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This is also one of the factors that affected me in the early years of my blogging career. I seem not to know what to do to run a successful blog.

In this article, my focus is not on blogging. I want to talk about how to create an e-commerce website. The one that will stand the test of time.



I want to say this is going to be a mother article. I will try to write some subsequent posts that will explain some of the points that I Have in this article better.

Please, you need to read all those articles that will follow this article. I am sure it will assist you in running a successful e-commerce website.

#1 Plan your website

The very first that you need to consider when you want to run a successful website is to have adequate planning.

You need to consider the product that you intend to sell and how you intend to sell it. You need to consider the design of the website.

Will your website be built inside or do you plan to use a third party? It is also

important to consider the capital available to you to set up the site.

All this will guide you to decide on what is and what will not be part of the website.

#2 E-commerce template

The next step that you need to consider is to decide on where to buy your e-commerce template.

Whichever way you have decided whether to buy your template in-house or to contract the design of your website to a third party, they will still need to buy a template.

These templates are sometimes modified in order to suit your needs. I can say that the amount you have will determine what type of template you can afford.

You can also decide to start small and upgrade as soon as you start making money from your e-commerce website.

#3 Right domain name

It has happened to me before. There are many of us that concluded and we just jumped into choosing a domain name and we later regretted that we have not taken our time to think through it.

You need to really take some thoughtful action when you are choosing your

domain name.

The domain name can revolve around the product you sell and it can also revolve around the organization setting up the e-commerce website.

A good example is the Amazon website. It revolves around the organization's name and we all know Amazon has become a household name when it comes to building an e-commerce website.

They are also leveraging that name to introduce other products and services as well.

#4 Web hosting company

I once organized a successful office launch for my company and I was busy looking for where I can accommodate participants that come from outside my state.

A thought later came to my mind to host them in my house. But to my amazement, my house was rejected because of the problem with internet connectivity.

That is also what you need to consider as someone that wants to run an online business. [You should choose a hosting company](#) that is reputable and has at least 99 percent uptime.

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You can allow your business to be ruined because the hosting company you have chosen cannot keep their server on or they have other issues that can threaten the existence of your website.

#5 Develop a website

The next step that you need to take after you might have decided on the hosting company that you want to use is to actually develop your website and begin to plan how the actual commencement of the e-commerce will take place.

You can decide to do the development in-house or give it to a third party to help you out. This largely depends on whether you have the required expertise to guarantee that a good job will be done at the end of the day.

#6 Develop contents

After your e-commerce website might have been up and running, you then need to decide on how you are going to develop the contents of your website.

As they say, content is king, you need to ensure that at all times you are feeding the search engine with fresh content.

This will guarantee that your website will keep on appearing on the Search Engine Result Page. This will guarantee that organic traffics are coming to your website.

You need to make sure that good content is created and that the contents are good enough to convert prospects to customers.

From the contents, they should be able to decide on whether they are interested in the products or not. This will help you to maximize the Return on Investment on your website.

#7 Secure the website

When you are running an e-commerce website, you need to know that you will be dealing with a lot of sensitive data.

It is very possible that customers will be coming to your websites to buy your products and services.

They will have to enter their card information and other details. You need to make sure that you invest in infrastructures to secure your customer data.

This is necessary to protect them so that it will not damage your customer's reputation.

#8 Integrate online payment

Also, you need to understand that your e-commerce website is your online store. You have to ensure that [your customers can start and finish their transactions online.](#)

You need to make sure that payment systems are integrated into the e-commerce website so that it will be easy for customers to pay for products that

they have purchased.

It is also essential that you make more than one payment method available to your customers who might wish to purchase your products and services as well.

#9 Test the website

As part of your efforts towards the official launching of your website.

There is a need for you to test your website in order to be sure that everything works the way they supposed to work.

You have to test the speed of the website. You should test the Tabs and different links that you have included in your content. You need to ensure that the contents are loading the right contents.

This will reinforce in the mind of your audience that you truly care about their experience on your e-commerce website.

#10 Promote the website

After you might have created your website, you should strive to promote such a website.

You might not really expect large patronage when you just create a website and you leave it to fate.

You need to budget for campaigns and the creation of awareness programs in order to spread the word out that your website is now active.

It is also important that you include share buttons and email marketing so that your existing customers can become your brand advertisers.

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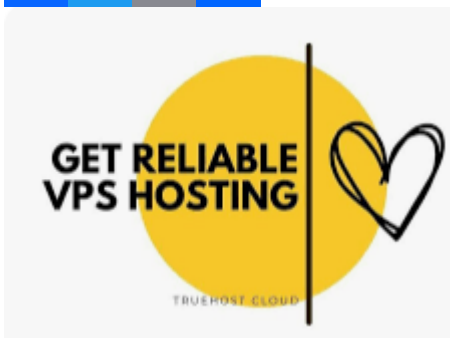
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Action Point

PS: I know you might agree with some of the points raised in this article or disagree with some of the issues raised.

Please share your thoughts on the topic discussed. We would appreciate it if you could drop your comment. Thanks in anticipation.

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