

ECOMMERCE GUIDE

WELCOME TO THE PROCESS THAT
WILL HELP YOU TO CREATE YOUR
ECOMMERCE



TLG COMMERCE

NOVEDADES
eCommerce

Party kit para reuniones
Zambo Vancouver
25,00 €

Sartén de hierro esmalado de
De Buyer 20 cm
26,50 €

Capítulo resaca de
Nivia Antora Antipark 270,
300 y 400 L
330,00 €



PRESENTATION

INTRODUCTION

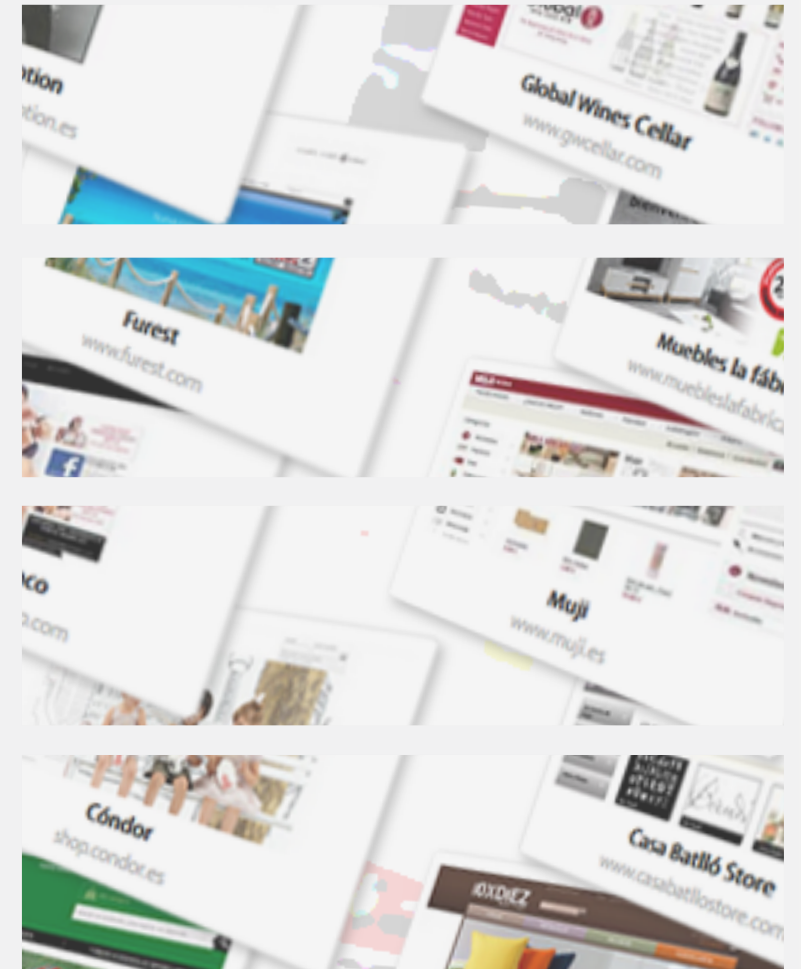
Through this clear and simple guide we plan to help you get your virtual store up and running.

We'll take you through the process step-by-step. We'll tell you everything you have to take into account and guide you through the configurations that must be set up in order to get your business online.

Before we start, we'd like to familiarize you with some concepts you'll need to understand in order to comprehend the rest of the process.

LogiCommerce 8X comprises two clearly differentiated technical areas:

- **The Back-Office**, also known as the manager or administrator, which corresponds to the behind-the-scenes section of a shop that customers never see.
- **The Front-office**, which is the technical term we use for all the areas customers can access, such as product pages or the shopping basket.



PHASES OF THE PROJECT

From now on we'll work as a team. We'll take charge of some tasks and you'll do some others. Let's start by telling you the steps you have to follow. This involves three main phases. The duration of each phase determines the time the whole setup will take. The project will be completed on time if all the phases go according to plan. It is important to note that during the development of the virtual store, you must work in parallel on the data for it (categories, brands, products, additional content, banners, etc) so that once we get to the point of actually getting online, you'll have already done the bulk of the work.

PHASE 1 Design

1

The first step to complete is the design of your virtual store.

This design will be based on graphical proposals agreed between you and TLG Commerce. Of course, you will have the final word on the look of your store.

