

**ComputerWeekly.com**

# **Guide to setting up an Ecommerce enabled website**



**How to choose the right  
Ecommerce website supplier for  
your business**

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## ABOUT COMPUTER WEEKLY

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ComputerWeekly.com is the number one online destination for senior IT decision-making professionals.

It is dedicated to providing IT professionals with the best information, the best knowledge and the best range of solutions that will enable them to succeed in the industry.

- ComputerWeekly.com benefits from Computer Weekly magazines unrivalled 40 year history
- ComputerWeekly.com offers exposure to a senior IT audience, backed by user profile research
- Computer Weekly is a five-times winner of the PPA Editorial Campaign of the Year award, demonstrating editorial excellence
- ComputerWeekly.com produces editorially independent breaking news picked up regularly by the media
- Initiatives such as the CW500 club reinforces Computer Weekly's impact and influence amongst senior IT decision-makers
- Complete dominance of the national news agenda – over 750 mentions within the media in 2006

## **ABOUT APPROVED INDEX**

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Computer Weekly Guides are provided courtesy of **Approved Index Ltd.**, the UK's number one online B2B buyer's tool. Approved Index offers free, quotes and buying advice across a range of over 100 product and service categories. Whether you're looking for office equipment, marketing services or corporate training, visit [www.ApprovedIndex.co.uk](http://www.ApprovedIndex.co.uk) to make the smartest purchasing decisions for your business.

If you have any questions regarding our service, just contact the Approved Index team on **0800 6122 113**.

## **ECOMMERCE SITES: A GUIDE**

Ecommerce – buying and selling goods and services online – is one of the biggest uses of the World Wide Web. Starting an Ecommerce business or web site, or expanding an existing business with an Ecommerce website can be highly profitable, as the overhead costs of running a web site are very small compared to running a physical shop and you have access to a global market. There are all sorts of features and tools you can include in an ecommerce website design which will make the shopping experience quicker, easier and more enjoyable for your customers - and ultimately drive sales.

This buyer's guide will give you an overview of the different kinds of Ecommerce web site and some of the features that can be included to help drive your sales. There's also a guide to finding and choosing the right company to help you set up your own Ecommerce web site and start trading online.

## **ADVANTAGES OF ECOMMERCE**

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Over the past decade, as the internet has grown exponentially, companies have increasingly used it to sell their goods and services online. Many large companies, such as Amazon and eBay, successfully conduct all their business on the Web, and online spending continues to grow almost independent of global economic trends.

This is in no small part because Ecommerce has a number of advantages compared with more traditional methods, for both consumers and suppliers.

### **Global marketplace**

The internet is a fundamentally worldwide medium, and anyone with an internet connection can access any website at any time. This means that your business is exposed to a truly global marketplace and massive sales potential. Even if your business is limited to a smaller geographical area, an online business is still infinitely more accessible than physical business premises.

### **Location independence**

The physical location of a business can have a massive impact on its potential and actual sales – a shop in a busy shopping centre will attract vastly more custom than one on a quiet back street. Unfortunately this means that the prime locations are a lot more expensive. The premises for an Ecommerce business can be anywhere at all, so you could use a cost-effective warehouse rather than paying for a large high street location. You don't even need your own premises to start trading online, as specialised order fulfilment companies will store your goods and dispatch them to your customers.

## **Reduced operating costs**

Aside from operating from cheaper premises, Ecommerce dramatically lowers the traditional overheads associated with most businesses. Generally, fewer staff are necessary, since an Ecommerce website effectively removes the need for staff members to supervise and maintain a physical shop and assist customers. Having to maintain a physical shop also has costs like electricity and heating which are obviated with an online shop. Reducing your operating costs means you can in turn lower your prices, adding to your competitive advantage.

## **Around the clock sales**

Whereas a traditional shop or other business usually only operates during the daytime, an Ecommerce website is available 24 hours a day, 7 days a week. This means that customers can buy your goods or services in their own time and whenever they choose, making online shopping even easier and more attractive.

## **Easy expansion**

If you have an existing business, adding an Ecommerce branch means that you can easily expand without having to find and set up new sites. You may even find that the online side of your business grows so much that physical shops are no longer necessary.

