



## An introduction to planning & building

# Websites & Apps



- Responsive Websites
- Content Management
- SEO / Online Marketing
- Selling Online
- Testing & Mobile Web
- Usability & Standards
- Domains & Hosting
- Structured Data
- Social Media
- Types of App
- eMail & Marketing
- Legalities

available in  
PDF format at:  
[www.eKit.co.uk](http://www.eKit.co.uk)



eKit has produced this booklet not just to help explain our services, but also to help businesses to gain a better understanding of some of the topics and technologies that they will come across when planning, building and managing any type of **website** or **app**, and its **content**.

For those wanting to read more on the subjects covered in these pages, please use this link to download more free documents online:

[www.eKit.co.uk/business-website-guides](http://www.eKit.co.uk/business-website-guides)

We have tried to explain any jargon, abbreviations and acronyms in this booklet, but here is a glossary of web-related terms in case you need to clarify anything:

[www.eKit.co.uk/web-jargon](http://www.eKit.co.uk/web-jargon)

eKit doesn't just offer websites and apps, we provide a comprehensive range of services to small businesses and larger projects that include everything from domain, email and hosting services through to graphics and interactive video. For more info, please see our service pages:

[www.eKit.co.uk/services](http://www.eKit.co.uk/services)

Author: [Woody Kitson](#) - [Woody@ekit.co.uk](mailto:Woody@ekit.co.uk)

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Thanks to:

[Creative Leicestershire](#)

[Matt Shephard](#)

[Sam Kitson](#)



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# An introduction to websites & apps

Websites and apps have a part to play in nearly all business models. Some small businesses may just require a single page site with basic contact information. For others, a custom built website or app is the heart of the business.

## Benefits from having websites and apps can include:

- Providing info, services or goods to customers, visitors or users 24/7.
- Increasing sales to new & existing customers.
- Helping market your business online.
- Reducing costs of general admin, marketing & sales.
- Providing information & feedback to help make management decisions.
- Presenting your business in a more professional way. Making your business, brand, services and products look great.
- Publishing and updating your information and data in a cost effective way.

# Website? App? What's the difference?

**A Website** is a place on the internet where people visit to obtain information, solve problems, play games and perform other tasks.

**A Mobile App** is software that people install on their mobile device to obtain information, solve problems, play games and perform other tasks.

## OK, so why use one or the other?

### The benefits of websites over mobile apps:

- Websites can be accessed immediately by any computer or device that can browse the internet (This is a significant benefit!).
- Websites are simpler to design, develop, launch and maintain.
- Websites can be found easily by search engines and shared by internet users.
- Websites have longer life spans as they don't depend on specific user devices (hardware and software) in order to operate.

### The benefit of mobile apps over websites:

- Once installed, they can have seamless access to features & data on a users' device (contacts, location, notifications, sensor data).
- Some people have more trust for apps that are downloaded or bought from the Apple or Google store. Payments can be simpler and quicker for users from within apps.
- Apps may run and respond faster when using some features (like 3D graphics hardware).

**A (Progressive) Web App** is a website that includes software that can be installed on your device.

Install is done by visiting that website and then using the prompt or the "add to the home screen" option.

A progressive web app, once installed, reaps all the benefits of a normal website and can take advantage of some of the features and capabilities normally only available to mobile apps.

You can "add to home screen" for any website on your mobile or tablet now. You will be able to start that website from an icon on your home screen,

**Currently only a small number of websites are built as proper progressive web apps and when added to the home screen can do things like:**

- Trigger notifications on the device.
- Respond faster, Stay stable and potentially work well when offline or in areas of poor internet connections.
- Keep the app working and updating automatically in the background, even when the app is not open.
- Show a custom home screen icon and loading image.
- Look great on all sized and types of screen. This is called responsive design - more on this later on page 10.



# Do I need a website or an app?

Rather than asking yourself this question too early, it is sensible to focus first on the overall requirements and what you need to provide your customers, potential customers, employees and others.

**Spend time with colleagues, friends, advisors and consultants to generate ideas and refine your requirements.**

- Look at a range of existing business sites and apps - customers, suppliers and businesses similar to your own. Determine what successful ones are doing right, and what poor ones aren't.
- Get an overview of the extensive capabilities of the web and apps and associated tech to broaden options. Think about mobile users.
- Identify facilities you need to provide for your website customers and visitors - e.g. forms, search, members' area, make payments etc.
- Identify facilities you need to provide any staff internally, e.g. update content, search members, generate reports.
- Try to map out the communications requirements - Who needs to send what? When and how do they do this?

Once you have a good idea of the requirements or your site / app, you need to write these up more formally with a view to presenting your requirements to potential suppliers.

Some organisations will do this in the form of a 'request for proposal' (RFP). In this case, you should include a summary of your business, the industry and other information you feel should be included as part of a proposed solution.

Get in touch for a template RFP document

Read more about website applications, apps and devices:  
[eKit.co.uk/presentations](http://eKit.co.uk/presentations)



# Scope, structure & content

Content should always be a focus when building any website or app. Content is what your visitors will read, absorb and engage with. Your public content is what determines how search engines will rank your pages.