This is the most subjective phase and so can often be the one that takes the most time. It's important to have a clear idea of the image you wish to project in your online shop and you should be very precise in your indications to us about it.

When it comes to design, it would also be a great help if you brought to the table examples of all the graphic material you can get your hands on that comes closest to your idea.

If you have contracted a LITE project, the design of the web will be based on established templates that you will be able to choose from (*Start-Up*).

PHASE 2 Programming and layout

2

This phase, which is initiated once we have the final accepted design, is the moment that we unite the graphic proposal with the technical and arithmetical side and with all of the functions your store will have available.

PHASE 3 Setup and final tests

3

The main configurations for the store are carried out in this phase, such as for example: shipping, payment systems, the domain, e-points, endorsements, etc.

There are different setups for different projects, depending on the module you have opted for. In this document we'll guide you through the process of setting up all the necessary parameters. Once everything is set up, we need to do a series of tests to check that the site is working correctly both in terms of navigation and, all importantly, when it comes to customers actually purchasing from it.

... ONCE THESE THREE PHASES ARE OVER YOU CAN OPEN YOUR ONLINE STORE!!!

LET'S MAKE A START

Now you've had an overview of the main phases of the project, it's time to get down to some work. Firstly, we need to gather all the information necessary for the development of the project which will help us advance in one direction or another depending on our requirements. This information is also fundamental in the design phase.

SUMMARY

PRESENTATION Pages 2 to 4

Introduction
Phases of the project
Let's make a start
/ Summary

PRESENTATION Pages 5 to 7

Domain
Logotype
Colors
Wireframe
Example Webs

DEFINING THE GENERAL WORKINGS OF THE STORE Pages 8 to 10

Target customers
Target countries
Languages
Stocktaking

PRODUCTS Pages 11 to 12

Number of products
How products are categorized
Special cases

PRODUCT IMAGES Pages 13 to 14

How images are obtained
Image formats

ADDITIONAL INFORMATION ABOUT THE WEBSITE Pages 15 to 17

Banners
Content pages
SEO (*search engine optimization*)

PAYMENT SYSTEMS Pages 18 to 19

Virtual POS (point of sale).
Paypal
Bank transference
Payment on delivery

SHIPPING METHODS Pages 20 to 22

LEGAL ISSUES Pages 23 to 24

DPL (*data protection legislation*)
Legal texts

SUMMARY AND TASKS TO BE CARRIED OUT Pages 25 to 27

WHAT ARE WE GOING TO LOOK AT?

INITIAL BRIEFING

- Domain
- Logotype
- Colors
- Wireframe
- Example webs

1



INITIAL BRIEFING

1

DOMAIN

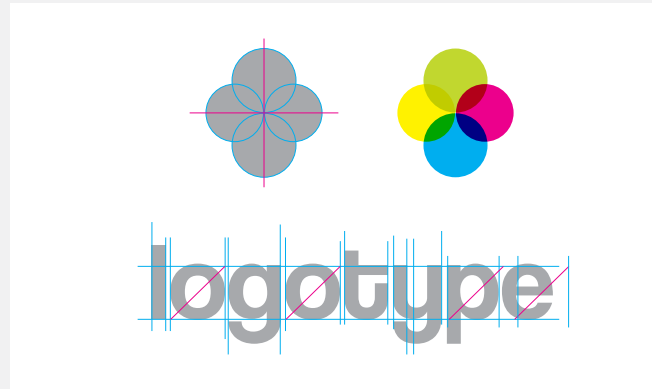


If you haven't already got a domain for your virtual store, now is the moment to look for the best one for you. It is advisable that the domain name contains no more than 14 characters (if that's possible) and above all it shouldn't contain symbols. It's best to have a name that's easy to remember and which describes, as pithily as possible, the products to be sold in the store or the company's brand. If possible, it should include at least one important keyword for your business.

¹ It is also possible to choose various domains for the different languages you use in your store, if required.

