

STARTING ONLINE STORE BUSINESS

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Starting Online Store Business in easy way

If you want to start online store business and you are 100% sure; then have your full attention to this guide in order to learn the essentials of starting an online shop from the first step till the last one.

This guide will highlight the most important steps of starting online store and it is not based on a specific country; no matter if you live in **US, UK, Canada, and Australia** or any **other countries** in the globe. Reading this article will guide you to become a successful store owner and avoid financial loss.

Starting an online store business is a good idea because you don't have to pay any rent for your store and you can start even from comfort of your own **home**, you can sell digital products or physical products with fewer charges.

Steps of starting online store business

Going through these steps you will get familiar with *essentials of starting online store business*.

1. Writing a Business Plan.

Before starting any business it is better to write a business plan, and it should cover things like finding a team to work with, and other issues, It is really important to write the risk factors and the way to overcome those problems, because without a business plan you may face lots of problems.

In the business plan try to create a check list and write every steps of this guide here is a PDF simple of *Starting an online business plan check list*.



2. Small Scale Start-up

As you know for every business it is really important to start with a small scale in order to get familiar with market and customers' interest.

Investing lots of money and starting in large scale is really a big mistake that some people may face with. You may find your business very interesting but it may vary when you go to market and compete.



3. Getting a Domain Name for Starting Online Store

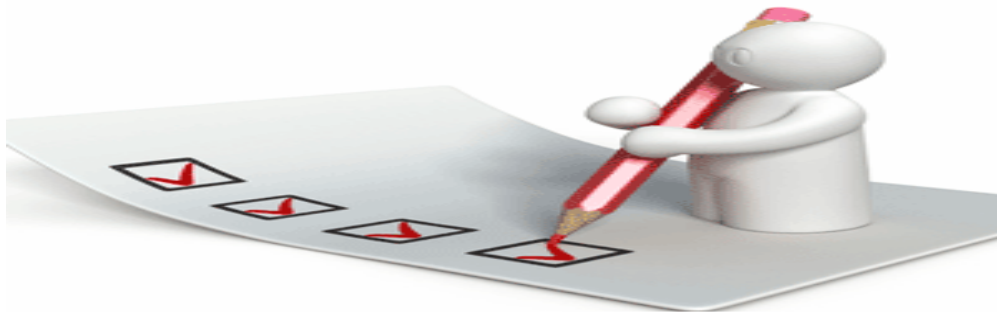
a unique domain name is a brand for your business; if you already have a brand get that domain, Otherwise go for an easy to remember domain name to increase returning visitors and let them trust you as a brand.

You can get cheap domain names from **Name Cheap**. Also **iPage** which gives you a **free domain** with each hosting.



4. Registering Your Business

Registering your business is very important because in some countries it is illegal to start an online business without registration, But in some countries it doesn't matter. Try to have a look at your states Law before *starting your online store business*. Also a registered business may help you get more buyers by gaining customers satisfaction.



5. Creating Your Blog

Blogging help you get more traffic and more traffic means more customers, by doing a little SEO and writing good content according to your business you may gain more authority and attract more traffic from people looking for a solution to their problems according to your business. as I told you before you can get WordPress Hosting with your Free Domain from iPage.com. Also don't forget to get [Google Analytic](http://Google.com) free service for your blog and your store. I suggest using [WordPress](http://WordPress.com) platform.



6. eCommerce software *The Most Important Step*

eCommerce software that some people may know it as **online store builder**; is a vital component of starting online store business, Because without an eCommerce platform it is really hard to ***start online store*** in first hand, eCommerce Platforms will create a professional looking online store for you with all facilities gathered in one place.

Why eCommerce platforms are important?

Because they got lots of features like SEO, Easy to Use and Easy to Setup, Product Picture Management, Customer Management, payment and shipping support, Marketing and Promotion Tools, Good Security, Compliance and much more, That even if you are a professional web designer it is really hard to add all those features in your shopping cart without a team or lots of investment.

Also there is another important thing that most of them are self-hosted and you don't need to pay for another hosting account.

There are lots of eCommerce services like **Magento**, **3D Cart**, **Shopify**, and etc that you can Google it.

I suggest using **3D Cart** that is rated as the Best SEO friendly shopping cart and **eStoreBuilder** that is one of the best user friendly shopping carts With traffic generation, Both comes up with a free trial, and you don't even need to provide your credit card information in Sign Up process. Here are the link to their trial pages

3D Cart The Best Shopping Cart: [Free Trial Page](#)

Shopify Trusted by 1000's: [Free Trial Page](#)

Cheap ShopSite Starter 1.99\$: [Free Trial Page](#)



7. Merchant account

For starting online store business it is really important to have a merchant account in order to get paid or send payments online, You may have it with a bank that costs you lots of money or you may use services like [PayPal](#) that is easy to use and have less cost than a bank account.



8. Syndication for start-up

The major problem with every online business is lack of traffic in the first days so there is a solution for this problem, when you want to start an online store chose the eCommerce platform with syndication feature, one of those shopping carts as I said before is 3D Cart that syndicates your products to major online stores like eBay, Shopzilla, and amazon which will help you overcome the traffic problem and make a brand for yourself.



Sources:

Articles:

[Pinnacle Cart](#)

[Create online shop](#)

Best [Online Store Builder](#)

[Starting Online Store](#)

Free Blog Software:

[WordPress](#)

Best Online Store Builders with Free Try:

No Credit Cards Required

[3D Cart](#)

[Shopify](#)

[eStore Builder](#)

Best Hosting Service:

[iPage](#)

Domain Name Registrar:

[Name Cheap](#)

[Business Plan Checklist](#)