Neto E-commerce Solutions

Congratulations - Your Website is Live!

contents

Accessing Your Live Site

Congratulations! Your new website has been put live. This document outlines important information about how to access your live website, how to report faults to Neto support and how to promote your new website.

Neto and its partners offer a range of professional services that can assist in promoting your new website to potential customers. These services include eBay and comparison shopping site setup, email marketing setup, search engine optimisation and search engine marketing.

For information about the services we offer, please call 1300 730 300 or email sales@neto.com.au.

Thank you for choosing Neto, we look forward to helping to grow your e-commerce business.

Accessing Your Live Website

Our provisioning team have completed the "Go Live" process. Shortly, your website will be available at the URL you specified during your system setup.

You can access your control panel by adding "/_cpanel" to the end of your live domain name.

Example:
http://www.mydomain.com.au/_cpanel

Your login details for your live site control panel will be the same at your staging / testing site.

Help Documentation & Support

Our help documentation website can be found at:
http://docs.neto.com.au

Support Videos:
http://docs.neto.com.au/support-videos

Support Articles:
http://docs.neto.com.au/support-articles

I am not seeing my new website, what can I do?

When you make a DNS change (part of going live with a new website provider), it takes time for the changes to take effect and for your new website to be visible to all internet users. This is called DNS propagation. It is the time it takes for the domain DNS to refresh the cache on the network. Unfortunately Neto have no control over how long this process takes (it can take up to 24 hours).

In rare cases the delay may be due to your local DNS cache. You can try Clearing your DNS cache or "Flush the DNS". For information on how to flush your DNS, please see our article on How do I clear my local DNS cache?. Clearing your DNS cache does not always work, so sometimes you will just need to wait.

Fault Reporting – Important!

Neto treats all faults and outages with priority and ensures they are rectified in the shortest possible timeframe.

Faults are assessed and attended to based on their level of severity.

Fault Severity

Severity One Faults
- The product or service is unusable or unavailable.
- Significant customer impact.

Severity Two Faults
- Product or service available, but functions restricted and/or significant exposure exists. Business can operate at a reduced capacity while the problem exists.
- Limited or impending significant customer service impact.

Severity Three Faults
- Product or service available, no immediate impact, bypass/resolution in place.
- Business can operate while problem exists.
- Minimal customers impacted.

Fault Reporting Procedures

When making a fault report, please follow this procedure:

Severity One and Two Faults:
1. Email a detailed description of the fault to support@neto.com.au with the words **emergency** or **urgent** in the subject of the email. Provide specific details of the fault to enable a support technician to understand and diagnose the fault.
2. Call 07 3420 8434 during business hours or 07 3420 8436 after hours.

Severity Three Faults:
1. Email a detailed description of the fault to support@neto.com.au. Provide specific details of the fault to enable a support technician to understand and diagnose the fault.

Promoting Your New Website

There are a number of ways to promote your e-commerce website both on and offline.
Online marketing is usually more cost effective, and returns better conversion rates than traditional offline marketing for an e-commerce business.

Conversion rates are an important factor when it comes to measuring the success of your online marketing campaigns.   By utilizing tools such as Google Analytics (GA), and specifically its e-commerce reporting option, you can effectively monitor the success of your online marketing campaigns and their conversion rates.

Your conversion rate is typically calculated by taking your total number of sales, and dividing it by the number of visitors to your website in any given period. For example if 1,000 visitors generate 10 sales your conversion rate is 1%.   Conversion rates differ greatly between websites.   Most experts will tell you that an ideal e-commerce conversion rate is around 2.5%, although it can often be much higher than this. When it comes to targeted online marketing for example (such as Cost per Click advertising on a search engine) you may experience higher conversion rates for specific keywords that you target, and specific ad copy.

GA allows you to track sales by traffic source, returning conversion rates and other useful data.   You can report on the success of each of your online marketing campaigns by tagging your campaign landing URLs with unique parameters that allow you to report on each campaign from within your GA account. To create targeted campaign URLs you can use Google's free URL builder for GA.
http://support.google.com/googleanalytics/bin/answer.py?hl=en&answer=55578

If you are advertising on Google itself (Paid Search Marketing or SEM), then your Google advertising campaigns will automatically appear in your GA account, allowing you to quickly and easily report on their effectiveness and Return on Investment (ROI).