A professional Ecommerce web site can handle a huge amount of custom, and expanding a web site's capacity is quick and simple. Scaling an online business requires only that your web site can handle the traffic and that the back office side of the enterprise can fulfil the orders.



## POTENTIAL PITFALLS

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While starting out in, or expanding into Ecommerce is a relatively easy step to take, there are a number of potential problems that can cause an online business to fail or make Ecommerce a bad idea.

### Suitability

While having a web site is almost a requirement in modern business, selling through an Ecommerce website is not suitable for every business.

Obviously if your business is primarily concerned with providing a service, it is unlikely that you will be able to provide this service purely over the internet. If you products are generally customised, for example tailoring, then selling via a website may be difficult, as it will be complicated to allow every possible option or combination through an online shop, and relying on customers to measure themselves or assess their own needs could cause problems.

Many kinds of product are simply not suitable for deliver by post or courier. Large or high value items or those which require signatures on delivery can make it hard to get reliably get the product to the customer. Perishable items necessarily have a shelf life so are not ideal for being posted or sitting in a sorting office awaiting collection. Some items may have legal restrictions on who can purchase them, and verifying this online can be tricky.

### Investment

Although the cost of setting up an Ecommerce website is much smaller than that of a physical shop, a substantial investment in terms of both time and money is still required, particularly if additional infrastructure is required. It is a bad idea to dive into Ecommerce half heartedly as an online shop needs to be professionally built in order to be functional, efficient, secure and ultimately profitable. For example, high quality photographs of your

products are essential as a poor image can make a good product look cheap or unexciting. If you have a large inventory, professional photography will be a significant cost.

## **Maintenance**

While an Ecommerce web site removes many of the traditional overhead costs, it will require maintenance. Product catalogues must be kept up to date with stock levels and the latest prices, and orders must be monitored and fulfilled. Nonetheless, it is unlikely that these factors will cause you a significant problem, especially if you already have an established business.

## **The personal touch**

For all the advantages of Ecommerce web sites, there is still something to be said for bricks and mortar shops. Being able to see an item in person and touch it helps customers make purchasing decisions, and professional sales assistants can help customers choose the right items, suggest further purchases and answer any queries.

Although providing a high level of customer service through an Ecommerce web site can be difficult, there are a number of solutions. You will still be able to answer customer's queries over the telephone, and some Ecommerce sites have an instant messaging feature, allowing customers to type questions and receive answers through the site.

## **ECOMMERCE SYSTEMS**

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### **Hosted Ecommerce systems**

If you're not ready to take the plunge and commission your own tailored Ecommerce web site, an alternative it to have your Ecommerce software hosted by an external company. This enables you to try out online trading without having to worry about set up costs.

This can be an attractive option, but such services can result in your online shop having a generic look and there being restrictions about how much you can change it. Even if it is possible to customise a hosted Ecommerce system, this is extra work and may still require the services of a professional.

Many of the overheads associated with setting up your own Ecommerce site remain, for example ensuring that you have professional photographs of all your products.

### **Custom Ecommerce systems**

In the majority of cases, a customised Ecommerce system built around your business and requirements is the most appropriate solution. Employing a specialised Ecommerce consultancy means that you will get the site that you want with all the features your business needs and you won't have to pay for functionality that is irrelevant or unnecessary. If your business has specialised requirements, an Ecommerce supplier will be able to accommodate them.

### **Bespoke and off the shelf systems**

As with most common web based applications, there is a considerable range of software which will do the job, including a number of free packages. While installation, set up and customisation of such systems will still be required, using an off the

shelf system means that you are not paying someone to reinvent the wheel by solving problems with robust and proven existing solutions. Ecommerce systems can be adapted to provide you with the exact feature set you require and to look how you want, for example to integrate with an existing web site or corporate style.

There are some situations where an off the shelf system is not the right solution or would require so much modification that it would cost as much or more than a bespoke system. If your business is more complicated than a simple shop or auction site, then a bespoke system may be required. In the vast majority of cases, an existing system can be easily adapted, and it is only where a business has a unique or innovative business or sales model that a totally bespoke Ecommerce system will be appropriate.