¹ Available as an option when contracting your project

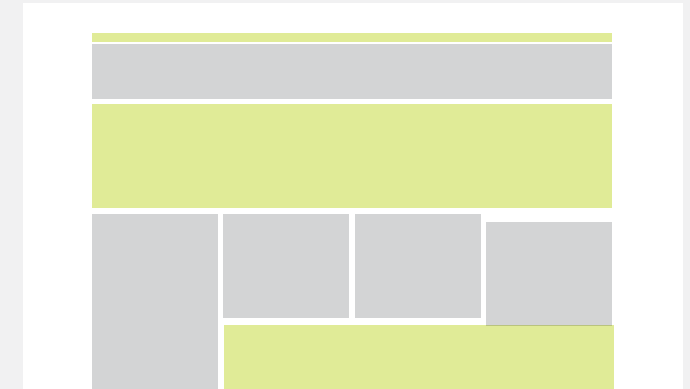
LOGOTYPE



Like the domain, the logo should provide a clear clue to the products or content of your online store. It is essential that the colors of the logo should be in harmony with the graphic image of your business or website.

¹If you haven't got a logo for your business, we have a logo creation service you can access.

WIREFRAME



By wireframe, we mean the structure your web must have. This point is very important when it comes to the usability of eCommerce.

We have to put ourselves in the shoes of the future purchaser and position the different elements of the store in the most natural and efficient way possible, so as not to present any problem navigating the web and finding products. The whole shopping process should be made as easy as possible for our users, so ensuring the greatest conversion possible of browsing into purchasing.

EXAMPLE WEBS

To facilitate the design phase it is important to establish references, both good and bad, in order to identify the key points in our project.

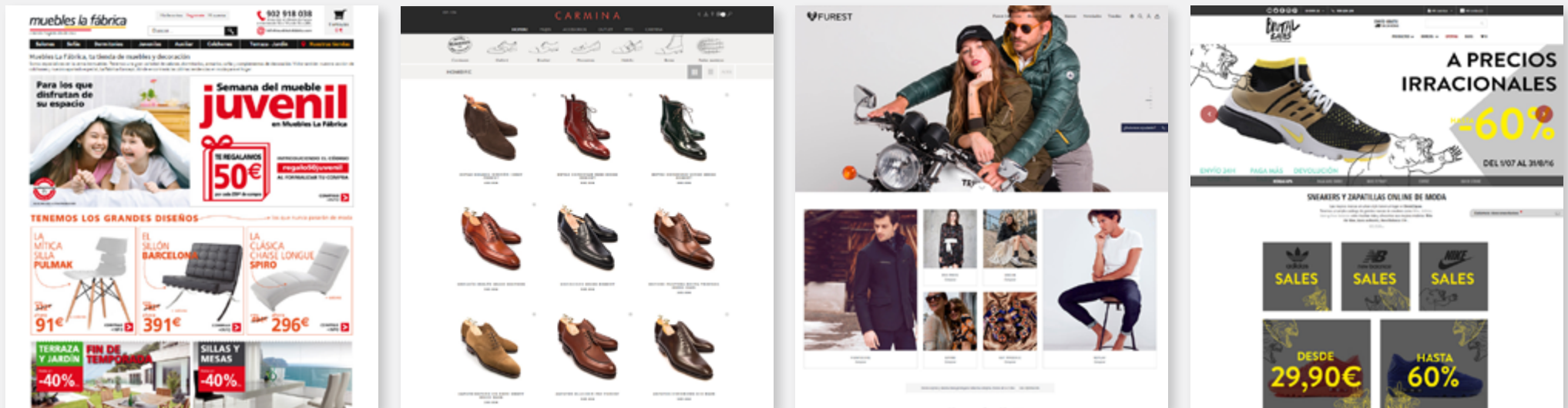
Do a bit of surfing and take a close look at webs in your sector and others. Pay particular attention to how certain parameters work and how information is organized. Thanks to this little piece of field work you can get a better idea of what you want and what you don't want for your store.

You should consult other elements on other websites that might help you to decide exactly what you want.

Bad designs (examples taken from the Web)



Good designs (examples taken from TLG Commerce)



WHAT ARE WE GOING TO LOOK AT?

DEFINING THE GENERAL WORKINGS OF THE STORE

- Target customers
- Target countries
- Languages
- Stocktaking

2



DEFINING THE GENERAL WORKINGS OF THE STORE

2

Depending on the type of goods you have for sale and your target market, you should have a clear idea of how your online store will work. The following points should be taken into account:

TARGET CUSTOMERS

It is vital to know who the customers are that you are aiming your store at. If it is a store selling to other companies (B2B) you need to know if they make distinctions between their customers (for example, different pricing policies, prior authorization to be able to buy, etc.).