To calculate the return of an investment for an online marketing campaign, divide the gross profit from the campaign by the cost of the campaign.   It is important to ensure that all your marketing campaigns are returning positive ROI (ROI greater than 1.0).

Popular online marketing strategies include:
- Paid Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Comparison Shopping Websites
- Affiliate Engines
- Marketplaces (eg: eBay)

- Social Networks
- Email Marketing
- Online Display Advertising
- Word of Mouth (WOM)
- Blogs
- Directories
- Press Releases

Paid Search Engine Marketing (SEM)

Search Engine Marketing (SEM) promotes websites by increasing their visibility in search engine result pages (SERPs), through the use of paid placement, contextual advertising, and paid inclusion. Google Adwords is the world's largest and most popular SEM platform allowing businesses to target specific key words or key phrases on Google's network of websites and services. Other SEM platforms include Yahoo Paid Search and Microsoft Ad Network.

Steps to a Successful Google Adwords Campaign:
(The below tips can be applied to other SEM platforms too).
1. Research your target audience.
2. Build an initial list of important keywords and key phrases that represent your most important products and product categories.
3. Check the popularity of your keywords with tools such as Yahoo Keyword Selector, Google Keyword Selector, Google Trends and Keyword Discovery. These tools will tell you how often people search with your keywords, both globally and locally.
4. Optimise your proposed advert landing pages by improving your web design and web page content. Make sure that the products you are advertising are competitively priced, well photographed and well described.
5. Write effective ad copy. Be specific, include your keywords and product price if possible, include a call to action and highlight your Unique Value Proposition (UVP).
6. Install Google's tracking software to track and analyse your campaign performance.
7. Create your campaign(s) using Google's online ad builder (http://www.google.com/adwords).
   a. Bid high initially to increase your click through rate (CTR). You can lower this later, once you are achieving results.
   b. Set a daily budget higher than Google recommends. This will prevent your ad disappearing temporarily.
   c. Include both broad and exact matches for your keyword phrases. Set the bid higher for the exact match.   This helps to ensure that you achieve higher rankings in results that match your targeted keywords exactly.

d. Use negative keywords. Negative keywords help to reduce low converting click throughs and control ad spend. Your ad will not be displayed if the search includes a negative keyword.

e. Test multiple versions of your ad copy. Different copy can achieve very different click through rates.

8. Monitor your ad performance on a daily basis and take up Google's offer for free Adwords support (they typically offer this free live support to all new Adwords users.)

Search Engine Optimization (SEO)

SEO is all about improving the visibility of a web page in search engines via "natural" or unpaid ("organic" or "algorithmic") search results.

The higher ranked on the search results page your website is, and more frequently your site appears in the search results, the more visitors it will receive.

There are countless DIY resources and tools for SEO on the internet. Aaron Wall's SEO Book is a brilliant resource for SEO newbies and experts alike. I recommend this resource to all Neto clients (visit http://www.seobook.com for further details).

Alternatively you can hire the services of an SEO expert or agency. Neto has aligned itself with a number of SEO agencies to deliver a complete service to its clients. It is important to continually invest in SEO as part of your marketing strategy.

Why Should You Invest In SEO

- High ROI
  An effective SEO campaign can bring a higher return on your investment than any other type of marketing for your company. SEO can increase your volume of sales and overall profitability.

- Long Term Results
  Once a website obtains position through a SEO campaign, it should retain the position long term, as opposed to Pay per Click (PPC). SEO is a cheaper, and longer term solution than any other search engine marketing strategy.

- Cost-effective
  One of the great benefits of search engine optimisation is that it is cost effective and requires only a minimum amount of capital to achieve maximum exposure of your website.

Comparison Shopping Websites

Comparison Shopping Engines (CSEs), unlike marketplaces, are traffic drivers. They are portals that allow online shoppers to compare products from multiple online retailers side-by-side. You typically pay CSEs for each lead they deliver to your website.

CSEs enable online retailers to quickly gain greater reach and product exposure.   Many CSEs also allow retailers to include their logo in their listings which leads to increased brand awareness. CSEs are typically high traffic sites, frequented by consumers who are at the end of the buying cycle, looking for the best deal on a product they want to buy. Consumers are presented with most of the information they need to make a purchase decision on the Comparison Shopping Website, meaning the traffic from such sites is highly targeted, producing better than average conversion rates.