## ECOMMERCE FEATURES

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Since Ecommerce is an established sector, there are a number of standard functions that customers expect from an online shop. Ecommerce has existed for over a decade, and in this time a wide range of innovative web site features have been developed, particularly as competition among online shops increases. As with any web development project, your exact requirements will depend on your business, but below is a guide to the basic features as well as some of the optional extras.

### The basics

#### Product Catalogue

In order to sell something online, your customers need to see what you're offering. If your business is very specialised and offers only a handful of products, then your product catalogue could be as simple as web page for each. For larger inventories, creating a page for each quickly becomes unfeasible, so a more sensible solution is to store product information in a database, with a dynamic product catalogue which retrieves information from the database and generates a page of details for each item, based on a template. If you have a large inventory, the products should be categorised and customers should be able to search based on keywords or specific information like price or size.

#### Shopping Cart

The standard structure for an online shop is to make use of a virtual shopping cart, trolley, or basket. When customers choose to buy items, they are added to the cart and stored there while the customer browses your site. A good Ecommerce system will remember the items in the cart so that if a customer leaves your site but later return, their items will still be there.

## **Checkout**

Customers complete their purchases by going to a checkout, which is where they will make their payments and specify delivery options. Some Ecommerce web sites have an extra option to avoid the cart and checkout, allowing customers to skip straight to delivery and payment options, which makes impulse purchases easy. If you are only selling a small number of items then a checkout may not be necessary.

## **Payments**

To sell products online you need some way of accepting payments. Services like eBay's PayPal and Google Checkout make this easy and are ideal for small Ecommerce sites. For larger or more complex sites, the next step up is using a payment gateway system, where an external website handles the transactions for you, so you don't need your own merchant account. If your Ecommerce site is very busy, then a dedicated merchant account will minimise the amount you pay in transaction fees. You may also wish to have a facility for offline payments by cheque or money order.

## **Fulfilment and back office systems**

When customers make purchases you will then fulfil them, typically by dispatching their order. How this works will depend on your business and could be as simple as receiving an email with the order details. This sort of system will not scale well, however, and you may need additional functionality, for example updating your product catalogue with stock levels after orders have been made. Ecommerce systems can have an order management interface, enabling teams of staff to work on order fulfilment. This may also include functions such as generating invoices and packaging lists and sending dispatch notifications. If you have existing inventory and ordering system, you could integrate this with your Ecommerce system, though interfacing between different systems can be complicated and thus expensive.

## Extra features

While the basic features will be common to most Ecommerce sites or online shops, there is a plethora of extra functionality which will make an Ecommerce system easier for you to manage and maintain and enhance your customer's experience, driving sales.

## Enhanced catalogue

There are all sorts of ways to expand on a basic product catalogue, and this can really give your business the edge, as the more comprehensive information your customers can see, the more inclined they will be to buy your products. You could have a mini photo gallery for each product with different angles or extra large photos and demonstration videos. Some high-end sites even include 3D models of items which customers can move and examine. The possibilities for advanced product catalogue features depend on your products, for example Amazon allows you to browse excerpts of books.

## Advanced Inventory

Unless you have a very small product range then you will benefit from some more advanced inventory features. Being able to modify the details for multiple products, for example changing prices, will save you a lot of time. The right Ecommerce solution will also provide inventory features like associating related products so they can be suggested to customers. As mentioned above, an Ecommerce system can be integrated with your existing systems and databases, though this can be costly so is probably only practical if you have a very large inventory.

## Recommendations

One of the simplest and most effective ways to increase sales is by recommendation systems. At the simplest level, this involves showing related items on a product's page. For example, if an item requires batteries, offer the customer the appropriate type. Sales

records of what previous customers have bought gives you another way of recommending purchases: “customers who bought this also bought...”

For existing customers, you may even be able to suggest items based on what they have bought from you in the past, for example a new CD by the same artist.

### **Sales reports**

One key advantage of Ecommerce is that, since purchases and transactions are carried out electronically, you can collect detailed information on what is being bought and when, enabling you to plan high-level strategy and procurement policy.