On the other hand if it's a store aimed at the end customer (B2C) its workings will be simpler.

It might also be a combination of both, distinguishing between identified users as either B2C or B2B depending on the group to which they belong.

TARGET COUNTRIES

Certain other parameters must be taken into account depending on which areas of the world we are aiming our store at.

These include subjects as diverse as what currency will the prices be displayed in, which languages will be used in your online store, how will you set up shipping for foreign deliveries, which taxes need to be applied at point of sale, etc.

So it is important to know which markets we wish to embrace. Of course, you can always start with your own country and later add other foreign nations.



Continue reading here

LANGUAGES

We must bear in mind that each additional language in which the store must operate represents additional work, given that each element (category, brand, product, banner, etc.) will need its corresponding translation.

For example, a store with 500 products in 3 languages needs to generate 1500 names and descriptions for each product.

This is a fact that is worth taking into account when evaluating which languages you wish to use in your online store.



In short, it's essential to evaluate what each language would bring to your store in order to finally decide if it's worth the extra investment of time and money needed to incorporate it.

Like with countries, you could always open a store in one language and add others in the future. Last, but by no means least, it is important to note that if your store uses a certain language then you must be able to offer services in that language.

Note too that nothing puts off a prospective customer more than a website replete with translation errors, usually due to overconfident use of automatically generated translations that have not been revised by a native speaker. This also applies to correspondence with customers created by machine translation that often makes no sense at all.

If we cannot offer a good service, it's better not to damage our image.

STOCKTAKING

In cases where your store is already integrated into an external system, stocktaking might well be a dead issue here. However, where this is not the case, LogiCommerce is capable of managing your store's stocktaking.

If you wish to make use of this option you must fill in the stock for each combination of product options, as well as define what action should be taken when stocks get low or run out.

For example you can conceal products that are out of stock, or continue showing them with a message such as "currently unavailable" or similar. There's also the possibility of allowing the purchase of certain products, even if they are currently out of stock, as pre-orders.



WHAT ARE WE GOING TO LOOK AT?

PRODUCTS

- Number of products
- How products are categorized
- Special Cases

3



PRODUCTS

3

As we said at the beginning of this document, you will have to work on the content of the online store during the development of the project. Before approaching this task, it is important to reflect on and bear in mind, the following details:

NUMBER OF PRODUCTS

The whole process of creating products is carried out from inside LogiCommerce.

It is important to know the **number of products** you're going to introduce and the amount of work that gathering all the necessary information to carry out this task will involve. This way it will be possible to calculate whether we have assigned the necessary resources. Even if you plan to hook up your data with another company - for example with an ERP (Enterprise Resource Planning) system for registering articles and synchronizing stock - it will still be necessary to broaden the information on products in order to enter all the information necessary for online sales.

We will offer you training so that you can be self-sufficient during the whole process, in addition to the context sensitive help and video tutorials you can find within the application itself.

HOW PRODUCTS ARE CATEGORISED

For greater user-friendliness it is important to clearly define the **families** into which we organize our products within the store. Each product should have at least one logical location within our menu.

It is crucial to group products in their main families and/or categories and to try, as much as possible, to group these together so as not to make browsing the site too tedious. We recommend having two, or at most three, levels of categorization.

It is vital that within each family, category or subcategory you **add a small descriptive text** of the products you can find within each section. This description will be very useful for customers to learn what they can find on the page and will also be a great help when it comes to search engine optimization.

SPECIAL CASES

There will be cases in which it is convenient to add a **filter** or to have **extra information** about the product.

Depending on the type of product you're dealing with you could need to add additional data that could even be subject to filters within the store to help the user to find the product that is most suitable to their needs. In these cases, use personalized labels.

They are also used for displaying icons or characteristics that can broaden the information in the descriptions of the product itself.

WHAT ARE WE GOING TO LOOK AT?

PRODUCT IMAGES

- How images are obtained
- Image formats

4



PRODUCT IMAGES

4

Images are a vital part of online sales. The customer must be very clear what the product looks like that they are buying and have the confidence that what they are seeing is what they will receive. That is why it's absolutely essential to work with images within your store.

HOW IMAGES ARE OBTAINED

You should bear in mind how images obtained. It is important that pictures have a minimum of quality and maintain certain criteria that give consistency to the website.

