



# Our approach to eCommerce

PQL Web Solutions

[www.pqlwebsolutions.co.uk](http://www.pqlwebsolutions.co.uk)

0161 292 7374

# PQL Web Solutions

We have been building varied eCommerce sites since early 2001. Each of these sites has been unique but over time we have found ourselves incorporating some common, solid, proven principles.

We realise while cost is an issue when planning your web site, functionality is critical to its success. As we would build your site from the ground up we can tailor it to your exact needs. If something doesn't suit your work flow we can change it. If you need to integrate with your supplier's stock control system we can do it. If you want to share your products with your affiliates, no problem.

We will help you through every stage of the process from finding and registering a domain name to marketing your new online business. We will also be around in the future to make any changes that need to be made as your business evolves.

The rest of this document outlines our approach to creating a new eCommerce site.

# The shopping process

The following flowchart explains a typical shopper's route through an eCommerce site. This is the minimum you should expect from any eCommerce application.

Search for a product on a search engine such as Google.

Enters your site, typically viewing a list of products

Browse through your site adding products to a shopping cart

Enter billing and delivery information and confirm the order

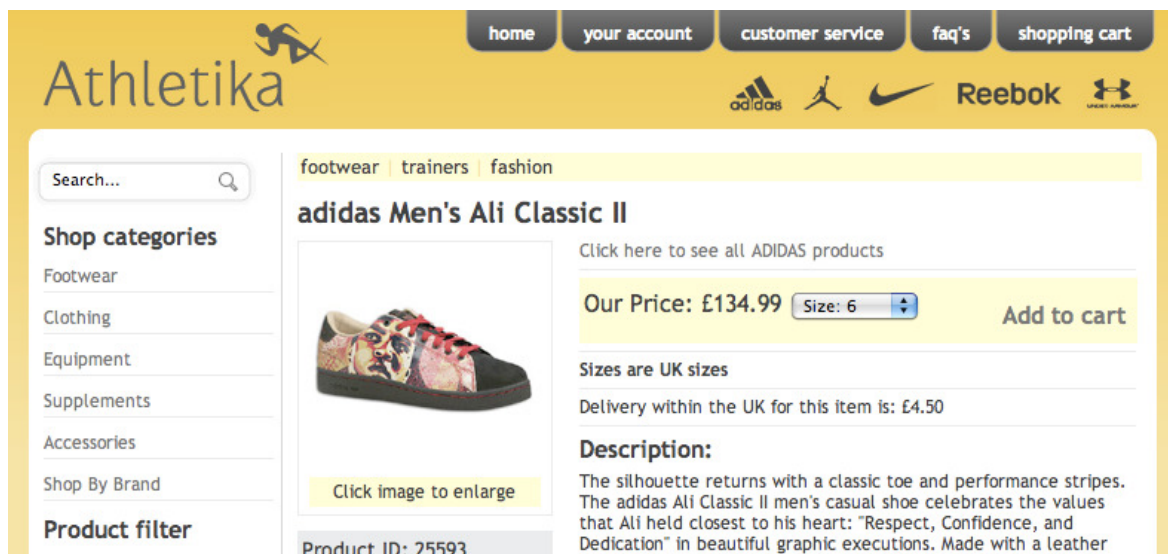
Go to a secure payment processing site and enter card information

Return to the web site and are thanked for the order

# What we can do.

Anything. We are not selling a 'site in a box'. However our previous experience of building successful eCommerce sites gives you a great head start.

In this document we have used Athletika.co.uk as an example. Athletika currently receive over 75000 unique visitors per month.



Every new online shop we build is different. We listen to what you need and help you to launch and run your shop the way you want to work.

The next few pages describe some of the features we are often asked to include or would normally suggest to our clients.

We think we have incorporated many features that most e-entrepreneurs would not have considered.