## Content Content Content

**When first planning the initial content, try not to think at all about how it will look. At this stage you are looking to outline the structure of all the information needed.**

- 1) Create sections of the website according to their purpose and the different types of content.
- 2) Keep your users in mind and what *they* need to do and what they want to achieve.
- 3) Make a content inventory: outline the content for various sections. Gather details of any media content required (photos / graphics / video).
- 4) Identify who will **write / create** each of these.

If you find you have a large volume of content for any one section, that is fine, but you may find you can break it down into smaller sections, categories or pages.

- For each section/page, write a concise title.
- Write a **description** of what that section or page is for - **these show in search results**.
- Outline any appropriate **images, illustrations** and **video** content needed.
- If it is a public visitor page, or a landing page, consider a 'call to action' to make the next step clear for your visitors.
- Make a note of 'key phrases' for the content (more on this later).

## Apps, software & data systems

**It may be that you require a bespoke software application to be developed to provide your customers with the right services they need.**

Examples include shopping baskets for ecommerce, public discussion forums, booking systems and more complex information management systems.

Things that these applications have in common are:

- Facilities for the collection of user's information - e.g. forms and uploads.
- Storage of information in databases for easy access and retrieval later.
- Present and report information back to users and/or managers on screen or by download.
- Administration and management tools.

eKit have developed a number of bespoke applications using both Microsoft.net technologies and PHP / MySQL.

Call us for a chat about your requirements.

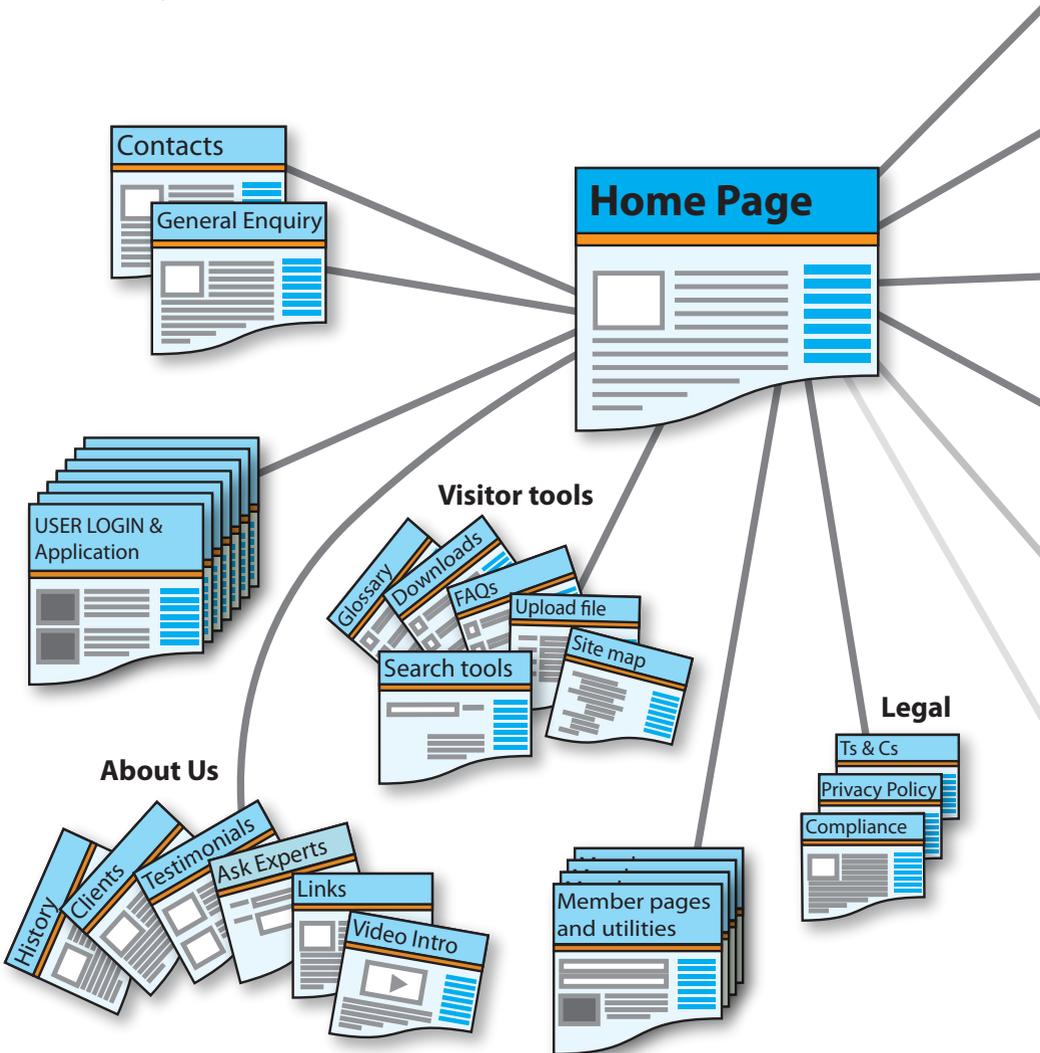
To see different business types that have benefitted from tailored, manageable websites:

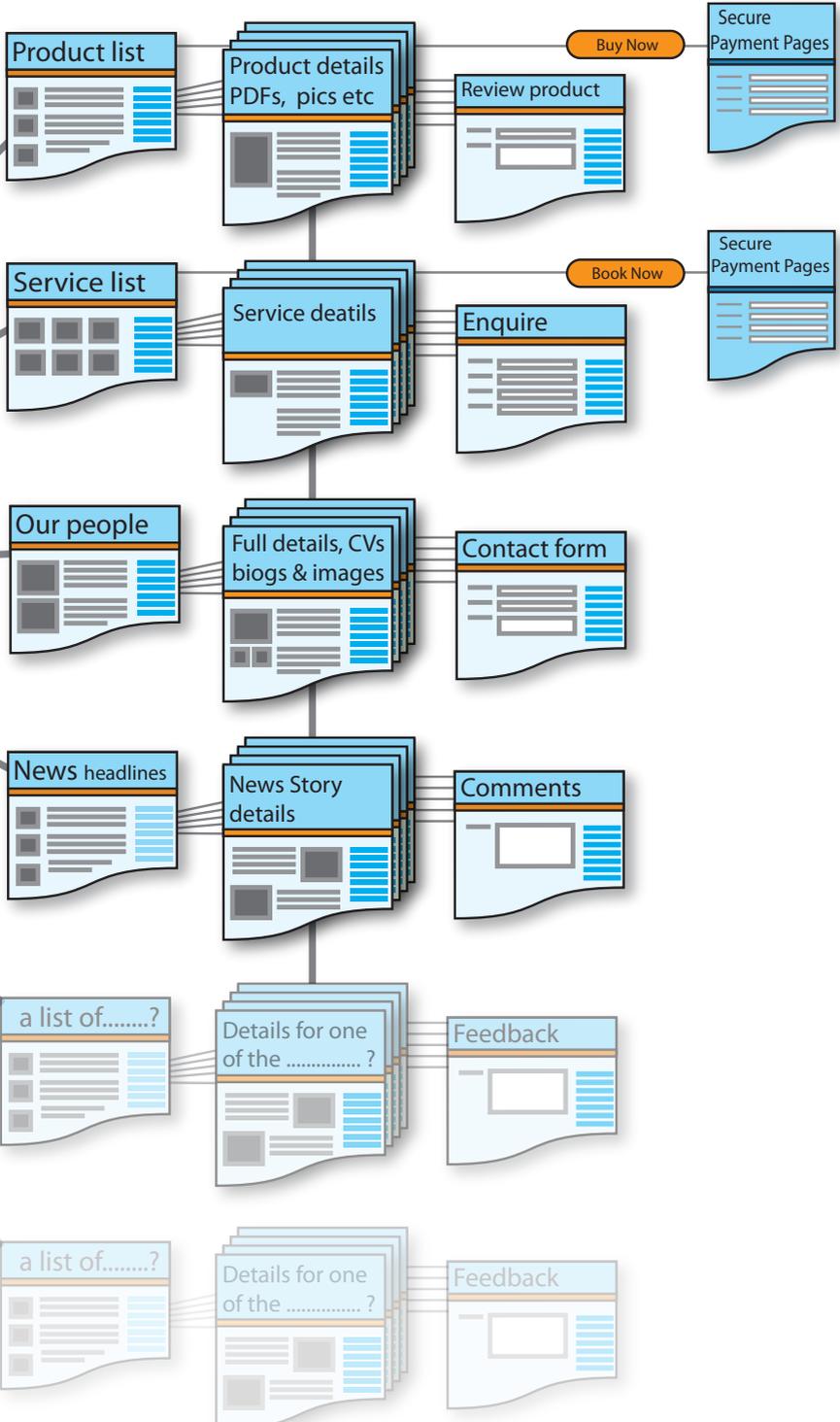
[eKit.co.uk/  
business-website-owners](http://eKit.co.uk/business-website-owners)

# Generic content map

Once you have a good idea about the scope and structure of your site content, you might want to think about how you will structure this as a whole for users to navigate.

A generic map can be a helpful place to start planning the scope and structure of your site or app content. For your specific requirements, many pages shown here might be unnecessary, and of course if you intend to develop your own application, then your map could look very different to this one!



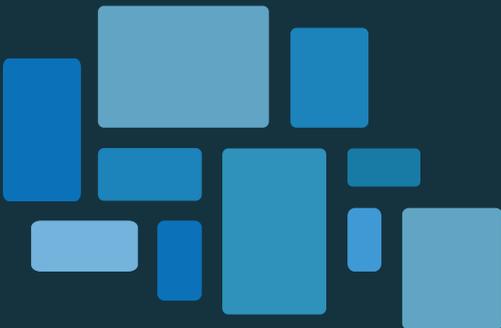


# Responsive design and the mobile web

Once upon a time it was OK just to design a page for a “normal” sized computer screen. Today, the number of different sizes and types of device that people are using to browse the Internet is huge.