Often your suppliers will provide these pictures. Other times you must obtain them from other sources or even create them yourself as photographs. In such cases it is best to define the criteria for displaying images on the site.

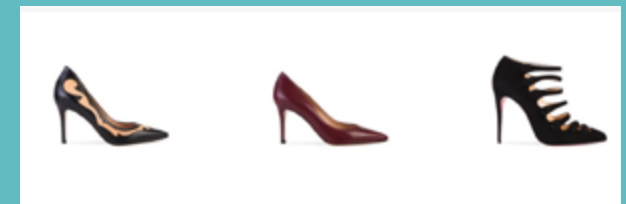
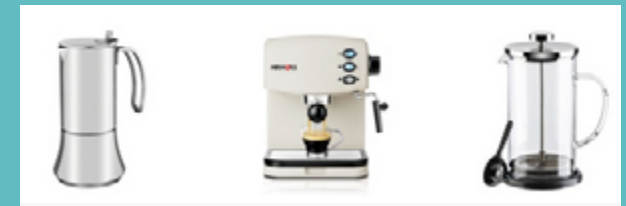
We recommend that you have a look at the guide to optimizing images that you will have been given with this document.

IMAGE FORMATS

All the images must follow the same graphic template. You must know what your products are like and learn what the best way of promoting them in photographs is. It is also important to decide the best format for the images.

Depending on the type of product, they should be more horizontal or more vertical or, subject to a range of circumstances in which we find ourselves, the best format might be a square (although this would oblige us to deal with images in a different way).

A photograph of a dress is not the same as one of a shoe; the former will obviously be vertical and the latter horizontal. We must both bear in mind the format whenever we are working on the design of the page for each product. This allows us to correctly integrate the images on the page and offer a better presentation of your products.



WHAT ARE WE GOING TO LOOK AT?

ADDITIONAL INFORMATION ABOUT THE WEBSITE

- Banners
- Content pages
- SEO (Search Engine Optimization)

5



ADDITIONAL INFORMATION ABOUT THE WEBSITE

5

Besides the categories, brands and products in your store, you must work on those additional elements that complement both the design and the information contained within the website.

BANNERS

Banners can be used for a variety of purposes. There are informative banners which are used to offer important information to users, such as news about specific campaigns or information about shipping, holiday periods, special promotions, endorsement, e-points, etc.

Other banners display products to the customer (drawing attention to special offers, reminding customers of the latest addition to the catalogue or even showing them a special promotion related to a particular product).

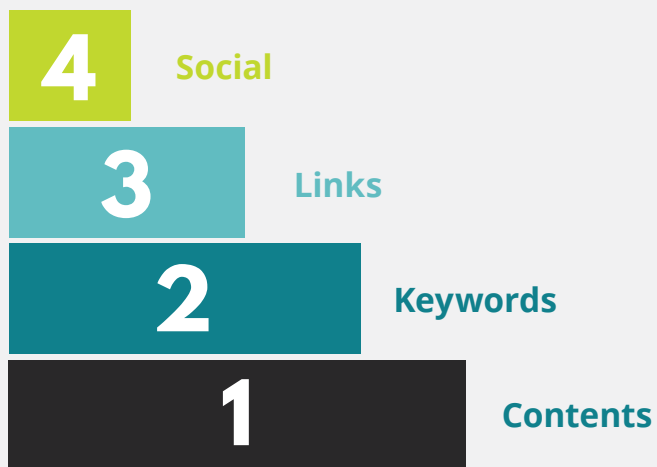
If we wish to use banners, we must give some thought to where we place them both on the homepage and on other pages.

We must also define whether the banner will be a single fixed image, or various images in rotation which will appear in the same position.



SEO

(Search Engine Optimization)



Working on SEO from the very beginning can give us better positioning in the main search engines in the long run. There are configurations which it is highly recommendable that you fill in within the SEO module within the LogiCommerce application. We recommend that you read our manual on the SEO module. We also have an SEO and online marketing service available should you opt for one¹.

We recommend that you have a look at the Guide to eCommerce and the SEO manual that you will have been given with this document.

¹ Available as an option when contracting your project

CONTENT PAGES

Content pages **offer** you the freedom to have **links** within your store that lead to your own content (such as legal texts, help pages, etc.) or to external links you may wish to have within your structure (links to your blog, your Facebook page, etc.).