- Profit analysis is a huge part of any business so we gave them the ability to add their product prices in two ways. They can just add the selling price of their product and not worry about the markup. Alternatively they can add the cost price of the product and then add the percentage they want to mark it up by. This then allowed us to add an additional report giving them a break down of the profit by product, category or tag.
- There will be times when they decide they want to temporarily remove a product from the site. So we've included the ability to untick a check box to hide the product from their customers, and when they're ready to include it they just tick the check box again.
- Sometimes they find a product fits two or more categories. No problem, they can add a product to as many categories as they like.
- They can enter the amount of stock they have of a particular product, which will be adjusted as sales are made. This will automatically mark a product as out of stock when the stock level reaches zero. While this covers the needs of most eCommerce sites we can attach a more sophisticated system if required \*. You can always override this if you don't want to use stock maintenance.

## NIKE

There are 1723 NIKE products.

Too many results? Use the product filter on the left.

accessories | bags - 1 products

accessories | caps - 4 products

accessories | sunglasses - 5 products

accessories | watches - 13 products

Clothing | athletic clothing | all in one - 11 products

Clothing | athletic clothing | base layer shorts - 10 pro

## Suppliers / Brands

As well as grouping their products by category and tag (read on for details) , their customers may expect to be able to search by brand. By adding a supplier (the same as brand) their customers can use this facility.

While the above is very useful to shoppers, you as a shop owner may find associating your suppliers to products handy if you want to change the markup of all products with this supplier.

This is also of benefit if you wanted to add the ability to use supplier ordering or profit analysis by supplier.

## Delivery Options

Different businesses will have different thoughts about how the delivery price of customers orders is calculated. We offer the following options, you simply pick the best one for you.

- Completely free
- Free if over a predefined amount
- Delivery costs associated with each product
- A set amount
- Based upon the product weights.

## Order management

They do, of course, need to deal with their orders. They can add notes to an order, mark it as read, mark it as shipped, cancel an order, print an invoice and print a packing slip.

If this is not enough control we can add the facility to email customers tracking emails, allow customers to log in and view the status of their order.

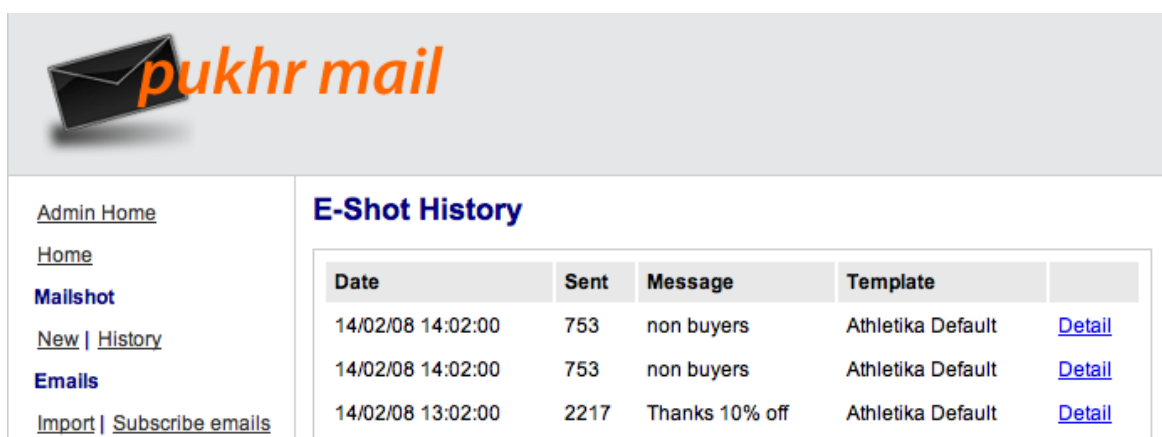
# Marketing

The best built eCommerce site in the world will fail without visitors. Here are some of the bases we can help you cover.

## Mail

We have built an intuitive, easy to use bulk email system than can be integrated directly into your web site. Using this you can send thousands of emails in seconds direct to your customers.

