best bread machines in the world, by far, are those made by Zojirushi of Japan. Zo bread machines make better loaves, they're easier to use, and they last longer. They're simply superior in every way.

The [Zojirushi Home Bakery Virtuoso Plus](#) makes a light 100% whole wheat loaf or a delightful white bread from start to finish, in a traditionally shaped, 2 pound, horizontal loaf! And that's just the start of it. The Zojirushi does an outstanding job of developing gluten and you can use the dough cycle by itself if you want, then finish baking in your regular oven... make dough for crisp pizza crust, light dinner rolls, mouth-watering croissants, hamburger or hoagie buns, artisan breads, sourdough breads are endless. Don't want quite 2 lbs? The Zo gives you smaller 1.5 lb. loaves if you'd rather. It even makes...

- Kneads & bakes a 2-lb loaf
- Makes pizza crust dough, cake, meatloaf, jam & more
- LCD key code on lid simplifies course selection
- Heaters on bottom of breadmaker & in lid
- Various healthy course settings
- European menu setting
- Customize knead, rise & bake
- Nonstick pan & paddles



CROSSNET

SHOP NOW →

INDOOR-BASE SETS



SHOP FOR INDOORS

We know you don't wanna admit it, but summer is over.

Let the games continue with our **Indoor Bases!** Fall and Winter go by a lot faster when you can pass the time playing

CROSSNET

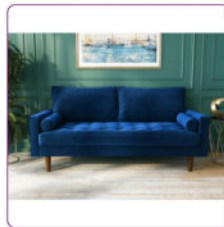
FREE Shipping Over \$35* & Financing Available¹

wayfair

Furniture | Décor | Rugs | Lighting | Sale

TOP PICKS

Just for You



★★★★★

Gertrudes 70" Square Arm Sofa



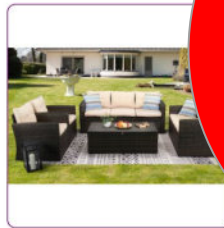
★★★★★

Mcelhaney 70.1" wide Round ...



★★★★★

Yusuf 6 Piece Rattan Sofa S...



★★★★★

Humber 5 Piece Rattan Sofa ...



★★★★★

Mcelhaney 70.1" wide Round ...

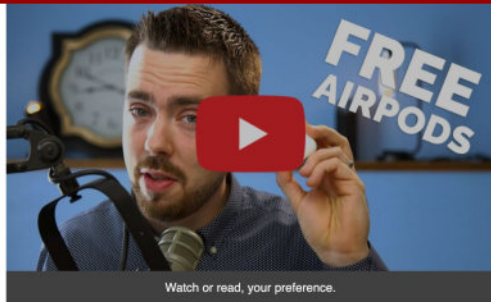


★★★★★

Yusuf 6 Piece Rattan Sofa S...



[View this email in your browser](#)



I need your advice.

I'm branching out into new areas of training. In the past three years, my 100% focus was to help you become Magento certified. The result? Great success (many of you are now certified) but I had to keep reigning myself in from advising on good development practices. Why? Because that's not on the test. Yes, I've let *some advice* slip through but I worked to keep it to a minimum as my #1 goal is to concisely help you become certified.

The first course will be titled: **The Art of Debugging.**

To help guide my efforts on this course, [I want to hear from you!](#) Would you take a moment to share your thoughts?

[Go to the survey](#)

As a way to extend my gratitude, I'm doing two things:

1. by completing the form and entering your email, you are entered to win a pair of AirPods (shipped anywhere in the world).
2. a coupon, SURVEYTAKE15 to get 15% off anything over \$50 on [our](#)

Value

Sales

Have you seen my new courses?

My new courses have been very well-received. These courses are a journey—you obtain the knowledge step-by-step. Every step is understandable and includes written instructions (like an additional study guide), video and the code to all solutions.

A successful review program

- <https://swiftotter.com/media/reviews-score.pdf>
(more of an Adobe Commerce focus, but still applies)
- Includes example of highly successful review request email.

Reviews

ShopperApproved

TrustPilot

Yotpo (products)

Google Customer Reviews (free)

Hello

I want to personally thank you for your recent purchase. It is our goal to make you 100% satisfied with our quality and service and thank you for supporting American products and American jobs.