Within the next 5 or 10 years there will be a whole range of new devices available out there. How will we be browsing the web in 2030?

You can help future-proof your website by following the core industry standards and best practice for building websites. A big part of this is adopting a robust **responsive design** for your website.



# Responsive design

Responsive design is about making your content and interface legible, usable and accessible on all different types of device.

This involves changing layouts, images, scale and behavior of content, depending on the device size, resolution, features, input methods and user preferences.



## **Apart from the obvious changes in layout for different width screens, responsive design considerations include:**

- Ordering, structuring and styling your content properly using HTML5 and CSS3.
- Ensuring all text is legible and scalable for all devices and users.
- Ensuring images are clear when displayed on a small screen, using alternative images if applicable.
- Limiting scrolling actions to only up and down. Users don't like having to scroll and zoom in all directions to find what they are after!
- Ensuring features, media and facilities work on mobiles and less-capable devices.
- Ensuring video works and that media file sizes and dimensions are applicable to the size of the user device.
- Testing your responsive app / website. (See page 26)

# Website Content Management Systems

A CMS enables technical and non-technical individuals to easily manage, edit and maintain a professional, functional and standards-compliant business website.

Since 2003, we have been building websites on time and on budget. Our CMS sites have evolved into a seasoned, tried and tested website management system used by businesses, government, charities and other organisations. There are solutions specifically for smaller web and app projects too.

**We work with...**  
**Businesses, Charities  
Organisations & Councils.**



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Creative  
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**Javawocky** Jasmine House

**MURIEL LORRY**  
Theatre company



HOME  
GROWN &  
*Gorgeous*

**adept**

**MakeWoodWork**



**English for Italy**

**RMI**

*Credence Hair*

# CMS: Making updates simple

Two common ways of editing content are:

## 1) Using database tools to create and update information:

This method is very useful for managing structured content and lots of the same type of content. We will look at this in a later section.

## 2) Using a 'WYSIWYG' editor:

This is an editor similar to common word processors, like 'Microsoft Word' for example. 'WYSIWYG' is an acronym for 'What You See Is What You Get' (Pronounced 'Whizzy-Wig').

The ekit WYSIWYG editor enables you to:

- Use the proper HTML structures for your text - Headings, lists and paragraphs etc.
- Allow cut and paste of text content from other applications on your computer.
- Check the spelling in your text, suggest and make corrections.
- Upload images and documents to your website library and build links to them on your web pages.
- Upload and include multimedia audio & video.
- Easily create text content in your brand styles. Style, format and preview content.
- Allow for easy creation of internal links and external links to other websites.
- Allow editing in WYSIWYG mode, and for more advanced users, HTML mode.

# Menu management

## Building the structure and navigation for your website

The menus (or navigation) of a website are the areas on all web pages that show links to other pages and sections of the website. There must be consistency within your website with the navigation method.

A good CMS system will help maintain a professional and consistent look and feel to your navigation. A CMS will allow you to easily add, remove and order the page-links on the main menu, and any other menus that you create.

Different menus for navigation can then be set to be displayed on any of the site's web pages. This will enable you to structure your website in a logical way to make it easier for visitors to find their way around.

Visitors may also like the option to jump to different sections while reading text on a page. Links within texts are a good way of helping your visitors navigate and find what they are after.

\*HTML : 'HyperText Markup Language' contains the basic building blocks of a website and all of its content. For a complete jargon buster online, please go to

[www.eKit.co.uk/web-jargon](http://www.eKit.co.uk/web-jargon)

# Laying the foundations for search engine optimisation

As you use it, eKit CMS will automatically construct your website and all its pages with a foundation of **search engine optimisation (SEO)** built in. This is an essential feature of your CMS if you wish to use your website as a marketing tool (more background on SEO in the next section).

eKit CMS automatically builds optimised pages by using the titles of the pages you have specified. These page titles should be the key phrases that you have chosen, ideally through the proper research methods. (More on this later)

In addition to this foundation of SEO, eKit CMS automatically creates and maintains two important types of site map:

The **visitor site map**: Exists for the visitors to your website should they want to get a quick overview of a website and jump to pages.

The **Google site map**: Specifically for Google to efficiently access and index all the pages on your website.

eKit CMS includes **Google Analytics** which is a statistics tool to record and analyse data about all visitors' use of your website.

Visitor analysis is a must for anybody serious about online marketing, as it helps you understand how your visitors are using your website and which sections are popular and working efficiently. It also helps you determine how visitors are arriving at your website.

Alternative industry standard analysis tools are also available.

## Flexibility with graphic design

A professional design will help portray the nature of a business and deliver its visual identity and messages, whilst maintaining consistency and usability within the website.

### Design for customised business websites

eKit CMS has no restrictions on the type of website design that it can manage. It can accommodate a completely new visual website design for a company, either provided by our experienced professional designers, or by your own designer or design company.

