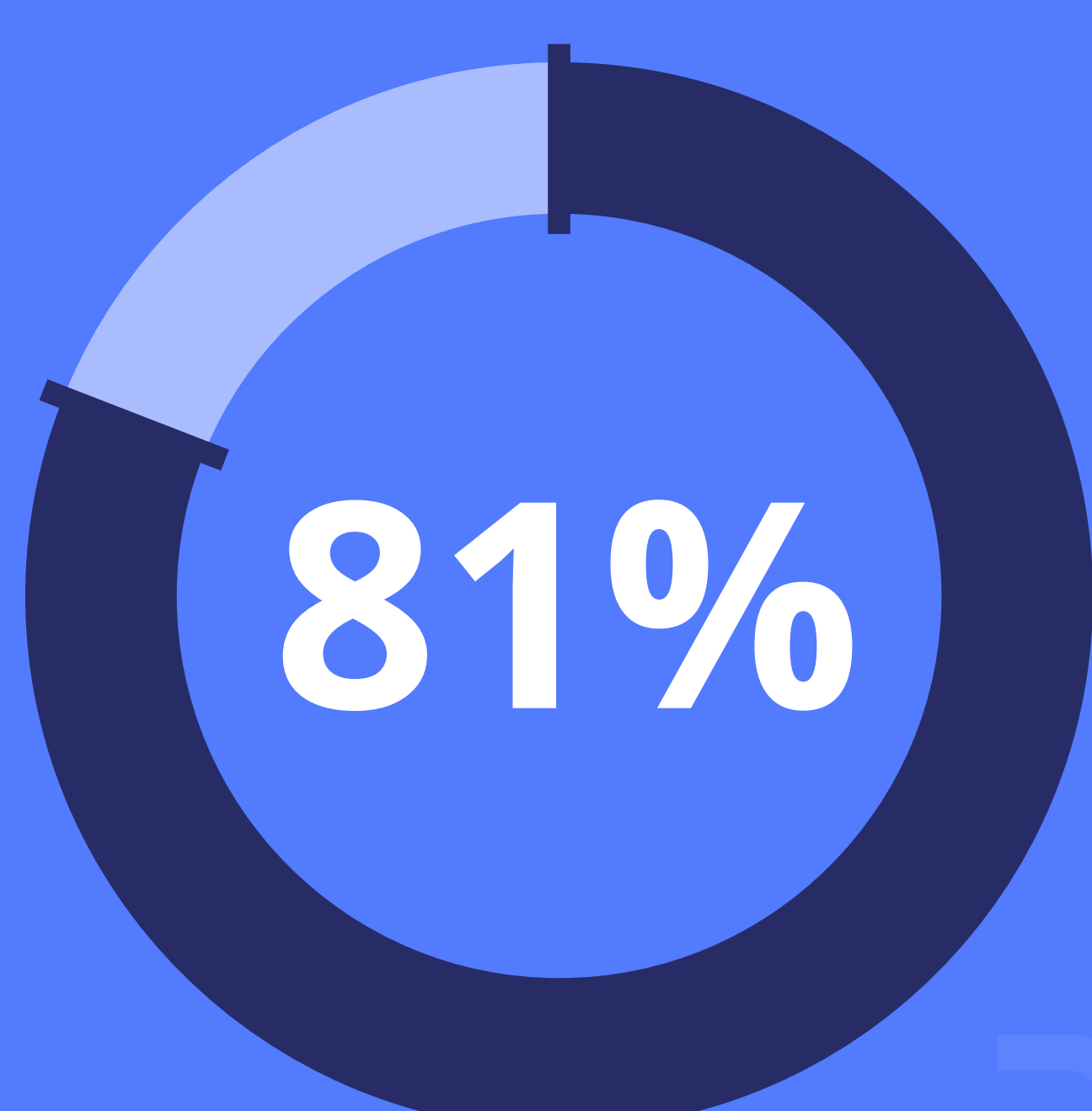


# Build an Online Store in 5 Steps

## Why sell online?

For many potential customers, purchasing your products or services online may be more convenient, faster and less expensive. Selling through an online store is a great way to expand your customer base, improve customer experience and increase sales.



of small business owners who sell online say that it has increased revenue.<sup>1</sup>

Setting up an online store may sound intimidating, but the task can be accomplished fairly simply in just a few steps.

## 1 Choose an e-commerce platform

Online tools can help you build your store. Look for a platform that integrates well with your current website and other tools, can handle refunds and returns and can be updated quickly and easily. Make sure that the platform has good security.



## 2 Set up your store

Design the look of your store, and input your products or services with compelling descriptions and high-resolution photos. If you can, organize products into categories to help visitors find what they are looking for.

## 3 Determine your return policy

Many online stores offer free returns, which can be a big selling point for customers. But, think about what returns will cost you. Be sure to check the laws regulating returns in your area, and make sure that your return policy is easy to find.

20%	x	\$	x	#	=	\$
Average e-commerce return rate <sup>2</sup>		Cost of a return		Expected orders in a given period		Total cost of returns



## 4 Enable secure payments

You can offer customers several ways to pay: they can input their card information, pay through a financial account or use another payment technology. Get an SSL certificate for your site to encrypt cardholder data.

## 5 Fulfill orders

Choose a shipping company that can make deliveries in a timely manner—or, offer curbside pickup from your store. Let customers know when to expect their package, and consider offering free shipping—especially for customers who spend over a certain amount.



<sup>1</sup> Insureon poll of 2400 small business owners, 2017.  
<sup>2</sup> eMarketer, Ecommerce and Retail Customer Experience Report 2018.