What did you think of your recent purchase? We'd love to hear how you used your custom buttons. Please leave a review so we can share it with others who want to Express Themselves or get their message out like you on our products.

I have included a product link which will take you directly to the item you purchased. Receiving customer feedback is key to our continued success and a product review from you would be much appreciated as WE STRIVE FOR 5 STARS.

We really appreciate your feedback and hope to see you soon!

Joseph Maxwell

Examples of well-done social media:

- Chubby's Shorts
- Industry West / Made.com
- Rep Fitness / Rogue Fitness
- Red Bull
- Quip (borderline just sales)

#3. eCommerce Elements

Tracking

Google Analytics, Facebook Pixel

	Age ?	Acquisition			Behavior			Conversions eCommerce ▾
		Users ? ↓	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Ecommerce Conversion Rate ?
		582 % of Total: 29.11% (1,999)	969 % of Total: 34.26% (2,828)	49.04% Avg for View: 62.09% (-21.03%)	3.11 Avg for View: 2.42 (28.25%)	00:04:58 Avg for View: 00:03:17 (51.10%)	27 % of Total: 56.25% (48)	2.84% Avg for View: 1.70% (67.48%)
<input checked="" type="checkbox"/>	1. 25-34	341 (59.72%)	634 (65.43%)	46.06%	3.14	00:05:52	16 (59.26%)	2.52%
<input checked="" type="checkbox"/>	2. 35-44	139 (24.34%)	202 (20.85%)	52.97%	3.24	00:03:42	6 (22.22%)	2.97%
<input checked="" type="checkbox"/>	3. 18-24	65 (11.38%)	95 (9.80%)	56.84%	2.99	00:02:34	4 (14.81%)	4.21%
<input checked="" type="checkbox"/>	4. 45-54	26 (4.55%)	38 (3.92%)	52.63%	2.50	00:04:31	1 (3.70%)	2.63%

Products



Home > Fishing Caddy Camo XL (Padded Seat)



Fishing Caddy Camo XL (Padded Seat)

\$ 89.95 ~~\$ 99.95~~

Quantity

1

Add to Cart

****Best Seller****

Hi, I'm your new fishing buddy I do it all! Count on me to make your next fishing trip easier. Guaranteed

The perfect gift idea for someone who loves fishing

- 1 6.5 Gallon Fishing Caddy
- (Holds up to 40 lbs of water weight for stability)
- 1 Dual Rod holder attachment
- 1 Led light Attachment

Basic
Product



[Sweaters](#)[Dresses](#)[Tees & Tops](#)[Skirts & Pants](#)[Coats & Jackets](#)[Jewelry & Accessories](#)[Lounge & Home](#)[Men's](#)[SALE](#)[Home](#) > [Sale](#) > [All Sale](#) > [Anatolia Top](#)< [previous item](#)[next item](#)

Anatolia Top

In a print based on an Anatolian textile, an intriguing burnout process creates a shadowy floral motif on semi-sheer polyester (60%) and cotton (40%) jersey. In your choice of Raisin or Verdigris, the feminine top flows from the drop shoulders to a loosely gathered peplum hem that falls shorter on the sides.

- [XS/S, M/L, XL](#)
- [Fit: Oversized](#)
- Polyester (60%), Cotton (40%)
- [Handwash Only](#)
- Made in Peru
- 26"

product	item #	qty	price
Anatolia Top	711412	<input type="text" value="1"/>	\$59.00 \$42.00
select a size:			
<input type="radio"/> XS/S <input type="radio"/> M/L			
you have selected: Raisin			
<input type="radio"/> Raisin <input type="radio"/> Verdigris			

[add to bag](#)[reviews](#)[size/fit](#)[care](#)

Product Variants

Product Variants



AgapeLoveT

Favorite shop

38 items

Favorite

Like this item?

Add it to your favorites to revisit it later.