Building a new page template from scratch, or creating an original and interesting design with commissioned photos, videos and illustrations can make a huge difference to the look and feel of a website.

### Solutions for smaller budgets

eKit CMS also offers a good selection of ready-to-use and editable web design templates.

These can be used by those businesses without the budget to cater for new, bespoke designs and graphics to be produced by professional designers.

# Common features for your website's visitors

eKit CMS makes it simple to add useful features and utilities to your website - with just a few clicks.

**A contacts / feedform:** Visitors can send basic messages to the website's main administrator email address.

**File upload:** Enables visitors to upload images, documents and other file types to the website for the business to use or publish on the website.

**Site search:** A very important standard tool for any site. Many new visitors start on a new site by using the search tool to see if they have what they are looking for and to save time.

**Password protected content:** Simply add a basic level of security to any page or section within a page. Visitors are required to enter a password in order to access content on a page. A password can be added to most types of page section.

**Shopping basket:** Visitors wishing to purchase items on your site will use a basket system (also called a shopping cart system) to review and modify their selection before purchase. The section on ecommerce looks at this in more detail.

**Form data submission:** Forms on your website can enable visitors to submit data to or via your website. Examples might be a subscription to a newsletter, submitting of an enquiry, application for a course or a review of a product.

This submitted information can then be sent by email to any recipient, and/or stored within the database within the CMS for publishing or any number of other data applications.

To read testimonials of businesses that benefit from using Content Management Systems, please visit:

[eKit.co.uk/cms-users](http://eKit.co.uk/cms-users)

# Database tools

When you have lots of similar items to publish on a web page, for example, a list of events, products, people, images or documents, then using a WYSIWYG system (outlined earlier) can be problematic.

It can take a long time to manually build and style all the entry lists, the links and pages of full details for each entry in that list. Then of course you have to update all that content too!

It is far more efficient to manage this structured content by using a simple database system.

## What are the benefits of managing content with a database system?

If we utilise a database system to create, store, manage and publish information, then we have a powerful way to automate the presentation of this data on a page. eKit CMS Data management systems can:

- Maintain consistency and a professional look when publishing data and information.
- Save time with creating, updating and managing the information.
- Enable data to be properly validated before it is saved into the system.
- Enable people and automated systems to access and update the data anytime.
- Help automate business processes. e.g. stock control, data collection etc.
- Provide valuable management information e.g. reports and forecasting.

## Examples of database types

Here are some common examples of types of information, found on websites, that benefit from being managed with eKit CMS database tools:

## Products, News items, Events, Customers, Clients, Employees, Members, Photo collections, Artwork, Videos, Services . . . .

Examples of more specific customised database types used by many websites:

- Vacancies - For a recruitment company.
- Properties - For an estate agent.
- Vehicles - For a car dealership.
- Birds species - For the RSPB.
- Holes - For a Golf course.
- Retail outlets - For a retail company.
- Lesson videos - Video, audio or text format with RSS feeds (a common standard used with sharing web content).

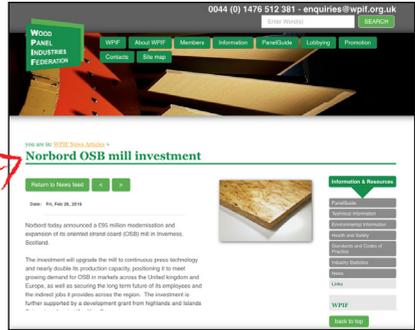
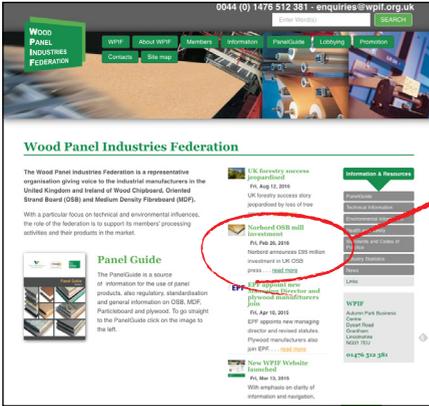
## Visitor Forms

eKit CMS database system can be expanded to allow forms to be automatically created on your website for any purpose.

A form may be adapted for visitor booking, questionnaires, feedback, tests, membership registration and any situation where a visitor needs to submit information.

The data submitted can be compiled into an email, a document or added to a database for moderation and publishing on your website at a later date.

An example of a news listings page (left) with links to each full story details page (right).



Both of these pages are built automatically from the basic information entered and uploaded on a simple, secure form in the CMS (right).



A Database system can also be used to build forms for your users to fill in and upload files. This enables your visitors to send structured data to you in a database format or just in an email.

**Please enter your details as a Relief Milker**

Name\*

Address\*

Telephone\*

email

Experience level\*

Preferred Counties\*

Available:

- Bedfordshire
- Berkshire
- Buckinghamshire
- Cambridgeshire
- Cheshire
- Cornwall
- Cumbria
- Derbyshire
- Devon
- Dorset

Selected:

Availability\*

More about me

On the left is an example of a visitor form for registering themselves for UK dairy job vacancies.

