# E-COMMERCE

Reading 2

## LAUNCHING YOUR OWN E-COMMERCE BUSINESS: SOME DOs AND DON'Ts

### 1. Make your site look good

Giving your business a nice look is a must if you want to stand out among millions of people who are playing the same game. When the competition is too high, little things decide the tie and the design of your site is one of these little things.

### 2. Don't assume people will find your site

Sell unique products, and people will find your business one way or another. This concept of business might work in a Disney world utopia. The internet is too big for a random person to magically find your site. Social media or a good **SEO** can aid your business a great deal in terms of publicity.

## SKILLS:

- Details
- Establish connections

## GETTING STARTED:

What are some negative aspects of certain Colombian online stores you have visited?

### 3. Build an adequate platform

Do your best to prevent mistakes from happening. Take care of technical issues like finding the right **hosting** solution, managing the scalability and security of your website along with other non-technical issues such as customer support and market penetration from the beginning.

### 4. Don't do everything by yourself

You are the founder, marketer, and leader of your business. So basically, you are a one-person band. However, if you want to launch a successful ecommerce business, then you should be able to hire the right people to help you and your company grow.

### 5. Set budget for tests and trials

If you wait months to find out the actual performance of your product, it might be too late. Do surveys, sell samples before going mainstream, and test your product before you decide to invest your time and energy on it.

### 6. Don't forget about innovating

It's good if people of certain demographics are giving you good reviews, but there are always spaces in the market to be filled, and there's always room to innovate. If after a while your star products aren't selling that well anymore, it's time to bring something fresh and different.

### 7. Listen to your customers

Reacting on every single customer's review is a waste of time, but you should acknowledge their opinions. Your customers help you find fragilities that you otherwise could ignore. So, it's important to evaluate their suggestions and work for a remedy.

### 8. Don't measure your success wrongly

E-commerce is not rocket science. Compare year-over-year, not quarter-over-quarter, as ecommerce is highly seasonal. Comparing your July traffic to your June data does not give a clear picture of your progress. Compare July to July, winter to winter, or year to year if you want an accurate report of your progress.

*Adapted from https://www.lifehack.org/404510/10-dos-and-donts-of-launching-your-own-e-commerce-business*

## Glossary:

- **SEO**: SEO stands for search engine optimization, which is a set of practices designed to improve the appearance and positioning of web pages in organic search results.

- **Hosting**: (also known as Web site hosting or Web hosting) It is the business of housing, serving, and maintaining files for one or more web sites.

Read the following ideas. Write **D** if they have to do with dos or **N** if they have to do with don'ts. Then, write the number of the section where that topic is developed.

1. Believing your main products will always be bestsellers. _____
2. Being alone in this process. _____
3. Thinking that having a great product implies many people visiting your website. _____
4. Creating a marketing plan. _____
5. Comparing your sales in February with your sales over Christmas. _____
6. Paying attention to the appearance of your website. _____
7. Obtaining a good hosting plan that can make your customers feel safe and satisfied. _____
8. Considering your customers' feedback. _____

## Language Note – Imperative Forms

- **Compare** year-over-year, not quarter-over-quarter, as ecommerce is highly seasonal.
- **Don't forget** about the meeting tomorrow.

**We use the imperative to give orders, advice, or suggestion, or to make requests.**
**We use the base form of the verb with no subject.**
- **Test** your product before you decide to invest your time and energy on it.

- **Use** social media to promote your site.

**Use don't before the verb when it is a negative order.**
- **Don't** waste so much water when you brush your teeth.

## What do you think?

Have you ever thought about opening your own online store? What kind of store would it be?