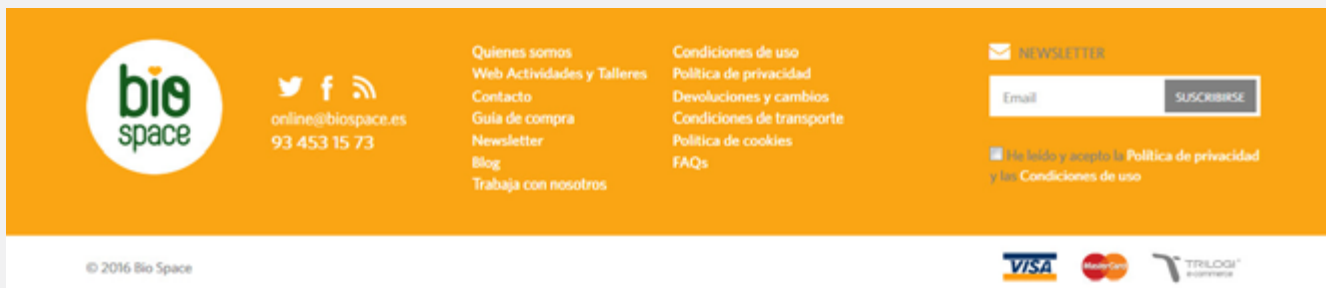
For legal reasons you must fill in the pages covering conditions of use, cookies and privacy policy. **TLG Commerce** can offer you some basic texts as templates, which you can modify yourself if required. For this section, we recommend that you get in touch with your specialist assessor in legal matters.

To increase customer confidence, it is very important to compose a **who we are** page and others which can let customers know more about you (if you have a physical store, or blogs or other sites where you have active content, this is a good way to promote them).

Customers like to know **who is behind each store**. Creating a small background explanation and uploading photographs of the faces behind the site can be of great help in this area.

There should also be other **help for customers** pages explaining shipping charges, payment methods, returns policies, shopping guides and a frequently asked questions section. All these pages are not obligatory, but they are advisable both in terms of their content and the help they offer customers.

Often customer queries can be resolved on these pages and they can even help reduce the number of requests for further information or clarifications. Finding solutions for common questions on the web itself generates customer confidence and may well motivate browsers to actually make a purchase.



WHAT ARE WE GOING TO LOOK AT?

PAYMENTS SYSTEMS

- Virtual POS
- PayPal
- Bank transference
- Payment on delivery



PAYMENT SYSTEMS



Your online store requires the installation of one or more payment methods so that clients can complete their purchases. The more payment options there are on your website, the more possibilities and facilities you are offering your customers to make a purchase. There are two distinctive types of payment methods available for your online store.

Online Payments are those in which the customer pays for the order at the same time as they make it. Some common ones are:

There are also **off-line payment** methods which involve the customer paying for the item after they have ordered it, following the instructions in each case. Some common ones are:

VIRTUAL POS

This is an easy and safe way of sending and receiving payments on the Internet through a credit or debit card. If you wish to add this payment method to your online store the steps you need to follow are:

- Register for a POS through your bank
- Send us the information your bank will give you, along with the POS registration, in order for us to carry out the integration and the necessary tests.

PAYPAL

This is an easy and safe way to send and receive payments on the Internet without the user having to submit their credit card or other details. It is a payment system that is in wide use due to its ease-of-use and the security PayPal payments offer. If you wish to add this payment method to your online store the steps you need to follow are:

- Create a PayPal account (<https://www.paypal.com/uk/webapps/mpp/accept-payments-online>)
- Send us the API signature that PayPal provide so we can set up this payment method in your store.

BANK TRANSFERENCE

Using this method, customers are informed how to make a deposit, or transfer, to an account number in order to make the payment. After some days, you should verify that you have received payment in order to then process the order correctly.

PAYMENT ON DELIVERY

This payment method consists of the customer handing over the cost of the order directly to the person delivering it to their home (the shipping agent).

Generally this is done in cash (notes and coins) although some shippers are beginning to work with wireless payment terminals that make it easy to pay using a credit card.

This option usually includes a commission for the shipping agency carrying out this service.

*In contrast to **ONLINE payments**, **OFF-LINE payments** create additional work as you have to do more to follow up orders and ensure payments are made. They also represent a lower rate of sales conversions.*

WHAT ARE WE GOING TO LOOK AT?