Visitors fill in the data, attach any documents or images and submit the information to the website.

This data can then be stored and managed, edited and published in any format by the website admin staff by using the CMS.

Other uses for web forms include visitor reviews, registrations, feedback forms and online orders.

# Online marketing

Online marketing overlaps with many disciplines and topics of traditional marketing. This section will focus on the areas of marketing that have evolved with the Internet and the way in which people use it.



# Search engines

## What is a search engine?

A search engine is a system that records, or 'indexes' web pages on the Internet, and provides people with the ability to search the Internet quickly.

A 'search phrase' (or 'search term') is an exact sequence of letters, numbers and spaces that is used in a search, and the search engine then displays the results on a search engine results page (**SERP**). An example is shown below.

We are using Google, the most popular search engine in our examples, the other main ones used are Yahoo and Microsoft's Bing.

A **search engine results page** has two main types of results for any given searched phrase:

### 1) The 'organic' (or natural) links

These are the links that the search engine calculates are most relevant for that specific search phrase. On the example SERP screenshot below, the organic results start from the horizontal red line (added by us for illustrative purposes) and run down the page.

### 2) The 'sponsored' (or paid for) links

These are the links that advertisers pay for in order to be listed for a specific search phrase. On the Google results page screenshot, these are on the right side of the page, and there are also three sponsored links above the horizontal red line. For search phrases that are not so common, it may be that there are fewer sponsored links on the SERP.

**Google** oak chest of drawers

All Shopping Images News Maps More Settings Tools

About 20,900,000 results (0.68 seconds)

**Solid Oak Chest Of Drawers - Free Delivery & Up To 50% Off**  
(25) www.oakfurnitureland.co.uk/chest-drawers/wood 0800 440 2254  
4.7 ★★★★★ rating for oakfurnitureland.co.uk  
Furniture Crafted By Skilled Joiners Using Only The Finest Cuts Of Wood. Buy Now  
Strong & Durable Designs - Finest Hardwood - Fundamental Bedroom Piece - Solid Hardwood Linings  
Save Up To 50% Interest Free Credit  
Stores Nationwide Free Accessory

**Oak Chests Of Drawers - CotswoldCo.Com**  
(24) www.cotswoldco.com/ 4.7 ★★★★★ rating for cotswoldco.com  
Huge Range Of Chests Of Drawers. Free Delivery & Returns. Shop Now  
Types: Oak, Pine, Painted  
Styles: Rustic, Modern Country, Farmhouse, Traditional, French Provincial, Classic, Cottage  
Bedroom Furniture - Free Returns - Fast Free Delivery - New Catalogue Out Now

**Oak Chests of Drawers - Our 50% Off Sale is Now On**  
(25) www.oakfurnitureland.co.uk/Oak/Chest-Drawers  
Shop our Huge Range of Solid Oak Chests of Drawers Online - All with 50% Off.  
At Least 50% Off - Value For Money - Huge Selection Available - Built To Last  
Styles: Rustic, Painted, Traditional, Classic, Contemporary, Modern, Farmhouse  
Chest of Drawers Range - from £155.99 - Wooden Bedroom Furniture - More

**Chest of Drawers | Free Delivery | Oak Furniture Land**  
https://www.oakfurnitureland.co.uk/category/chest-of-drawers/ 4.7 ★★★★★ rating for oakfurnitureland.co.uk  
Our solid hardwood chests of drawers are the ultimate statement in terms of style and function. Shop today!

**Oak Chest of Drawers | Wayfair.co.uk**  
https://www.wayfair.co.uk Shop Product Type Oak Furniture  
Shop Wayfair.co.uk for all the best Oak Chest of Drawers. Enjoy Free Shipping on most stuff, even big stuff.

**Oak Chest of Drawers | eBay**  
https://www.ebay.co.uk/... Furniture Chests of Drawers Oak Chest of Drawers

**Organic Search Results**

**Shop for oak chest of drawers** Sponsored

 Amersham Oak 3 Over 4 Drawer Chest £249.00 Great Furniture... By Google	 Appley Oak 9 Drawer Chest £399.00 The Cotswold C... ★★★★★ (9) By Google	 Farmhouse Country Oak 3 Top Furniture £399.99 ★★★★★ (14) By Google
 Sherwood Oak 2+3 Drawer £292.00 Oak Furniture S... By Google	 Stanwood Oak 3 Drawer Chest £292.00 Oak Furniture S... By Google	 Oakland 2 over 3 Chest of Drawers £199.99 The Cotswold C... ★★★★★ (28) By Google
 St Ives Oak and Light Grey... £384.97 OakFurnitureLand	 Bordeaux Oak 4+3 Chest of Drawers £457.00 Oak Furniture S...	 London Oak 2 over 3 Chest of Drawers £199.99 Roseglad Furni...