Love One Another T - Women's Favorite T

\$24.95

Ask a question

Primary color

Select a color

Men's shirt size

Select an option

Quantity

1

Buy it now >

Add to cart

Overview

- Handmade item
- Feedback: **3 reviews**
- Favorited by: **8 people**
- Gift message available

This shop accepts Etsy gift cards

Shipping & returns

Ready to ship in 3-5 business days

From United States

Get shipping cost

Q zoom

List of Products Category

☰ Filters (0)

[Reset](#)

Buy online



On sale



Price Scale



Length



Max weight Capacity



Person Capacity



Colors



Cockpit Type



Construction



 Pelican

Maxim 100X

Recreational Sit-Inside Kayak

\$232.50

50% off

~~\$464.99~~

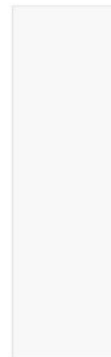


 Pelican

Sentinel 100X

Recreational Sit-On-Top Kayak

\$349.99



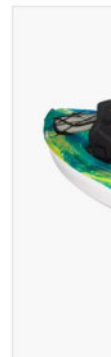
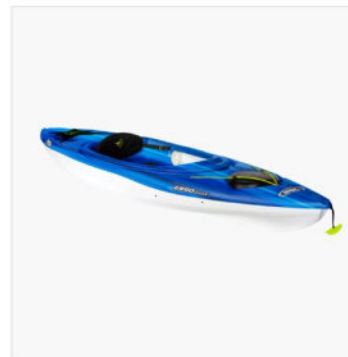
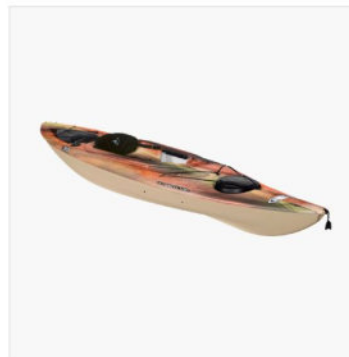
 Pelican

Shoal 120

Recreational Sit-On-Top Kayak

\$345.00

50% off





Keyword Search

Departments ▼

Hot Deals

What's New


Brands

Help Center

1-800-777-0703

Wish

Cart

Item	Price	Qty	Total
 <p>DX Engineering DXE-536-4 - DX Engineering Coaxial RF Connector Adapters Part Number: DXE-536-4 In Stock (more than 10 available) Estimated Ship Date: Today</p>	\$24.99	<input type="text" value="1"/>	\$24.99
Save for Later Wish List Remove			

Cart Subtotal: **\$24.99**



Pay in 4 interest-free payments on purchases of \$30-\$1,500.

[Learn more](#)



Pay with DX Engineering Synchrony Car Care Super Card Credit Card

[Learn how](#)

Additional Order Info

[Backorder Info](#) | [Shipping Info](#)

Shopping Cart

Sales Tax

Payments

PayPal, Credit Card, Apple Pay, Google Pay
Or, use Shop Pay

Shipping

How fast? How much to charge?

Returns

#4: Product Readiness


[Shop](#)
[Philosophy](#)
[DRUNK ELEPHANT™](#)
[Trunk Tales](#)
[Press](#)

[HOME](#) > [SHOP](#) > T.L.C. SUKARI BABYFACIAL™

T.L.C. Sukari Babyfacial™

\$80.00

 QTY
[ADD TO BAG](#)

★★★★★ 328 REVIEWS

[Description](#) [How to use](#) [Ingredients](#) [Video](#)

WHAT IT IS:

Babyfacial™ is a pro-quality AHA/BHA “facial” that resurfaces to reveal greater clarity, improved skin texture and tone and a more youthful radiance. Think of it as an extra nudge for stubborn, dull skin (in other words, it’ll knock your cells off).

WHAT IT IS FORMULATED TO DO:

This innovative at-home facial contains a whopping 25% AHA and 2% BHA blend including our dream team Glycolic plus Tartaric, Lactic, Citric and Salicylic acids to gently but efficiently resurface as it exfoliates the pore lining, getting rid of built-up dead skin cells by breaking down the substance that holds them to the surface. Babyfacial™ combines potent antioxidants such as matcha tea, apple fruit and milk thistle to soothe with ultra-hydrating sodium hyaluronate crosspolymer and non-fragrant plant oils to replenish moisture and nourish skin. We chose chick pea flour over clay for brightening and balancing without over-drying and pumpkin ferment for amazing enzymatic action. Niacinamide, a “cell-communicating” ingredient, effectively revives a healthy look and feel to skin as it brightens and tones. Appropriate for all skin types, Babyfacial™ will dramatically smooth texture, minimize the look of fine lines, wrinkles and pores and boost overall clarity—revealing fresh, radiant, baby-soft skin.


