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How To Start An Online Store: How To Start an Online Store: The Complete Step-by-Step Beginners Guide To Starting Your Online Business

Jonathan Eldridge, Robert Bustamante

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The Complete Step-by-Step Beginners Guide To Starting Your Online Business

Based on hundreds of case studies and years of experience this book will save you countless time and aggravation. How To Start an Online Store is a complete step-by-step guide to starting an online store. Starting with the formation of the company, naming the site, and registering your domain.

Walk through all the steps to successfully building your site, selecting providers, and working towards your store launch. What used to cost thousands of dollars and require teams of programmers, can now be done from your home. Whether you are looking to build an online store to sell your products or to resell other vendors products, this book covers all the details and is written in simple bite size pieces.

Most people think you can signup for a online store service, open the site, and you are going to be successful. That is just not true. There are thousands of competitors. Let this book walk you through laying out your site, preparing it to be found in search engines, optimizing it to be relevant and building a successful online store.

Build a side income or start today on building your new career. This is not a get rich quick reference. The lessons reviewed in the book are tried and true lessons that will take time to nurture and grow. Learn about online marketing, effectively using social media, blogging, and search engine optimization.

The combination of tools and lessons in this book will help lay the proper foundation for a successful long term venture. This book will walk you through the steps you need to start your online store today.

Topics Covered In This Book:

- What is E commerce
- Deciding What To Sell
- Defining Your Market
- What Do I need To Start
- Setting Goals and Priorities
- Building Your E commerce Business
- Deciding On A Name
- Registering Your Domain Name
- Setting Up Your Email
- Forming A Company
- Setting Up Your Bank Account
- Accounting
- Getting a Phone Number
- Creating Your Logo
- What Type of Site Should It Be
- Site Design

- Online Payments
- Keeping An Eye On On-Site SEO
- Launching
- Inexpensive Tools To Look Big
- Consult This
- Allocation of Funds
- Monitoring Your Traffic
- Who Is Sending You What Traffic
- Adwords
- Emails
- Blogging
- Backlinks
- Offline Waste
- Get Social
- Google Alerts
- Just Google It
- Email Lists
- The Drips
- Offers And Urgency
- Partnering And Affiliates
- Trade Shows
- Customer Service

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