SHIPPING METHODS

- Shipping methods
- Examples of how to apply shipping costs



SHIPPING METHODS

7

Delivery of the item purchased is a fundamental element that you need to set up when creating an online store. There are different types of shipping agencies in the market offering these services. It is vital to study all the options and choose a reliable company who can offer competitive prices for the products you sell.

In any case, the company with which you work does not have to influence the configuration of the shipping costs to be calculated by the store, since the configuration is manual and not dependent on presets or external systems. You can even change shipping agent and maintain the current configuration, if prices permit. To put it another way, one issue is what the agency charges you and the other is what you charge for shipping in your store.

An attractive shipping price is often crucial in helping customers decide to buy from your online store.

There are different options for calculating shipping costs in your virtual store. In many cases it all depends on the type of product and the margins within which you want to work. All of these shipping costs can be set up in the "shipping area" section of the order. There you can define different setups for different destinations.

Depending on the products and the places to which they will be transported, you might find that it is more useful to use two or more shipping agents. There are companies who offer good value for money services within your country, but not necessarily beyond its borders. The opposite is also true; therefore it is often best to set up the most convenient shipping system for each case.

EXAMPLES OF HOW TO APPLY SHIPPING COSTS

01 FLAT RATE

This consists of offering a **single shipping rate**, analogous to a "fixed price".

For example: "No matter what you buy, you will only pay \$5.95 for shipping".

These kinds of configurations generate confidence in the customer given that it indicates to them that they are not going to have any disagreeable surprises towards the end of the purchasing process. It also gives them an idea of what they will end up paying for all the items in their basket.

Continue reading here

02 FIXED SHIPPING COSTS UP TO A CERTAIN TOTAL AFTER WHICH SHIPPING IS FREE

In this setup, like the previous one, a **single shipping rate** is defined. However, as a kind of commercial hook, a threshold price for the purchase is set up, after which delivery will be free. This can motivate the customer to buy more expensive items than they had initially planned in order to reach the threshold defined and save themselves the shipping costs. This is what is known as **up-selling**. The cut-off threshold should be planned strategically so that offering this kind of free delivery on orders does not present you with a problem. In practice, the most common cut-off threshold is one which obliges a customer to buy two or more units of the products offered in the store in the same order.

For example, if you're selling shoes with an average price of \$29.99 you could set the threshold at \$50 and so ensure that many orders which would have been for a single-pair end up being for two.

03 SHIPPING COST DEPENDING ON THE ORDER TOTAL

In this mode you can set up "sectors" in which the **shipping price varies**.

For example: Orders up to \$20 entail shipping costs of \$5.95; this would then reduce to \$4.95 on orders between \$20 and \$50 and on orders over \$50 year go down to \$3.95.

04 SHIPPING COSTS DEPENDING ON THE WEIGHT OF THE ORDER

This option allows you to offer the customer shipping costs **based on the total weight** of the article(s) that they have ordered. To use this option, you need to know the weight of each of the products you have in your online store.

For example: orders up to 2Kg entail shipping costs of \$3.95; this would then increase to \$4.95 on orders between 2Kg and 5Kg and on orders over 5Kg rise to \$5.95.

05 SHIPPING COSTS BASED ON A COMBINATION OF WEIGHT OF THE ORDER

This **combines** the two previous cases. You can define different prices depending on the weight of the order and would also combine this with changes in price, or free shipping, if a certain purchasing threshold is reached.

WHAT ARE WE GOING TO LOOK AT?

LEGAL TEXTS

- DPL (Data Protection Legislation)
- Legal texts



LEGAL TEXTS

8

We will offer you certain template documents to help you with some of the legal issues involved in starting up your online store.

Even so, we strongly recommend that you seek the help of your legal adviser for all topics related with the legal side of running your e-business.

DPL (Data Protection Legislation)

It is very important to register in the data base of your local **“General Data Protection Registry”** in order to comply with your country’s Data Protection Legislation.

LEGAL TEXTS

In the initial e-mail about this project you will receive some basic templates that can be useful for you when drawing up the legal texts for your store.

These texts outline the **“Conditions of Use”**, or **“Privacy Policy”** of your online store as well as your **“Cookies Policy”**.¹

¹ For this section, we recommend that you get in touch with your specialist assessor in legal matters.



SUMMARY AND FINAL DETAILS

9

WHAT HAVE WE LOOKED AT?

