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Web Shopping Carts

Doug Blackburn
Director of Sales
PDG Software, Inc.



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Presenter Bio

Doug Blackburn is the Director of Sales for Atlanta based PDG Software, Inc. While at PDG, Doug has been instrumental in the growth of the company and his insight into the ecommerce marketplace has helped establish PDG as one of the premier providers of ecommerce software and services. Doug's primary focus at PDG has been to use his own experience and the feedback offered by the thousands of merchants utilizing PDG's solutions to simplify the day-to-day processes of ecommerce merchants. Prior to joining PDG in 1999, Doug served as Operations Manager and Inventory Manager for big-box retailer Best Buy, Inc.

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What Is a Shopping Cart?



A software program that, when integrated into your Web store, enables customers to choose one or more items from the Web store, specify particular options that might be available and then purchase those items collectively in just a few steps - all online.

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Benefits of Selling Online

- Open for business 24/7, 365 days a year
- Worldwide customer base
- Minimal capital investment
- Virtually no physical space requirements
- Level playing field for large established merchants and smaller “start ups”



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Challenges for eCommerce Merchants

- Manual tasks that create errors and add unnecessary expenses
- Inventory mismatch
- Too many individual tools that don't share compatibility
- Poor reporting (measuring ROI, expenses, etc. to get a true "big picture" view of the business)
- High costs for scalable enterprise solutions that can grow with business needs

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Common Needs of eCommerce Merchants

- Automation (e.g. compatibility at all levels)
- Error elimination
- Affordability – especially for start ups
- Technical support and consulting services
- Ease of Use
- Dependability




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The Good News?


- More choices than ever before
- Significant improvements on interoperability
- Better solutions... and at a lower cost

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Top Rated Solutions for under \$1,000



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So Your Client Wants to Sell Online...

- Web site address/domain name
- Web site hosting
- Shopping cart
- Web site design
- Security (SSL Certificate)
- Merchant account/payment gateway



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Choosing the Right Domain Name

- Company Name
- Describes your business
- Top Level Domain
- .com, .net, .org
- Effect on search positioning
- Register a new domain or acquire existing domain



Resources:

- www.register.com
- www.godaddy.com
- www.networksolutions.com

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Choosing a Hosting Provider

- Features vs. costs
- Compatibility with software solutions
- Security
- Scalability
- Technical support quality/availability
- Disk space/bandwidth requirements



Resources:

- www.thewhir.com
- www.webhost-resources.com
- www.whreviews.com

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Choosing the Right Shopping Cart

- Hosted vs. licensed
- Open source vs. proprietary
- Technical support and upgrades
- Scalability, Dependability, Speed
- Cost
- “Out of the box” integration status
- Features – both technical and marketing
- Customization ability



Resources:

- marketplace.intuit.com
- www.shoppingcartreviews.com
- www.seoshoppingcarts.com

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Session #206 - Web Shopping Carts - Doug Blackburn

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Site Design Options

- **Template**
- **Build from scratch**
 - **Do it yourself**
 - “WYSIWYG” editors (FrontPage, Dreamweaver, GoLive, etc.)
 - Content management systems (Joomla, Mambo)
 - **Hire a professional**

Resources:

- www.templatemonster.com
- www.cmsreviews.com
- Peers, Friends, Family, etc.

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Securing your Storefront

- **Adds credibility**
- **Required if collecting credit card data**
- **Ensures that data transmitted between customer’s browser and your site is transmitted in a secure encrypted format**

Resources:

- www.verisign.com
- www.thawte.com
- www.geotrust.com
- www.rapidssl.com
- www.instantssl.com
- www.networksolutions.com
- www.godaddy.com



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Merchant Accounts and Payment Gateways

- Merchant services
 - Ability to accept credit card transactions
 - Per transaction fees, discount rates, other costs
 - Interoperability with existing merchant service providers (e.g. in store terminals, POS systems)
- Payment gateway
 - Connects shopping cart to merchant services (must share compatibility with both)
 - Monthly cost

Resources:

- www.quickbooksmerchantservices.com
- www.authorize.net
- www.paypal.com



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So Now You Tell Me! If I Only Knew Then...



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A Day Late and A Solution Short

“I just spent \$10K on a custom solution that can’t even talk to my accounting software. What now?”

-or-

“I’ve been running a Yahoo Store for 5 years and can’t jump ship now”

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Middleware Solutions for eCommerce

- **Helps introduce compatibility to existing systems that lack “out of the box” connectivity**
- **Simplifies and streamlines many day-to-day tasks**
 - **Shipping services (rates and labels)**
 - **Accounting solutions**
 - **CRM**
 - **Order management/fulfillment**
 - **Payment processing**

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Finding the Right Solution

- Start with developer/provider of existing solutions
 - Marketplace/partner listing
 - Existing user base
 - Message boards/forums
- Search Engine (“my cart” and “my service” integration)
- Custom development

Resources:

- marketplace.intuit.com
- www.aatex.com (provider of AaaTex Shopping Cart Integrator)
- www.atandra.com (provider of T-Hub)
- www.writeitonce.com (provider of Shopping Cart Assistant)
- www.stoneedge.com Solution Provider, Pro Advisor, Accountant, Consultant

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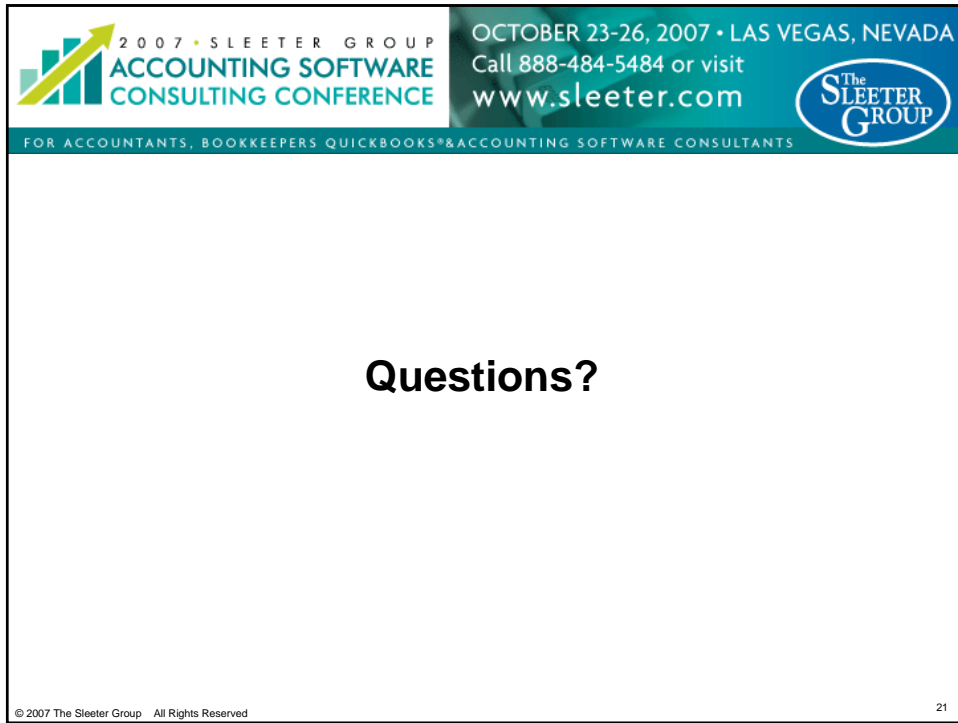
Starting your Web Business

Thank you!

Doug Blackburn
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<http://www.pdgsoft.com>

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**Session #206 - Web Shopping Carts -
Doug Blackburn**



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Questions?

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