

HOW TO << EXPAND >> MY B2B BUSINESS INTO E-COMMERCE

Here are some essential steps to take and things to know when your business is ready to begin selling products or services online:



TECHNOLOGY

- » Site should be mobile-friendly and scalable for all devices.
- » Ensure pages load quickly; optimize pages that are slow.
- » Test the site on all types of devices.
- » Have a good web analytics program to track the conversions on your site.
- » Research B2B aspects of solutions before choosing one for your site.
- » Include options for multiple languages.

DESIGN/STRATEGY

- » Content must be well-organized and searchable.
- » Include professional photos and graphics to create credibility.
- » Incorporate SEO into your site, and hire an SEO expert if you're not confident in your abilities.
- » Keep the overall design simple and easy to navigate.
- » Provide links so customers can share product pages on social media.
- » Create a configurable sitemap on each page with FAQ, Contact, and Privacy Policy links.

SECURITY

- » Clearly indicate how you will use customers' information.
- » Ensure security certificates and https are present and up to date.
- » Clearly indicate payment security measures you utilize, including tokenization of credit card data.
- » Web hosting can be on-premise or cloud-based — which one is best for you?
- » Implement a security software solution to protect against hackers, viruses, and DDoS attacks.
- » Install a backup system to protect your data from loss.

B2B BUYING EXPERIENCE

- » Connect the site to your business's ERP for real-time availability and pricing.
- » Provide a method for customers to purchase on account.
- » Enable viewing of open orders and invoices.
- » Incorporate catalog segmentation, displaying designated products.
- » Facilitate ordering by providing a path buying experience, such as showing commonly viewed items and previous orders.
- » Let customers add items they want to a wish list.
- » Allow faster ordering by item number.

CUSTOMER SERVICE/SUPPORT

- » Negotiate a ship date/date of arrival with the customer.
- » Send follow-up emails after checkout with receipt and links to other suggested products as well as tracking information for the order.
- » Include live chat on your site for when customers have questions.
- » Ensure support hours and support information are easy to find.
- » Make sure your phone number is always prominently featured on your site.
- » Create a loyalty program for frequent customers.
- » Ask customers for a review after the sale.

SHOPPING

- » Incorporate promo codes.
- » Help customers use search to find the items they're looking for and more.
- » Provide a link to the customer's shopping cart at the top of the page.
- » Checkout buttons should be clearly labeled and easy to see.
- » Product pages should include a product description as well as multiple photos that customers can enlarge.
- » Product specs — such as dimensions, colors, materials and pricing — should be easy to find.