



BIZCENTS\$

DIGITAL FINANCE WORKSHOPS FOR
WOMEN-LED BUSINESSES IN HAMILTON AND
HALTON

MODULE 2 WORKBOOK: E-COMMERCE AND DIGITAL PAYMENTS



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The Allen and Milli Gould Family Foundation



SOURCES



No matter who they are, we are here to help simplify financial decisions and information.

<https://investopedia.com/terms/e/ecommerce.asp>



Sprout's unified social media management platform enables your team to extract real business value, strengthen your market position and drive revenue—quickly.

<https://sproutsocial.com/insights/ecommerce-trends/#mobileshop>



Shopify is supporting the next generation of entrepreneurs, the world's biggest brands, and everyone in between

<https://www.shopify.com/ca/blog/payment-trends>



Financial infrastructure to grow your revenue.

<https://stripe.com/en-ca/resources/more/ecommerce-payment-methods#types-of-ecommerce-payment-methods>



BUILD YOUR E-COMMERCE STORE

1 CHOOSE A WEBSITE BUILDER AND HOST:

An ecommerce website builder is an online platform that allows you to create and manage your online store without the need for extensive technical knowledge.

Many website builders offer drag-and-drop functionality and a wide range of customizable templates. Making it super-easy to set up an ecommerce store without any coding knowledge.

Choose your builder:

Shopify

Wordpress

WIX

Squarespace

2 DECIDE YOUR LAYOUT:

It's time to design your ecommerce store—the core of your online business. Website builders offer a wide range of both free and paid customizable themes you can install in a few clicks.

Test different themes to understand what works best for you. Choose one that allows you to perform heavy customizations.

Here's an example:

If you sell personalized T-shirts, opt for a theme that lets you custom-code a feature allowing customers to add text or upload images for personalization. You can also custom-code a feature that lets them preview their customizations before purchasing.



START BUILDING:

Once you've picked a theme, start building the pages you need:

Check off the boxes as you create the pages. Remember this is just an exercise, no need to populate pages; just gain some knowledge on how things work.

Homepage

Product pages

About Us page

FAQs page (optional)

Policy pages

Contact page

3 SET UP A PAYMENT GATEWAY

The whole point of an ecommerce business is to make online sales. So you'll need to set up a payment gateway to accept payments from customers on your website.

A payment gateway is the front-end technology that facilitates secure and efficient processing of online customer transactions.

Luckily, many website builders offer native payment processing systems you can quickly set up on your online store. You can also use third-party ecommerce plugins like [Stripe](#) or [Razorpay](#).

Again, no need to purchase anything at this point, use the free trial if offered; but this is just to familiarize yourself with the options available.

Native Payment Processing
[Square](#)

[Stripe](#)
[Paysafe](#)

[Razorpay](#)

NOTES:



MODULE 1 QUIZ

1. What is one benefit of e-commerce
2. True or False: E-commerce makes it easier to retarget customers.
3. Which type of e-commerce occurs when companies sell directly to the product end user?
4. Why has the e-commerce trend of subscriptions and memberships grown substantially in recent years?

SCORE:

