

Notes

Content Management - 8th February 2012 (eCommerce)

Introduction

- E-commerce, also known as e-business
- B2C (Business to Consumer)
- B2B (Business to Business)
- B2E (Business to Employee)
- Types
 - Tangible, "Highstreet on the web"
 - Digital (downloads)
 - Content (subscriptions)
 - Hosting solutions
 - On-line banking etc
- 4 types of buyer (Jakob Nielsen)
 - known purchases, category search, bargain hunting, browsing for inspiration
 - if customer cant find product, cant buy the product

eCommerce analytics

Vital for improved conversion etc (e.g. how did they get to site, where did they abandon site etc)

Payment gateways

- Security handled by gateway
- No need to store credit card details (& associated issues)
- Integrate well with CMS
- Typical fees 3-5% of transaction
- Examples - WorldPay, PayPoint, SagePay, also PayPal (internet merchant account not reqd)

Conversion rates

- average 2-3%
- Cart abandonment rates typically 75%
- Cart abandonment
 - Build confidence & trust
 - Progress bar
- Cart abandonment techniques
 - Usability, postcode lookup, country default (IP detection), micro copy, client side validation
 - Delivery & Billing address
 - Session timeouts
 - Ease of editing cart
- Conversion rate improvement techniques
 - Targetted marketing (and SEO)
 - Price
 - Usability
 - Product information (also want to reduce returns)
 - Promotions
 - Customer service
 - Trust & security
 - Retention
 - Analytics

eCommerce CMS

- Free - open source (e.g. Magento, Prestashop, Zen Cart etc), community support, extra functionality via extensions and plug ins
- Affordable
- Hosted (e.g. Shopify, Magento Go etc)
- Specialist (e.g. accommodation booking etc)
- Enterprise level, also includes custom built
- eCommerce CMS key features
 - Add, edit, delete products
 - Images
 - Categories
 - Standard CMS functionality (add pages etc)
 - P&P calc, Tax management
 - Stock control
 - Cross selling "if you like this..."
 - Customer account management
 - Discounts, Offer codes

Other selling solutions

eBay, Amazon Marketplace, e-Junkie, PayPal (can add simple buy now buttons to websites), Affiliates (sell your products on other people's websites), most eCommerce CMS provide an affiliate system, Price comparison sites (referral fee), Voucher codes & cashback sites