# Search engine optimisation

Search engine optimisation is all about getting your website as near to the top as possible on the organic search engine results for *specific* key phrases.

People type specific search phrases into search engines, for example, 'dairy farm jobs'.

Google and other search engines have complex sets of rules that calculate where a web page appears on a results page for any given search.

Getting high placements in the organic search results for any specific key phrase involves a number of different 'on-page' and 'off page' contributing factors:

**On-page factors...** are all about the preparation and optimisation of your web pages for search engines.

Greatly simplified, this involves the task of building a website with pages that are both accessible to search engines and include target keywords in all the right places - e.g. 'dairy farm jobs' included in text content, file names, page title and headings etc.

**Off page factors...** include everything else that you do not have direct control over and are primarily concerned with links to your website *from* other websites, called 'backlinks'.

These backlinks are regarded by Google as a sort of credit or vote for your website. The credit is weighted depending on the quality, popularity and relevance of the page that is linking to yours.

A basic hyperlink uses some specific text for the visible part of the link on the page. In our example, the most valuable link to a dairy farm jobs web page would be with the visible link text to contain your key phrase for that page. e.g:

Why not search our [dairy farm jobs](#).

Efforts with both on-page and off-page factors are needed to successfully get your page ranked for a specific key phrase.

There is also the factor of competition for those phrases. It will be far harder to get to the top of the results for a popular search phrase.

## Researching your **key phrases**

Your key phrases must be properly researched using a tool to "dig" into databases of actual search terms that people use. If you don't know exactly what phrases your customers are typing to search with, you simply won't be able to optimise properly for search engines.

Remember to focus on your customers and don't let SEO get in the way of good, clear communication to them!

The techniques and details for the optimisation of web pages and methods for building back links are covered in more detail in our [guide to search engine optimisation](#), available for download:

[eKit.co.uk/  
business-website-guides](http://eKit.co.uk/business-website-guides)

# Other methods of online marketing

**Email marketing** is low-cost, easily setup, entirely measurable and, when used in the right way, can be a most cost effective way of eMarketing. Mailchimp is a well-known provider of email marketing services.

**Blogging** and publishing news online is a great way to keep fresh, up-to-date content on your website. A typical blog may be someone's personal account of things that interest them, an expert's opinions on a subject or news from a business.

**Social Media** sites boomed from 2005, starting with the likes of MySpace. They are still evolving as we approach 2020 with sites like Facebook, Twitter and LinkedIn. New social sites, apps and social concepts are springing up everywhere and will still be around in an exciting new form in the 2020s, opening up channels to potential new customers.

**Advertising** has been around since the early days of the Internet. As with traditional methods, online advertising is there to increase sales and awareness about a company, product or service. Search engines are a very popular channel for online advertising.

Always remember to plan your online marketing campaigns. Think about your messages, your customer's needs and be consistent.

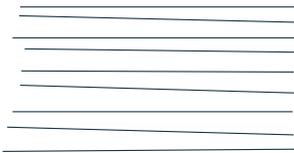
Online marketing is a large subject so please feel free to download the full guide available from our eKit website.



# Selling & trading online

Now that both individuals and businesses are increasingly turning to their computers and mobiles, it must make sense for businesses to sell on a modern, responsive website.

Jeff's Vacuums



# eCommerce

The Internet is a great place to trade, regardless of how large and well developed your business is. The Internet can be a cost-effective way to reach a wider audience to sell products and services, even for the smallest businesses. In many ways the Internet makes it possible for smaller businesses to compete on an equal stage with their larger competitors.

The complexity of the ecommerce solution you require depends largely on your business size, model and the volume, number and nature of the products and services you want to offer for sale online.

At the most basic level, you may have a company that only sells one specific product. In this instance, a simple ecommerce system can be adopted. On the other hand, a large company selling thousands of different products globally needs a considerably more complex system!

Such a system would need to be scalable and compatible for users across the world and integrated to the point that it can help manage sales, stock, supply and finances etc. It is most likely that you fit somewhere in between these two examples!

## Selling on eBay

Online marketplaces account for a significant percentage of online trade for the business-to-consumer (and consumer-to-consumer) trade. eBay is the largest of these. It deals predominantly with physical goods and gives simple, low startup costs for selling online. It is often a great way for small businesses and startups to trade or to just test the water.

## Your own website shop

Setting up your own ecommerce website is an initial commitment of both time and money, but can grow into a huge asset for a company over time. Here are a few topics that need careful thought:

**Online marketing** must be considered when setting up an ecommerce system. There is no point spending money on a system if nobody visits it and buys from it!

**The trust factor.** Visitors to your site will need to trust what they see and read on your site. This can be achieved by building a professional business site with the proper security measures. Using proper encryption on your site (HTTPS) is a must now when asking for any user input. Clear contact details, well-presented products & services with respected customer feedback methods will also help reassure visitors.

**Product presentation.** Content needs to be comprehensive, responsive, clear and the user must have a simple process of buying online.

Offering a good range of payment methods and search options will help convert visitors to customers.