### **Interactivity**

The World Wide Web is an incredible interactive medium, and embracing this will make your shop more attractive to today’s web user. You could allow your customers to save a list of items as a wishlist, which is particularly useful for birthdays and Christmas and may drive more customers to your site. User reviews are another excellent feature to have as customers are more likely to buy a product if other customers give it a positive review on your website. There is an abundance of bookmarking, recommendation and social networking web sites, and allowing customers to ‘share’ a product by posting it, for example to their Facebook profile, can generate more traffic for you Ecommerce site.

### **Search Engine Optimisation**

It is critical for almost all Ecommerce websites to appear high up on Google and Yahoo’s search engines with their products. For a lot of Ecommerce sites this is main source of customers for their sites. It is definitely worth choosing an provider who has shown good experience in this area.



## **Pay Per Click advertising**

Using Pay Per Click (PPC) advertising such as Google Adwords or Yahoo SearchMarketing are again a critical marketing channel for Ecommerce sites. This can be easily outsourced, so is less critical to choose a supplier with excellent PPC skills. To get quotes for Pay Per Click advertising, please visit Approved Index.

<http://www.approvedindex.co.uk/indexes/OnlineMarketing/free-quote.aspx>

## **Email marketing**

Once you have established a reasonable volume of customers, it is important to use email marketing to encourage repeat business. Coming up with seasonal emails and special offers from your customer base will significantly impact your sales.

## **Affiliate programmes**

An affiliate programme is a form of marketing where you pay people (your affiliates) who generate customers for you. The affiliates place advertisements for your site or specific products on their own websites or email marketing and you pay them a commission for any resulting sales. To make the most out of an affiliate scheme, your web site needs graphic buttons and banners which your affiliates can use, and your Ecommerce system must include appropriate mechanisms to track which affiliate referred which customer.

## **CRM**

Customer Relationship Management (CRM) refers to the processes and systems by which you handle contact with your customers. This in itself is big business and a detailed topic, but Ecommerce systems will usually include a number of CRM features. As a minimum, the system should allow your staff in all departments to access customers' information, so that they can provide a high level of customer service.

## PRICE GUIDE

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The variety of Ecommerce solutions is as great as the variety of businesses, so it is difficult to determine how much you will have to spend to meet your requirements. Below is a rough guide to the baseline prices you can expect to pay for different kinds of Ecommerce web sites.

### Basic

A site that offers a small number of products for sale would probably have a separately designed page for each item, with a few other pages for company information and frequently asked questions. Payments would be handled using a service like PayPal. A site like this would cost between £500 and £1,000, rising if more complex features are required.

### Template-driven

For a company with a larger inventory, a template-driven site, with product details retrieved from a database and displayed in the template is appropriate. With this extra complexity, product categories and a search facility are necessary. Expect to pay at least £1,000 for this kind of system, and more for additional facilities like customer reviews.

### Fully customised

An online enterprise with an innovative business or sales model will require a highly customised, bespoke solution. If your business isn't a traditional retail company (for example, personalised clothing) then this may be the sort of system you require with special features tailored to your needs. A bespoke system will cost from around £5,000 upwards.

## **Extras**

Certain facilities and services are considered as being beyond a standard Ecommerce package, but can be vital to the success of your business online. Marketing is probably the most common additional requirement for an Ecommerce site, including services such as SEO and Pay Per Click advertising.

## **Continuing contracts**

Some companies will offer an alternative to one-off projects, where initial setup fees may be lower or even negligible, but the company charges a monthly fee for the use and maintenance of an Ecommerce system. This has the advantage of always having the company available for support and modifications to your system. If you think this model may be more appropriate for your business, be clear about what is included and ensure that you get the best value from your deal.

## CHOOSING AN ECOMMERCE SUPPLIER

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Ecommerce is big business not only for those engaged directly in online trading but also those who facilitate it. As such there are a large number of Ecommerce suppliers, consultancies and developers. This is where the Approved Index, the UK's leading online business to business referral service, proves invaluable, with a list of established, proven Ecommerce companies on its books for you to contact. You can complete a simple form on our website and receive up to six free quotes. Ultimately, you will still have to choose one company to work with, so here are some things to consider.