[Companion Products](#)




 Cart

Log in

Create account

Home

Ready to Ship Yarn 

Worsted

DK

Fingering

Lace

Sock Blanks

Dyed to Order Yarn 

Ready to Ship

A Pleasant Patina-Banshee Fingering/Sock-Ready to Ship

Potion Yarns

—
\$28.00



Add to Cart

Yardage: approx. 438 yd./400 m

Gauge: 7-8 stitches per 1" on US size 1-3 needles.

Old things are the prettiest. I love the stories that lurk in layers of rust, cobwebs, and shifting colors as things change with time. Inspired by the beautiful tones that accumulate on rusty old metal, this skein reminds me of skeleton keys, antique hardware, and ancient artifacts. A beautiful aqua-teal background is enlivened with bursts of speckles in gold, brown, and gray for a unique colorway that is perfect for all your favorite projects.

Banshee Fingering is a bouncy, springy 4 ply yarn perfect for all kinds of projects! The smooth, round texture makes it ideal for sweaters, shawls, and accessories, and it's easy care makes it great for baby items! This yarn is sure to become one of your favorites due to it's strong durability...the



KoMo Classic Grain Mill

SKU: ZJ686, Shop more [KoMo Mills Items](#)

★★★★★ 115 Reviews

\$499.00 - \$539.00

IN STOCK Usually ships in 1-2 business days.

Electrical: Choose an Option... ▾

Wood: Choose an Option... ▾

Quantity:

1

ADD TO BASKET

[Add to Wishlist](#) [Add to Registry](#)



THIS ITEM SHIPS FREE!

WHY BUY FROM PHG?

- 100% satisfaction guarantee
- Prompt, personal customer service
- Sales tax only on NE & NC orders



🇨🇦 Canadian orders by phone

4.9 ★★★★★
Google
Customer Reviews

Questions? 1-866-467-6123



FEATURES

- Grinds super fine flour
- Solid beechwood or American Walnut cabinetry
- Quickly adjusts to coarse grinds too
- Long life corundum-ceramic burrs
- Virtually no cleanup required
- Optional gluten-free grinding liner
- Long 12 year U.S. warranty
- Handmade in Austria

Recipes

Like 137 Pin it

DESCRIPTION

SPECS

SHIPPING

ACCESSORIES

REVIEWS

KOMO CLASSIC GRAIN MILL

Handmade in Austria, the KoMo Classic stone burr grain mill has a special appeal to lovers of elegant design, natural materials and fine craftsmanship. KoMo believes that design sophistication lies not in mere complexity, but in simplicity. A design is finished when no extraneous parts remain. The Classic's construction

What will you name the product?

How will you describe the product?

For every question you get about a product, you lose at least 10 other interested people. (me)

How much will you sell it for?

How will people find your product on your website?

By application/use case

By name

How will you picture it?







<https://pelicansport.confluenceoutdoor.com/en-us/products/argo-100x-fit-in-kayak/KFF10P300-00#mz-expanded-view-264173467527>

Build trust.

Social proof.

Decent design.

Good photos.



SIGN IN TO MY ACCOUNT ▾

Search 

ORDER FROM CATALOGUE

Boden

WOMEN

MEN


GIRLS
(0-16YRS)


BOYS
(0-16YRS)


BABY
(0-4YRS)