Australian Comparison Shopping Websites

Neto works closely with and recommends the following CSEs. You can generate data feeds for all of these engines directly from your Neto administration control panel:

- Shopping.com
- Myshopping.com.au
- Getprice.com.au
- Shibby.com
- Shopbot.com.au
- Nextag.com.au

In the CSE space, Getprice, Myshopping.com.au and Shopping.com consistently deliver good conversion rates for our clients, although ROI varies drastically from category to category. Providing accurate and optimised data to CSEs is an important factor that drastically affects conversion rates. It is important that consumers are provided with all the data they need to make a purchase decision on the CSE before clicking through to your website. This includes accurate shipping and stock on hand data. There is nothing worse than clicking through to a website from a CSE only to find that the item you were looking to buy is sold out or costs an exorbitant amount to deliver to your location.

At Neto, we work closely with our clients to ensure their success with CSEs. This involves developing systems and processes to ensure that the product data provided to each channel is accurate, timely and optimised to deliver the best possible results.

Comparison Shopping Website Requirements

- Logo and company profile (for public listing on CSE website)
- Up to date data feed (list of items) in the CSEs preferred format (Neto can generate these for you)
- Credit card to pay for leads received.

Affiliate Networks

Affiliates networks, like CSEs, are traffic drivers. Each network typically consists of thousands of affiliate websites and businesses ready and willing to market your website to their user base. Unlike CSEs though, you typically only pay the network once they deliver a sale (flat fee or % per sale). As such there is no upfront risk involved in affiliate marketing. Like CSEs, affiliate networks enable online retailers to quickly gain greater reach and market exposure. The entire process is managed by the affiliate network and is fully transparent through the ability to track the origin of each affiliate generated sale.

Australian Affiliate Networks

Neto works closely with and recommends the following affiliate networks. You can generate data feeds for all of these networks directly from your Neto administration control panel:

- Clixgalore
- Commission Monster
- Commission Factory

We recommend choosing one these and focusing your efforts on servicing those affiliates well. Much like with CSEs, it's important to provide your affiliates with accurate and timely data and marketing collateral to help promote your business.

Affiliate Engine Requirements

- Text advert copy (tag lines to promote your business)
- Banner adverts of various sizes
- Product data feed (containing up to date product and pricing data)
- Your logo and company profile (for promoting your affiliate program to affiliates)
- % or fixed fee you are willing to pay affiliates for each sale they generate for you

Marketplaces

An online marketplace is an e-commerce website where the products for sale are provided by multiple third parties and the transactions are facilitated by the marketplace operator. The most popular online marketplace in Australia is eBay.

Online retailers can leverage online marketplaces to increase sales, increase brand awareness and acquire new customers.

Why should retailers consider selling through online marketplaces?

Online marketplaces can be a cost effective avenue for doing business for both traditional and online retailers. For traditional retailers, marketplaces offer a low cost of entry into the online space, allowing them to test a market's response to their offering with limited risk or capital investment. Marketplaces such as eBay also offer mass market exposure for a relatively low cost and measurable ROI, allowing smaller players to compete on the same playing field as larger more recognised brands.

How can retailers' best leverage online marketplaces with their existing e-commerce Efforts?

Marketplaces allow for existing online retailers to expand their reach and enhance their brand's online visibility. For some, marketplaces can also act as an additional sales channel for end of line goods or clearance lines. In many of these cases retailers may "spin up" a separate brand or identity to reduce the risk of their marketplace offer cannibalising their traditional sales channel.

Provided online retailers are already offering their products for sale on their own website, the use of marketplace connects such as those offered by Neto allows retailers to replicate and manage this content on marketplaces such as eBay quickly and easily with little upfront investment.

Differentiating Yourself within Online Marketplaces

There is no doubt that an online offering should be part of every retailer's strategic plan. However, gone are the days when someone can just create an online website and become successful. The online space is fast becoming very sophisticated, but there are still many operators not doing e-commerce well. The biggest thing to remember with e-commerce is that many of the fundamentals of traditional retailing still exist. Successful online retailers are offering 'the full package'. They are providing systems along the way that make transacting online easy for the online user and that give the user confidence about every step of the transaction.

A picture is worth a thousand words

Well photographed products and accurate item descriptions are a must for marketplace sellers. Not only will this reduce the number of pre-sale enquiries you receive, but it will also increase customer satisfaction, as expectations at the point of order receipt will better met.

