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There are many different options available when it comes to setting up an E-commerce website, but no matter how you go about it, you will need a full array of options when establishing your website in the beginning.

It goes without saying that before you can even begin to think of the setup and design of the ecommerce website, you need to have a business plan drawn up to cater for your product, your marketing plans, and your outline for future growth. Once you have a suitable product and plan to generate traffic and direct it to your website, you can then outline what you want for a fully functioning ecommerce website.

Of the features available, you will need the following, at the very least:

â€¢ Hosting

â€¢ Layout and Design

â€¢ Logo creation (if you don't already have a company logo)

â€¢ CMS (content management system) for your products and listing and pricing

â€¢ Shopping cart integrated into a payment gateway

â€¢ Order tracking system / database

â€¢ System reporting

For any ecommerce website that is selling physical (or non-physical) goods, these are the items which you will need to consider when setting up your site.

For hosting, you can either approach a hosting company directly, or approach a decent web designer. The web designer will be able to handle the logo creating for your company logo, and will integrate this into your layout and design for your website as well. They will, usually, also know where the cheaper options are for hosting, and will be able to direct you to a suitable company for this, often being able to set it up for you. Alternatively, often hosting companies provide the same services (by having an in-house developer and designer) as a package, and you will be able to use one of their website templates for your site.

The shopping cart system can either be done by yourself, or by hiring a developer, or by getting a ready-made shopping cart system integrated into your site (your web designer/developer will be able to do this for you). The cart will generally integrate into a payments processing provider, so you'll need to discuss with a provider about having credit card payments made on your site, and about having the provider take payments and settle with you directly.

Any decent ecommerce website will keep track of its own stock and orders, and will integrate its own stock and sales reports with those that are returned by the payments processing provider. You will then need to do reconciliations with the provider to make sure that all the orders that are

processed were paid for, and that the provider settled all payments to you by the required date. The providers are usually quite strict about you maintaining your own records, so keeping track of your own orders is a good idea.

Overall, it is quite simple to do the entire ecommerce website yourself (or with the help of contracted IT professionals), but there are also alternatives out there, where you can purchase an entire, ready-made package. It's just a matter of looking, and gauging what works best for your situation.

About Webmama

Webmama.co.uk is a leading provider of ecommerce website and shopping cart website solution in the UK. We have packages that suits every budget, with industry leading client centric service and competitive, honest prices, it's no wonder 1500+ worldwide customers look to Webmama.co.uk for all their ecommerce solution needs.

Weâ€™re excited to offer you a completely free 14 day trial to evaluate our software with zero risk (no credit card required). Weâ€™re sure that once you see what our E-commerce website can do, youâ€™ll know itâ€™s the right choice for your business and your online success.

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