CLEARANCE

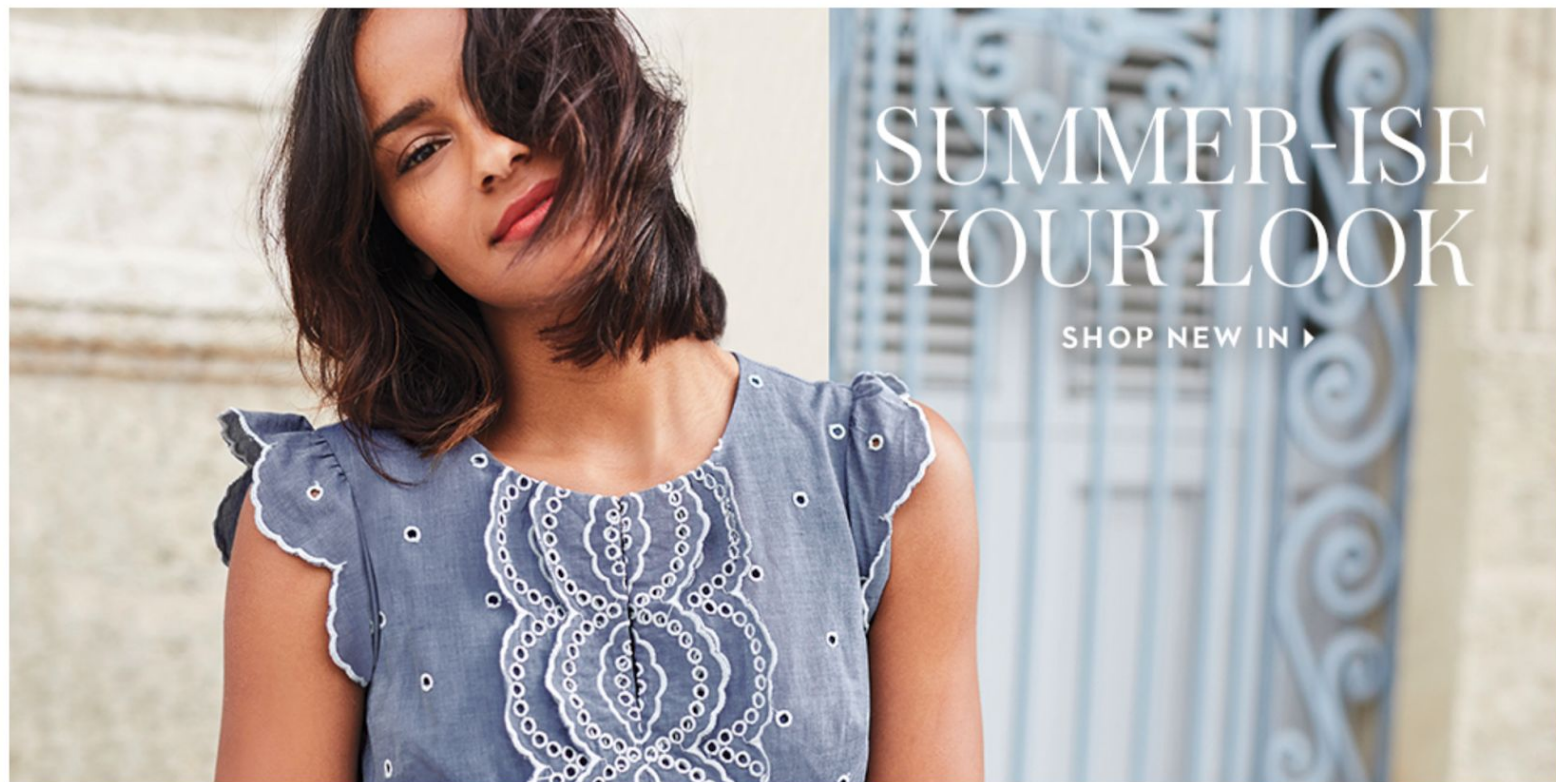
INSPIRE ME

 \$0.00

 Refer a friend and get a \$15 coupon

 Free shipping on orders over \$49

 365 day returns





[BABY / 0-24 MONTHS](#)

[KIDS / 2-12 YEARS](#)

[ADULTS](#)

[BRANDS WE LOVE](#)

[BLOG](#)

[ABOUT](#)

[SALE](#)

BLACK LABEL

Special occasion wear for girls

[CHECK IT OUT >](#)



Tell your story

Our Story



Posh Peanut - A Children's Boutique

Posh Peanut Children's Boutique was born in the beginning of 2011 all thanks to one woman's deep creative passion. It all began because of a genuine love for children, children's clothing and an inventive excitement needing to be fulfilled. The founder of Posh Peanut, Fiana Sahaki is a wife, mother of two, daughter and

THE HOLTZ FAMILY

We started Holtz Leather Co. after suffering some of the lowest points in our life. In short, over the course of five years we suffered four miscarriages, lost our business, our home, and nearly became homeless. Through this time of extreme humbling God taught us that life is more than the things we acquire or the titles we have.