You can use this to send mailshots to your web site customers as well as any opted in mailing



**pukhr mail**

[Admin Home](#)  
[Home](#)  
**Mailshot**  
[New](#) | [History](#)  
**Emails**  
[Import](#) | [Subscribe emails](#)

### E-Shot History

Date	Sent	Message	Template	
14/02/08 14:02:00	753	non buyers	Athletika Default	<a href="#">Detail</a>
14/02/08 14:02:00	753	non buyers	Athletika Default	<a href="#">Detail</a>
14/02/08 13:02:00	2217	Thanks 10% off	Athletika Default	<a href="#">Detail</a>

databases you already have.

Examples of this have been used to:

- Send existing customers a bi-weekly mailshot of all new products added to the site.
- A monthly email sending customers an email with products that are similar to ones already purchased.
- Sending ad-hoc emails to customers who haven't completed a purchase with a discount code if they complete their order.

## Google

Using Google Adwords is a great way of driving traffic to your web site. You create a list of keywords you think your customers will use to find you, set how much you want to spend and set it running. Within hours you can have customers buying things from your web site.



We can give you pointers in creating your Adwords account and then help you prime your site by creating tags etc.

## Search engine optimisation

When you first release your site Adwords can give you a surge of traffic which in return will help maintain a level of orders. However you may want to reduce your overheads and stop paying as much for your visitors. This is where search engine

optimisation (SEO) comes in. We build your site in such a way that search engines can 'read' your pages easily and rank your site accordingly. We include keywords from each product within hidden parts of your pages which only the search engines see, this helps them rank your pages higher in their listings.

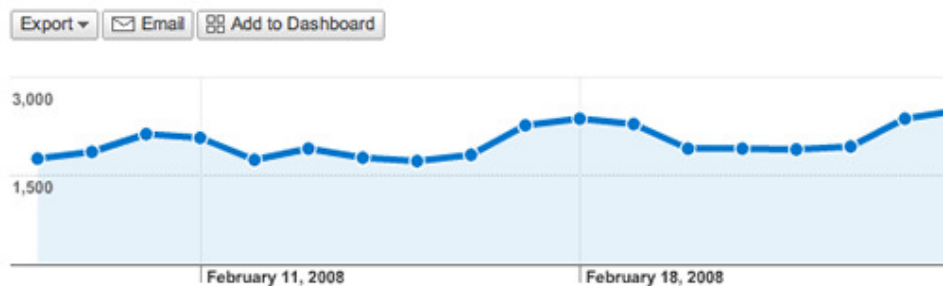
While we can assist you with this process we will also liaise with SEO experts who work specifically to improve the ranking of your site and therefore hopefully pass you the best kind of traffic - free traffic.

### Traffic analysis

Once you start getting regular traffic to your site you'll want to know where it came from. We integrate all our eCommerce sites with Google Analytics. We believe this to be the best free to use analysis software available.

You can see how various Adwords campaigns are doing, analyse the different countries your visitors are coming from and track how many visitors you are getting from different sources.

### Traffic Sources Overview



All traffic sources sent a total of 68,037 visits

-  **4.77%** [Direct Traffic](#)
-  **8.96%** [Referring Sites](#)
-  **86.28%** [Search Engines](#)

### Top Traffic Sources

Sources	Visits	% visits	Keyw
<a href="#">google (cpc)</a>	45,451	66.80%	<a href="#">(cont</a>
<a href="#">google (organic)</a>	11,611	17.07%	<a href="#">air m</a>
<a href="#">(direct) ((none))</a>	3,243	4.77%	<a href="#">adida</a>

# Tags

## Grouping products

This is a way of linking similar products together in a loose group. A product can be assigned to one or more tags.

## Google Adwords campaigns / Destination URLs

A Google Adwords campaign is much more successful if the page a visitor arrives at (the destination URL) has a list of products that they were searching for rather than sending them to the home page.

