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## A Successful E-Commerce Web Site is...

- 1.)** Knowing people find your web site when they use search engines to try to find the kind of products you carry.
- 2.)** Knowing that your web site is professional in appearance and simple for your customers to use.
- 3.)** Knowing that your site does business the way YOU do business, including features like quantity discounts, sale and clearance items and easy re-ordering for established customers.
- 4.)** Knowing that if you want to you can make changes to your web site and products yourself, but if you don't have time you have an engaged web developer to help.
- 5.)** Knowing that everything technically possible is being done to create a secure environment and prevent fraud.
- 6.)** Knowing that by the time you receive an order, its already paid for through real-time credit card processing.
- 7.)** Knowing that shipping fees were calculated accurately and that special shipping fees and issues have been anticipated by both your staff and your web developer.
- 8.)** Knowing that items available on your web site are either in-stock or quickly available for drop-ship to get your customers their order rapidly.
- 9.)** Knowing that you have internal processes in place to fill internet orders quickly, accurately and with adequate protective packaging to arrive safely.
- 10.)** Knowing that when your package arrives at your customers home or business it will reflect a professional image for your company.
- 11.)** Knowing that at any time you can see how many people are visiting your site, the top keywords and phrases that send you traffic and how your advertising spending correlates with actual orders.
- 12.)** Knowing that you will be refunded a pro-rated portion of your monthly hosting fee if you experience any hosting downtime.
- 13.)** Knowing that your web site data is backed-up regularly, both on-site and off-site.
- 14.)** Knowing that you are not being held hostage by your web developer's skill sets or opinions. They should be engaged and ready to meet with you and other companies that might be able to enhance your overall strategy. This could be as simple as meeting with you and your ad agency once a year.
- 15.)** Knowing that new advice and ideas are always available from your web developer based on changes in technology.