BOY MEETS GIRL

Our story really does have a 'boy meets girl' beginning. Coleen and I have been sweet on each other since we were just kids. I remember playing "bubble gum, bubble gum" in the back of my dad's old pick up truck. We were no older than 5-6 years old.

Spell out the details.

RETURNS & EXCHANGES

🔍 Search support center...

UGG / RETURNS & EXCHANGES / RETURNS/EXCHANGES

Support Home

Returns & Exchanges

UGG Rewards

Order Information

Product Information

Counterfeit

Store Locator

General Information

FAQ

CONTACT US

Email

UGG® Returns Policy

To be eligible for return, your product must meet the following criteria:

- Be an authentic UGG® product
- Purchased within the last 30 days
- Be in a new and unused condition

If your product does not meet all of the above criteria, it may still be eligible for return under our warranty policy. Please refer to our warranty policy [here](#).

Please note, footwear returns must be sent back as a complete pair. Incomplete or mismatched pairs will not be accepted.

If you did not purchase your item on UGG.com, or you purchased a clearance product on our closet site, you will be required to cover all return

RELATED ARTICLES

How do I make a return or exchange?

Does UGG® offer repairs?

What if my requested exchange item is not in stock?

#5: Getting the word out

Track your results.

Is my investment of time paying off?

Give something away for free
(in exchange for their email)

**Get into a relevant community.
Google / Facebook ads.**

SEO 101

**If you were your own customer,
would you find your website engaging?**

**Use product descriptions
+
unique meta descriptions.**



Surface 518 - Outdoor Stair Ra ×



Page Title

Surface 518 - Outdoor Stair Railing, Easy Install Handrail | Simplified ...

<https://www.simplifiedbuilding.com> > ... > Surface Mount Railings ▾

★★★★★ Rating: 4.9 - 30 reviews

A simple ground **mounted handrail** kit that has a smooth **surface** and open ends. Perfect railing for insurance or code compliance. **Mounts** to concrete, wood or ...

```
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<title>Surface 518 - Outdoor Stair Railing, Easy Install Handrail | Simplified Building</title>
<meta name="description" content="A simple ground mounted handrail kit that has a smooth surface and open ends. Perfect railing for insurance or code compliance. Mounts to concrete, wood or any solid floor surface." />
<link rel="stylesheet" type="text/css" href="https://www.simplifiedbuilding.com/js/prototype/windows/themes/default.css" />
```

Meta
Description

This **apple grinder** by **GrinderPro** is the best **apple grinder** you will find. It **grinds** all types of **apples**, including **Fuji apples**, **Gala apples** and **Grannysmith apples**. If you need an **apple grinder** to **grind apples**, look no further than this **apple grinder**.

This **apple grinder** by **GrinderPro** is a combination of quality and value. It will process over 30lbs of **apples** an hour yielding delicious **apple** juice, cider or **apple** sauce. Add this **grinder** to your kitchen today!

<https://pagespeed.web.dev/>



Get links.

Build **helpful** content.

Social media.

Email. *MailChimp*.

#6: Maintaining and Improving

Keep your customers happy.

Excellent customer service.

Be transparent.

Get good reviews.

Keep building + improving.

eCom Buzz

(a podcast for supercharging your sales)



Connect on LinkedIn: [Joseph Maxwell](#)

joseph@swiftotter.com



Small Business Administration

Digital Sandbox and other incubators

KC Source Link

Mozcon Virtual

Start with Why (Simon Synek)

Lean Startup (Eric Ries)

Business Model Generation (Alexander Osterwalder)

**Value Proposition Design: How to Create Products and
Services Customers Want (Alexander Osterwalder)**

Differentiate or Die (Jack Trout)

Getting Things Done (David Allen)