### Knowledge

The details of Ecommerce systems above are only intended to be an introduction, and any good Ecommerce consultancy should be familiar with everything discussed. They should be able to explain the various options to you in more detail, answer any questions you might have, and suggest how best to realise your Ecommerce web site.

### The right software

The major part of setting up an Ecommerce web site is the software. If you only sell a few products you can get away with a having a web site with a few additional features to enable you to sell, but otherwise you will need a dedicated Ecommerce system. As mentioned above, this could be a hosted system, a customisable ready-made system, or custom built bespoke solution, built from the ground up.

An Ecommerce consultancy should provide you with the most appropriate solution for you, with the feature set you require and nothing that you don't. It is also important to avoid being 'locked in' – if a company supplies you with a system that only they can maintain, you will be forced to use that company for maintenance or any changes you require.

## Understanding your business

Whether you have an existing business or are starting out in Ecommerce, your web site and its systems will be core to your operations. As such it is important that whichever Ecommerce you consultancy you choose fully understands your business, your core values and your customers. This will help them tailor their solution to your precise needs and suggest ways to enhance your online business.

## Experience

The length of time a company has been in business indicates both their level of experience and how successful they are. Clearly a company with a long history of providing high quality solutions will be preferable to one which is just starting out. Experience in your industry is a definite plus as it means they will have a better understanding of any subtleties of the sector.

## Price

Obviously you want to get the best value for money, but this does not always mean choosing the cheapest supplier. This is particularly true in the world of Ecommerce, since your choice of company can have a massive impact on the success of your Ecommerce venture and in turn your profits. Look for the best price for the services you want with a company you feel comfortable working with.

## Range of services

Most Ecommerce companies offer a lot more than the software necessary for an online shop, which is important because successful Ecommerce involves a far more that just setting up a web site.

## Security

Because Ecommerce necessarily involves online transactions and personal information, security is paramount. Using a service like

PayPal or another external payment gateway can mitigate the risks to an extent, but security should always be a key consideration and never an after thought. Your customers trust you with their information, and sensitive, confidential business information may also be involved in your Ecommerce web site, so an Ecommerce consultancy should be able to explain how their offerings ensure security for you and your customers.

## **SEO**

Search engines are the primary means by which web users find information, goods and services. As such it is important that your site is tuned to achieve a high ranking in search engines' results pages. Search Engine Optimisation (SEO) is this process and can make the difference between success and failure for an Ecommerce enterprise, so Ecommerce suppliers should offer SEO services.

## **Marketing**

While it is a part of the overall promotion of your web site, there is a lot more to marketing than SEO. You may wish to consider Pay Per Click (PPC) advertising where you pay for every user who clicks an advert which takes them to your site. Ecommerce companies should have experience in all areas of internet marketing and be able to advise you.

## **Conversion optimisation**

Once potential customers have found your Ecommerce web site, whether it's through a search engine or an advert, it is important to convert them from being a potential customer to an actual customer. There are a huge number of factors that can affect whether or not a visitor to your site will become a customer, and maximising the number that do is call conversion optimisation.

## **Content**

The content of a web site can make a big difference to conversion rates and ultimately the success and profitability of an Ecommerce venture. Images are one of the primary means customers have of assessing your products, so professional photography is key. The textual content of your site and any advertisements are also important as this is your chance to get your message across and actively sell you products, so professional copywriting is a further service you may require. An Ecommerce supplier should be able to provide these services or source them for you.

## **Site search optimisation**

For all but the smallest of inventories, some kind of search facility is desirable for your site. Ensuring that customers' searches give them the right results is a complicated task, but essential in making it as easy as possible for them to find what they're looking for is essential. An Ecommerce company should be able to engineer an appropriate solution for your site and product range.

## **Assessing a portfolio**

Online portfolios are one of the main ways a company can demonstrate their competence, by exhibiting prior work. Take time to look through companies' portfolios and actually test out the sites. As a web user you can judge for yourself with a site is attractive, easy to use and ultimately successful. A good site should load quickly and be easy to navigate. This is also an opportunity to assess a company's SEO abilities – try searching for the type of goods or services the website offers and see how easy it is to find. It is also a good idea to try actually buying things on a site listed in a portfolio as this will let you evaluate the customer experience from start to finish.

