

## Ecommerce Basics

### **Ecommerce Basics**

Starting your first online store? Here's what it takes to open a store, increase sales, and manage it successfully.

### **Setting up an online store**

#### **Step 1. Sign up and design your store.**

After you sign up for Merchant Solutions, you should choose how you want to design and build your store.

#### **We provide three easy options to do this:**

- Use our easy tools and customizable web site designs.
- Use your own design tool, such as Dreamweaver or other popular third-party tools.\* (this option is generally used by advanced users)
- Have your store built by a professional designer and developer in our network, for an additional fee.

#### **Step 2. Add products to your store.**

As you are designing and building your store, gather together information about the products you plan to sell like description, price, size, and color.

We give you two simple options to enter your product details quickly and accurately:

- Type in the information directly into your online product database.
- Upload all your product details from Excel.

#### **Step 3. Set up payment methods**

In order to accept and process online payments, you need to sign up for an online payment processing service like PayPal or a merchant account.

#### **We provide:**

- An easy application process to get either a merchant account with Chase Paymentech or a PayPal account, or both.
- Support for existing merchant accounts that are compatible with FDMS Nashville platform.

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### **Step 4. Set up shipping.**

Choose which shipping carriers you will offer your customers and set up shipping rates for your products.

**We provide** an easy shipping tool that allows you to:

- Use any shipping carrier, including the USPS, UPS, and FedEx.
- Set up shipping rates based on product weight, destination, order total, or other preferences, using a simple step-by-step interface.
- Automatically calculate and display shipping fees in the customer's shopping cart so shoppers can see their total costs early in the checkout process.

### **Step 5. Set up sales tax.**

The determination of whether you are required to collect sales tax depends on the state in which your business is registered and the types of goods or services being sold. Contact your state's tax department for more information.

**We provide:**

- A wizard to help you set up tax rates for your products.
- Ability to calculate and display taxes in the customer's shopping cart.

### **Step 6. Open for business.**

Simply click the Open for Business button and you are ready to start accepting orders.

## **Managing and Marketing an online store**

Now that you are open for business, you are ready to start processing orders and marketing your store to increase sales.

### **Step 1. Manage orders**

You will need to review orders as they come in and either authorize or cancel them if they are deemed fraudulent. Occasionally, you may also have to process exchanges or issue refunds.

**We provide:**

- Automatic fax\*\* or email alerts whenever you receive a new order.
- An easy-to-use order management system so you can process and track orders.
- Tools to help you identify and block fraudulent orders

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### **Step 2. Ship orders.**

Once you approve the order, it is ready for shipment

#### **We provide tools to:**

- Print packing slips, invoices, and UPS shipping labels from within your order management system.
- Send automatic email updates to customers when their orders ship.

### **Step 3. Receive payments.**

When you receive an order, your customer's credit card information is sent to their credit card bank for approval. After receiving approval, you have to click the "Sale" button in your order management system to charge the credit card and have the funds transferred to your merchant account.

**We provide** secure transmission of customer information between your store, the credit card bank, and your merchant account provider, so you can receive payment.

### **Step 4. Market your store**

Building your store is not enough. You need to drive shoppers to your store by marketing online.

#### **We provide:**

- Resources to learn how to market online.
- Automatic submission of your store to Yahoo! Search and Google.
- \$100 credit with Yahoo! Search Marketing\*\*\*
- Discounts on a range of online marketing services, like Yahoo! Shopping.

### **Step 5. Promote your products.**

There are several ways to increase order size and encourage repeat purchases.

#### **We provide:**

- Up-sell and cross-sell tools to display related items during checkout to encourage shoppers to purchase more products.\*\*
- Ability to set up and offer coupons and gift certificates.\*\*
- Discounting capabilities such as taking a percentage off an item or the total order.

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### Step 6. Track Site Statistics

Learn how your customers use your store and update your strategy based on what you learn!

#### **We provide:**

- 40 reports that cover key business statistics such as sales results, referring web sites, and web site traffic.
- Ability to export your data for further analysis in Excel or other applications.

Yahoo! Merchant Solutions gives you all the tools you need to set up and run a successful online store. Plus, get immediate answers to your questions with 24-7 customer support, email support, online help, and Getting Started guides.

\* Third-party tools such as Adobe® Dreamweaver® must be purchased separately.

\*\* Available in Standard and Professional plans only.

\*\*\* Offer open to new U.S. Sponsored Search advertisers only. (A new advertiser is one who has not advertised with Yahoo! Search Marketing for the past 13 months.) Each account requires a nonrefundable \$30 initial deposit. Advertisers signing up for Self Serve will receive a \$100 credit into the account. Initial credits are nonrefundable and will be applied to click-charges. There is a minimum bid requirement of \$0.10 per click-through. Limit one offer per customer, and one use per customer on a single account. Sellers of certain legally restricted products may require third-party certification at extra cost. Search listings subject to editorial review. Offer may not be combined with any other offers or discounts, separated, redeemed for cash, or transferred. Other terms and conditions may apply; see Advertiser Terms and Conditions when you sign up.