**Administration and management** of your online shop needs to be easy, hassle-free and may need to include a few key utilities:

- Product management tools - product details, documents and images.
- Payment processing admin.
- Shipping and postage options.
- Stock monitoring and supply chain management (for larger businesses).

# Payment gateways

Although you can take orders online and then take payment offline, people now expect to be able to pay online with their card. If you want to make sales using your website, you will lose customers if you do not offer them online payment by this method.

In order to take payments online, you need to use the services of a **payment gateway**, sometimes called a 'Payment Service Provider'.

A payment gateway can manage the secure transfer of customer and card details across the Internet, and also handle the transaction of money from their account into yours.

There are a few different types of payment gateway. Some require a you to have a separate merchant bank account, and some do not.

Some payment gateways, in effect, provide you with an integrated online merchant account where payments can be automated, and deposits and withdrawals can be made.

These are used more commonly by smaller businesses, as they tend to be quicker and more simple to set up and offer a good range of ecommerce tools and services that come as part of the complete package. PayPal is an example of a payment service provider of this type.

Other payment service providers will require you to have a separate Internet merchant bank account. This gives you an ID to use exclusively for all your online transactions.

This type of solution is usually adopted for larger ecommerce projects, as it can be a slower and more complex process to setup an online merchant account, and the systems associated with getting them up and running.

The benefits of these online payment solutions are that they can be more scalable, customisable and can incur lower total fees with larger online revenue figures.

## Legal issues

As with most areas of business, there are legal issues to consider with website and apps.

Legal issues of website ownership fall into many categories. A separate guide covers this topic in more detail.

The topics you will find are broadly:

- Legal ownership of domains & digital assets.
- Distance selling regulations.
- The data protection act.
- Website terms & conditions.
- Intellectual property.
- Email & legal issues.
- The equality act (previously the DDA).
- The (not so new) cookie law.

More information and examples of specific payment gateways and Internet merchant accounts can be found here:

[www.eKit.co.uk/  
business-website-guides](http://www.eKit.co.uk/business-website-guides)

# Domain registration & hosting

**A domain is simply an Internet address**, and always has a 'top-level' domain ending:

.uk .com .org .net .eu .mobi .tv

When choosing a domain for your business, try and keep it both short and snappy, and yet reflect your business name and/or your products and services.

You can check the availability of, and register domains as an individual or as a business at any number of domain registrars. [Nominet.uk](http://Nominet.uk) are the UK governing body for domain names.

The cost of a domain depends on the top level domain used - usually between £7 and £30 per year). eKit can register domains **legally in your or your business's name** with the relevant governing body and we provide a complete domain management service.

A host is needed as a place to store your website (and possibly email too!). The **host** is actually a computer system called a **server**.

Server systems can be **dedicated** (a computer just for your website or app) or **cloud** (A virtual server that is more scalable). The things that make them ideal for website and apps are:

- A server is always on and has power supply back-ups from alternative power sources.
- A server is always well connected to the Internet with multiple connections.
- A server is kept secure by regular backups, being located in a secure building, having the latest security software installed and by having engineers present on location 24/7.

eKit provides **UK-based, business grade hosting** for website, app and email needs.

# Web standards, usability & accessibility

Web standards are here to make life easier for all users of the Internet and aid compatibility across the web. Any business that considers accessibility and usability issues when building their website will be doing themselves, their visitors and the world a good service!

## What are the basic standards?

The W3C is the largest and best-known global organisation dealing with web standards. They develop technical specifications and guidelines for the basic building blocks of web sites: **HTML** and **CSS**.

With a few defendable exceptions, websites built and updated using eKit CMS comply with these standards and follow guidance on best practice from numerous sources.

## Web Accessibility

Good accessibility is much more than adhering to a basic set of rules. It is about researching, adopting and testing the best methods in order to remove the barriers that prevent people navigating, interpreting, searching and understanding content in your web or app.

Any website or app that is built with a good standard of accessibility will also be easier to use by all and help everybody find what they want more quickly.



# TESTING apps & websites

eKit has a comprehensive testing setup to ensure that the apps and websites we build work well on the many different platforms available out there.



 Phone

 Tablet

 Mac

 PC

# Real world, real testing

Testing is crucial at a number of stages during development and production. We need to test that all systems, designs, layouts and interfaces work functionally and aesthetically.

Different browsers are tested to make sure everything functions in principle. Emulators can be used, but we need to test things on **real** devices:



Our device lab is available for hire in Leicester. For the latest list of devices & browsers etc, please visit:

[ekit.org.uk/2AdvW42df](http://ekit.org.uk/2AdvW42df)



www.eKit.co.uk



Reduce your costs

of website purchase, ownership & management

Generate enquiries & sales

with search engine optimised (SEO) web pages

Engage customers

& website visitors with fresh, updated web pages

Give the right impression

with professional graphic design & web services

Questions? Then please feel free to download our more in-depth guides - or give us a call / email if you wish to have a chat or meet up.

inbox@eKit.co.uk

Leicester: 01162 983466

Melton: 01664 562112