

# How to build your Grocery Basket website

## 1. Find your ecommerce website builder

An ecommerce builder is a software which gives you the ability to build a website on your own. Be reassured, no need of super tech skills or coding knowledge for that. The software is designed to give you all the tools you need and is usually very user-friendly. All you need is an internet connection and a great business idea!

The first step is choosing the right builder. There are lots of them on the market. You can go for one of the three most popular paid options:

- [www.wix.com](http://www.wix.com)
- [www.shopify.com](http://www.shopify.com)
- [www.squarespace.com](http://www.squarespace.com)

But you can also build your online store for free. Here are some options if you want to sell online without paying a single cent:

- [www.weebly.com](http://www.weebly.com)
- [www.ucraft.com](http://www.ucraft.com)
- [www.webstarts.com](http://www.webstarts.com)
- [www.mozello.com](http://www.mozello.com)
- [www.freewebstore.com](http://www.freewebstore.com)

## 2. Get a domain name for your store

If you already have a business name in mind, you can go ahead and buy a domain name for your website. It will give you a place in the eCommerce world and make it easy for customers to find you. We recommend you to clearly connect it to your business name — ideally your business name should be part of the domain. Don't forget it needs to be easy to find via Google or other web searches.

## 3. Design your website

No matter the size of your business, your website design is super important to catch visitors' attention and make it easy for customers to buy from you. Most of e-commerce builders offer web design help. You can also find website templates for free on the internet. If you want a more elaborate website with specific features and design, you can hire a professional web developer or freelancer.



#### **4. Set Up Your Online Store**

Your online store has to be as efficient as possible at getting customers to buy from you and it also needs to be mobile-friendly. The customer journey must be easy and it's your role to show what to do at every step. Your products have to be easily accessible otherwise customers will get confused and will stop their purchase. Make sure the products are well advertised and the process of making a purchase is clear and intuitive. You also need to make people feel confident about the payment options so go for a reliable payment processor, such as PayPal, Google Wallet or Dwolla.

#### **5. Create Payment and Refund Policies**

Always remember that a reassured customer is a won-over customer! With that being said, you understand how important it is to establish policies for payments, returns and refunds. Put it in writing and make your policies available to customers on your website. You haven't studied law at university? No worries, most of online retailers haven't either! You will easily find free online templates for return policies on the internet. But don't make the process too complicated. We know by experience that if your policies are too unforgiving, customers might decide to shop elsewhere.

#### **6. Sort out your delivery settings**

Remember that a great shopping can be ruined by a bad "shipping experience" so spend enough time working on it. If you go for delivery option, you need to think about every aspect of the process so your fruits and vegetables are delivered on time and in perfect shape. You also need to define the size of your delivery area. The deliverable area will affect your overall sales, so choose carefully and be prepared to adjust your pricing accordingly.

#### **7. Tell the world about your website**

Once your online store is up and running, it's time to start marketing your retail website! There are several marketing actions that you should consider. We recommend you to work on Search Engine Optimization. You can find online tutorials to get the basics of SEO. We also advise you to use email campaigns to build customer relationships and advertise your product baskets. Last but not least, work on content marketing, e.g. writing a blog or making videos on YouTube so your customers or prospects get to know you and your business.

*Sources: [www.shopkeep.com/blog/how-to-build-a-retail-website](http://www.shopkeep.com/blog/how-to-build-a-retail-website)  
[www.geekunicorn.com/which-should-you-choose-wordpress-shopify-squarespace-wix-or-other/](http://www.geekunicorn.com/which-should-you-choose-wordpress-shopify-squarespace-wix-or-other/)*

