



Web Stores Do-It-Yourself for Dummies

Joel Elad

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Are you excited about opening your Web store, but a little intimidated too? Relax! *Web Stores Do-It-Yourself For Dummies* is here to guide you step by step through the whole process. You'll find the easiest and best ways to choose a provider, sign up with payment processors, and open for business in no time.

This make-it-happen guide for online entrepreneurs walks you through the process of opening an account, designing your store for easy shopping, creating a catalog that shoppers can't resist, processing orders and payments efficiently, and much more. You'll find the best ways to choose merchandise, establish store information, create a skype phone number, develop store policies, and reach the customers you want.

Discover how to:

- Pick products that will really sell
- Find and evaluate storefront providers
- Establish payment options
- Accept credit card payments safely
- Lay out your design from the ground up
- Set up a catalog of goods
- Arrange for shipping
- Incorporate the best practices of super-selling sites
- Keep your store up to date
- Put your Web store at the hub of your sales
- Fine-tune before you open
- Take advantage of search engines and pay-per-click campaigns

Complete with lists of the top ten things every Web store needs, tips for designing your store, and traps to avoid while building and running your store, *Web Stores Do-It-Yourself For Dummies* makes opening your Web store fast, fun, and simple!

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