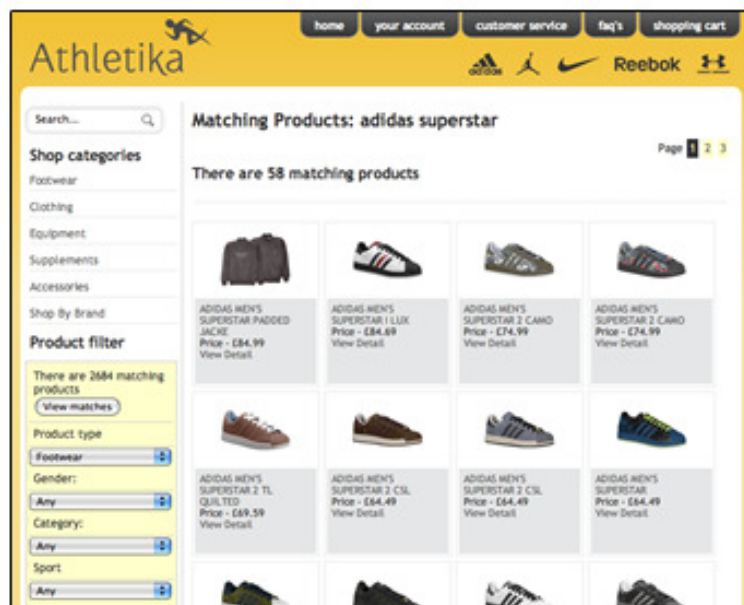
**Adidas Superstar Sale**  
Very Rare **Superstars** Many Exclusive  
Only European Retailer Buy Today!  
[www.athletika.co.uk/superstar](http://www.athletika.co.uk/superstar)



[http://www.athletika.co.uk/tag\\_search.cfm?id=530](http://www.athletika.co.uk/tag_search.cfm?id=530)

## Searching

Tags can be included in the product search results, which means that if your product has a title of "Nike Powercat" you can set a tag of "running spikes", which might be a phrase your customers may search for.



## Easier shopper navigation

When customers browse through your site they may be looking for something quite general such as a pair of fashion trainers and not necessarily care what brand they are. Tags can, in this

## Related searches:

| [adidas fashion trainers](#) | [air max](#) | [air max 90](#) | [jordan footwear](#) | [jordan team](#) | [jordan trainers](#) | [jordan trunner](#) | [nike](#) | [nike goadome](#) | [nike trainers mens fashion](#) | [shell toe](#) | [stan smith](#) | [superstar](#) | [womens nike fashion trainers](#)

instance, be used to create a loose category to help customers narrow their search.

# Reporting

Name	Date	Time	View
ian mills	11/03/2008	11:23:06	<a href="#">View</a>
Bonita Termeer	11/03/2008	10:09:47	<a href="#">View</a>
gary barker	11/03/2008	09:57:05	<a href="#">View</a>
Jen Carter	11/03/2008	09:03:02	<a href="#">View</a>
Jen Carter	11/03/2008	09:02:11	<a href="#">View</a>
anthouard melodie	11/03/2008	00:45:36	<a href="#">View</a>
Karen Glass	10/03/2008	23:15:35	<a href="#">View</a>
Alison Cassidy	10/03/2008	22:19:28	<a href="#">View</a>
catherine coreoran	10/03/2008	21:34:20	<a href="#">View</a>
despina panoutsou	10/03/2008	21:21:19	<a href="#">View</a>
Nicola Evans	10/03/2008	20:59:42	<a href="#">View</a>
matthew stratten	10/03/2008	20:56:02	<a href="#">View</a>
Chris Quelch	10/03/2008	20:39:16	<a href="#">View</a>

## Sales by date

This is the most commonly used report. It shows the sales between two dates, defaulting to showing the latest week's activity.

One of the most important features of this report is the 'not completed' sales. These are transactions where the customer has failed to complete for some reason. We capture the customers' details and what they had in their cart allowing you to then follow this up and try to convert the sale. Many of these potential 'lost

sales' customers may have had an issue while trying to use their credit card.

## Most viewed products

You may find it useful to know which of your products are being viewed most often, as this may differ from the top selling products. You can then use this report to identify products which are heavily viewed but not regularly purchased and check your price points, edit descriptions or add additional information.