Get to know your competition & exploit gaps in the market

Use readily available market research tools such as Terapeak to gain real time insights into your marketplace competition. Tools such as these can help you understand gaps in the marketplace while also helping you to structure and price your listings accordingly.

Focus on Delivery

Online consumers are becoming savvy internet shoppers, long gone are the days of 1c auctions with overpriced freight components. Retailers must now ensure they have the systems in place to allow them to offer the best possible freight rates to their customers, whilst not losing margin along the way. This may involve implementing a multi-carrier freight system that allows for the automatic selection of freight carrier based on customer location and order content.

Automate To Reduce Costs

There are a number of listing management tools and order fulfilment solutions available that can help to automate the listing and after sales processes involved in selling through marketplaces. Solutions such as those offered by Neto enable businesses to accurately manage large volumes of eBay listings, complete and ship eBay sales and raise unpaid item disputes from one centralised solution. This in-turn leads to cost savings that can be passed on to the consumer.

Managing Customer Feedback

Online marketplaces are more than just selling platforms, they are a forum for a community of buyers to discuss and review your products and your brand.   Maintaining a high level of positive customer feedback is therefore an integral part of any successful marketplace business. According to Bazaarvoice, 94% of online product shoppers read reviews before making a purchase, highlighting the need to make feedback maintenance a key focus of your marketplace business.

Maintaining a branded online marketplace presence

Provided the right technology is put in place, the maintenance involved in a business's online marketplace presence can be drastically reduced. Solutions such as Neto can automate the listing and after sales process involved in selling through marketplaces such as eBay, negating the need for duplicate data handling and manual listing or stock management.

Without automation though, managing a marketplace presence can be a large job in itself. It typically requires people with multiple skill sets from design to logistics and customer service.   Auction type environments,

where listings have a limited life span, are typically more resource intensive, which is why it is important to research and determine which selling format is best for your business prior to any capital commitment.

Social Networks

There is no doubt that Facebook, Twitter, Google+, etc. are becoming major channels and traffic drivers for retailers. According to data from Compete, social media sites send more referral traffic to online retail sites than Google!

As a bare minimum, all retailers should be including socially driven site features such as Facebook "like", Twitter and Google + buttons on their website pages, empowering enthusiasts to spread the word about the brands and the products they love. Recommendations from friends have enormous credibility and this is ultimately what sets Facebook apart from other e-commerce marketplaces.

Retailers should also explore setting up a "social shop" within their own Facebook fan page, enabling consumers to browse, buy and recommend their favourite products within the Facebook framework. Neto's Facebook shop application is ideal for this purpose.

Email Marketing

Email marketing refers to:
- Direct emails designed to acquire new customers or persuade existing customers to purchase from you again
- Direct emails designed to encourage customer loyalty and enhance the customer relationship
- Placing your marketing messages or advertisements in emails sent by other people (i.e. 3rd party email marketing services)

Neto's email marketing software encompasses the creation, sending and delivery of your email campaigns to your customers and includes powerful features such as:
- Automated list management
- Email templates
- Powerful reporting
- Multivariate testing
- And more….

Email marketing is popular because it is one of the cheapest and most effective forms of online marketing. Having said this it is important that you understand the rules and regulations that surround email marketing

(i.e. SPAM laws). The ACMA website explains SPAM and how to adhere to the related rules and regulations (visit http://www.acma.gov.au/WEB/STANDARD/pc=PC_310294).

Neto's Anti-Spam and Abuse Related Rules

Definition of SPAM: We have adopted the definition of Spam set forth on the Spamhaus website at http://www.spamhaus.org/definition.html. The first line of the Spamhaus definition reads: The word "Spam" as applied to email means Unsolicited Bulk Email (UBE).

It is a concern to us if you use Neto or related services to send any unsolicited email to anyone with whom you have no relationship. It is much more of a concern, and more likely to cause our system to be blocked by various ISP's, for you to send an unsolicited email to an entire list of people you don't know.

What Kind of Email Addresses Are NOT OK?
- You do not have explicit, provable permission to contact in relation to the topic of the email you're sending.
- You bought, loaned, rented or in any way acquired your email list from a third party, no matter what they claim about quality or permission. You need to obtain permission yourself.
- You scraped or copied and pasted from the web.