## Getting references

An Ecommerce supplier should be happy to provide you with a list of satisfied clients as references. This is possibly the most important step in choosing the right company to work with as talking to past clients will give you an idea what the company is like to work with in practice.

There are a number of questions worth asking referees. How well did the developer communicate with the clients? Did they deliver what was required within budget and to schedule? Has the project stood the test of time or presented any technical problems and is it dynamic and adaptable enough that alterations to the content can be made without difficulty? Be sure to check what sort of customer service the company gives, how responsive they are to problems, and whether there were any surprise charges or costs.



## GLOSSARY

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**Accessibility** Accessibility refers to the **usability** of a website in the context of users with disabilities or impairments. It covers a range of matters: the visuals being clear to people with colour blindness; correctly ordering the HTML so that visually impaired users can use screen readers effectively; or making the buttons and link hit zones big enough that users with impaired motor skills can successfully click where they intend.

**Bandwidth** Bandwidth is used to measure the speed of your internet connection. It refers to the amount of data that can be transferred at any given time (usually measured in kilobits and megabits per second). A broadband internet connection is therefore a high speed connection, usually offering a minimum of 256 kb/s. A dial-up internet connection – the predecessor to broadband (remember that loveable screeching ringtone?) – is only capable of 56 kb/s.

**Blog** Abridgement of “Web Log”. Your blog is a section of your website (or can be a site in itself) where you can regularly publish news, comment, diary entries – almost anything you want your users to read. It’s different from a news page in that it can be written with a personal voice. Corporate blogs have become popular for being able to give a company a more accessible, personal tone.

**Breadcrumbs** Breadcrumbs, or **breadcrumb trails**, are navigation features of a website that improves its usability. They allow the user to see the structure of the site as they progress through it, and retrace their steps if they find themselves lost in its murky recesses. For example, an online store might display breadcrumbs at the top of its page as follows:

Home > Music and Videos > CDs > Jazz

In fact, you can find a breadcrumb trail at the top of most Approved Index web pages.

<b>Browser</b>	Your web browser is the software that allows you to view web pages. The most common browsers are Internet Explorer and Mozilla Firefox.
<b>CMS</b>	Abbreviation of <b>Content Management System</b> . CMS software allows the owners of a website to easily organise and edit its content (text, images, media files) without having to delve into a site's code. It's also useful for allowing staff to update the site from different locations.
<b>Cookies</b>	Web cookies are little bits of text sent between a <b>server</b> and your <b>browser</b> . When you visit a website again, these pieces of text are sent back to the server so it can recognise who you are. When a site remembers your password, preferences or the items in your shopping basket, this is all thanks to cookies. They also allow pages you revisit to load faster.
<b>CSS</b>	Abbreviation of <b>Cascading Style Sheets</b> . CSS is a language that allows you to shape the style and appearance of a web page. While <b>HTML</b> (or a similar mark up language) is used to create the content of a page, CSS determines its presentation (colours, fonts, layout, skins etc.)
<b>Domain</b>	Your domain name is the name that appears before the extension (.co.uk, .com, .net) of your web address. It is basically an <b>IP address</b> that is easier to read and remember, identifying your computer, or your <b>host's</b> computer, on the web. So in the same way that your friend's phone number is 07123 456 789, but you have them in your mobile as Phil Mob, your website's IP Address might be 123.456.78.910, but your domain name is www.phil.com.
<b>Ecommerce</b>	Ecommerce is the practice of selling goods and services online. Simple as that. An ecommerce site is a site with the <b>functionality</b> to display a catalogue of items and accept payment for them (with credit cards, PayPal etc) online.