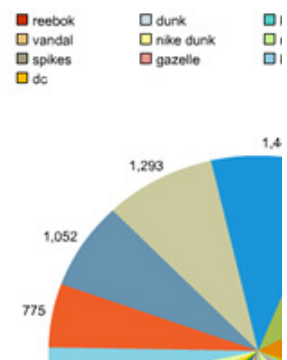
## Best selling products

This report speaks for itself, you can list any amount of products to look at and compare it to the amount of times that product has been viewed.

## User searches

Every time a customer enters a search keyword on your site the keyword is saved giving you a breakdown of what customers are actually looking for on your site. This is particularly powerful when you look at the products your customers are looking for but you don't stock allowing you to buy in to suit the demand.

These are a few of the standard reports. Many others have been created for other clients, and you may want us to add them to your new site.



# Card processing

## **We can integrate with any of the major merchants**

There are lots of different payment providers you can use to process your credit card transactions. Most of these are offered by high street banks but some solutions are offered by specialist companies such as PayPal, Google Checkout or ProtX. We will integrate with whoever you choose.



## **Recommend ProtX**

ProtX are a division of Sage (the accounting software people). We have found their integration easy to use, secure and one of the more competitively priced.

## **Secure 3rd party server**

We handle all credit card transaction on the payment provider's web site. This ensures that you are not responsible for storing the credit card information of your customers.

# Extras

## Pukhr Mail

Hopefully it won't be long before you have thousands of customers' details stored in your database. You'll then want to turn these one time shoppers into repeat customers. We can integrate our own bulk email application with your web site enabling you to quickly and easily send them an email describing your latest products, or offering a discount code for their next order.

## Bespoke advanced search

If your site contains hundreds of products then a typical text search, or browsing through categories, is not an efficient way of looking for products. We can build you a customised advanced search. Imagine your site sells sports clothing and footwear. Your customer may be looking for a pair of men's Nike running trainers in a size 10. Having an advanced search filter which constantly updates the number of matching products as your customer changes their search parameters would save them time and would improve the chances of them finding a suitable product. This in turn would increase the chances of making a sale.

## Import existing data

The most daunting task when creating a new eCommerce site is adding all of your products. We can take most existing digital data systems and automatically add it to your site saving you time and effort.

## Stock control

The basic stock control built into our system may not be enough for some customers. Examples of stock control systems we have added previously include:

- 3rd party order fulfilment, for example ordering from a supplier who drop ships for you
- Monitoring and automatically adjusting stock levels based on site transactions
- Email notifications based upon current stock levels

We could, of course, add anything else you can think of.

## Supplier / 3rd party site integration

Quite often we find that customers need to pull data from their suppliers web site. We can consume most data feeds from 3rd party sources.

The opposite is also true, you may wish to make the data from your web site accessible to your customers.

## Discount codes

Quantity	Price
<input type="text" value="1"/>	£ 67.99 <a href="#">remove</a>
	<input type="text"/> <a href="#">Apply code</a>
Sub Total	£67.99
Delivery	£4.50
Total	£72.49

Discount codes are a great way of attracting either new customers to your site or bringing existing customers back.

## Product filter

There are 21 matching products  
[View matches](#)

Product type  
Footwear

Gender:  
Mens

Category:  
trainers

Sport  
running

Size:  
10

Brand:  
NIKE

Price:  
Any

There are 21 matching products  
[View matches](#)

We have a very easy to use add on which allows you to create a code, the date period it is valid between and the discount the customer then receives.

### **Accounting**

We can produce reports and export data in a number of useful formats, including XML, CSV and Sage Line 50. All of these can save you time when balancing your books.

If you are VAT registered and have the VAT option turned on within your site a report can be produced analysing your VAT and helping prepare a VAT return.

Similarly, if your products have a cost price and a markup percentage applied we can report profit by product, category etc.

### **Anything Else**

What else can you think of? What else do you need?

Customers often ask us to add something unique to them. So far we have never had to say no. Because each new shop is built line by line by us we can add any additional functionality you may require.