It is important that you begin to process and manage all the points listed above (DPL, payment and shipping methods, contents, etc.). These are essential steps when opening an online store. Some involve simply beginning to process them, then, when we come to setting up your webpage, we will already have the information we need. In contrast, others are areas which you must work on from day one, such as content.

In any case, you need to start as soon as possible to process all of these points as you might find that some take longer than expected and this may cause a delay in the opening of your store.

It is possible that you may have doubts about the concepts described in this document, but, as we said at the beginning, this is a team effort and we aim to be at your side at all times.

For any suggestion, consultation or clarification, don't hesitate to ask us so that we can help you fulfill your goal.

We especially recommend that during the design process you complete **the LogicCommerce training**. The sooner we arrange this training the sooner you can begin to create content for your website. While we are working on the design, layout and programming, you can work seamlessly with LogiCommerce.



TASKS TO BE CARRIED OUT BY BOTH PARTS

In order to create your virtual store correctly and within a reasonable time, we offer you the following table showing which tasks are your responsibility (as the administrator of the online store) and which are the responsibility of the TLG Commerce team.

We will deal here with project tasks, graphic design, final amendments, initial SEO actions and general aspects.

TLG COMMERCE	ADMINISTRATOR (CLIENT) OF THE STORE
PROJECT	
Registering a new domain, transferring or redirecting an existing domain.	Notifying us of your Auth Code and accepting any transfers of domain or other procedures.
Setting up shipping systems.	Introducing rates in the shipping system.
Applying for payment systems and setting them up.	Registration and other formalities necessary (PayPal, POS).
Sending legal text templates.	Introducing legal texts (Privacy Policy, Conditions of Use) into the system.
Sending information on the General Registry of Databases, making connections to POS payment systems and PayPal gateways, configuring e-commerce parameters (size of images, banner areas, etc.) and providing distance learning training for our client's staff.	Registering in the appropriate General Data Base Registry (DPL) Clients should define a single interlocutor for the project The introduction of categories, products, content pages, banners and images.

TASKS TO BE CARRIED OUT BY BOTH PARTS

TLG COMMERCE

ADMINISTRATOR (CLIENT) OF THE STORE

GRAPHIC DESIGN

Presentation of graphic proposals based on and in accordance with the type of service entered into.

Choosing and accepting the design

FINAL APPRAISAL

Checking images, shipping and payment systems, revising legal texts and inserting and configuring e-mail and delivery systems.

Modifying the tasks carried out by the TLG Commerce team where necessary

INITIAL SEO ACTION

- Registering with the main search engines (Google, Bing, Yahoo)
- Inserting the code for Google Analytics statistics
- Initial SEO configuration
- Site map

Filling in the general SEO settings for the store (for the generic parts of the store), filling in SEO settings for specific elements of the store (categories, products, pages, etc.) and facilitating accounts data where necessary.

GENERAL ISSUES

- Technical maintenance (Systems and Backups)
- Providing customer service to resolve incidents
- Updating the LogiCommerce system and its basic software (databases, operating systems, patches, security issues, etc.).

- Creating banners and other images for the store
- Setting up promotions, campaigns, special offers, etc. and e-mail campaigns
- General management of the store (orders, enquiries, etc.)
- Setting up SEO, SEM (search engine marketing) or any online campaigns.

Having got to this point, you now know in some detail the majority of parameters, functions and configurations needed to create your online store. In order to begin the first phase of the project we need to receive your information. Below we summarize the points on which you should be working.

RECAPITULATING

1 Define instructions for design, logotype, colors, wireframe, Web examples, etc.

2 Define product families, categories and subcategories

3 Work on the products, how to create them and which images to associate with them

4 Work on additional content

5 Go through the necessary steps in order to register for:

- Payment systems
- Shipping methods
- Domains and e-mail accounts
- Other configurations

6 Drawing up legal texts and registering with the appropriate DPL

7 Final setups and tests before opening the online store.

eCommerce



IGUALADA- Headquarters

Barcelona, Spain

www.tlgcommerce.es

SHANGÁI

Shanghái, China

www.tlgcommerce.cn

BARCELONA

Barcelona, Spain

www.tlgcommerce.es

HONG KONG

Cyberport Road, Hong Kong

www.tlgcommerce.com.hk



TLG COMMERCE