- Favicon** A favicon (“favourite icon”) is a small thumbnail image that acts like a website’s logo, appearing at the beginning of the **URL**, at the top of tabs and on your favourites list. Approved Index’s favicon, for example, is the white and blue tick you can probably see above.
- Flash** Adobe Flash (formerly Macromedia Flash) is a type of software used for creating and viewing animation and videos on a web page. While you have to pay to get the Flash Authoring Tool, Flash Player is free to download (anyone with the player can view sites containing Flash). A “Flash site” is a web site composed predominantly of animated and interactive Flash components.
- Functionality** The functionality of a website is simply the number and type of technical functions it is able to perform e.g. having the ability to take online payments, or to perform a “search” on stored data or content. Not to be confused with **usability** (see below).
- Hosting** All websites need to be hosted. Hosting a website means storing all its component files on a **server** (a computer permanently connected to the internet). Web hosting companies have huge banks of servers where you can host your site in a secure environment.
- HTML** Stands for **Hyper Text Markup Language**. HTML is the language used to write and structure text and links on a webpage.
- Hyperlink** Usually just called “links”, hyperlinks can connect any piece of information to any other piece of information on the internet. The most common form type of hyperlink is the **embedded link** (usually underlined).

<b>Internet</b>	The Internet is a computer network, in fact the biggest network, which connects computers the world over. While often used interchangeably, the terms <b>internet</b> and <b>World Wide Web</b> are not the same thing. The World Wide Web refers to the interconnected (linked) web pages which are available on the internet, whereas the internet is the network which enables systems like the World Wide Web and email.
<b>IP address</b>	Your IP (Internet Protocol) address is a set of 4 numbers that identifies your computer. If you're <b>hosting</b> your website through a hosting company, your site's IP address will be the IP of that company's server. Every site also has a unique <b>domain name</b> that matches up to your IP address.
<b>Keywords</b>	Keywords and key phrases are the terms that users type into search engines. These are the words that should appear in the titles and content of your website so search engines know that it's relevant.
<b>Metatags</b>	A metatag is a piece of <b>HTML</b> code that allows search engines to more accurately determine the content of a webpage. Metatags aren't actually visible on a webpage, but do appear in the search engine results as a description of what the page is about. They can also be a list of <b>keywords</b> visible only to search engines, although this type of metatag is generally no longer used.
<b>Navigation</b>	Web navigation is simply the process of finding your way around a website or around the internet. The <b>navigation bar</b> is the bar at the top of your <b>browser</b> containing the "Back", "Forward", "Stop" and "Home" buttons.
<b>Organic Search</b>	Organic search results are all the pages that are indexed by search engines purely on the content of the page. Non organic (or paid) search results are the sponsored links you see in the yellow box and down the right hand side of the Google results page.

<b>Permalink</b>	A permalink (“permanent link”) is a <b>hyperlink</b> that is used like a bookmark. They are usually used for linking to a specific <b>blog</b> post so you can keep track of it when the blog is updated.
<b>PPC</b>	PPC ( <b>Pay Per Click</b> ) advertising is a type of online marketing that makes use of search engines. A PPC campaign involves paying search engines to show a link to your site when users search for a product or service that you provide. Whenever a user clicks on your ad, you pay a fee to the search engine. The sponsored links you see in the yellow box and down the right hand side of Google are all PPC ads. They also appear on web pages that search engines deem relevant to what the advert is offering. So if you’re reading a page that has something to do with saxophones, you might see PPC ads offering discount brass instruments.
<b>SEO</b>	Stands for <b>Search Engine Optimisation</b> . This is the practice of improving the relevance and value of your website to achieve higher <b>organic search</b> positions. This is done through improving content (e.g. by adding <b>keywords</b> ), and most importantly through <b>link building</b> (getting related sites to link you and hence make your site seem more relevant).
<b>Server</b>	Your server is the computer on which your website is <b>hosted</b> . Servers store data and allow it to be accessed and shared at all times over the web.
<b>URL</b>	Stands for <b>Uniform Resource Locator</b> . A webpage’s URL is its full address, e.g. <a href="http://www.approvedindex.co.uk/indexes/WebDesigners/default.aspx">http://www.approvedindex.co.uk/indexes/WebDesigners/default.aspx</a>
<b>Usability</b>	A website’s usability is a measure of how easy it is for visitors to understand a website, find their way around it and successfully achieve their goals. Not to be confused with <b>accessibility</b> or <b>functionality</b> .

**Web Application**

A more specific term than the generic web site, a web application is a kind of web site with some specific functionality. Common examples are message boards (forums) where users post messages structured in topics or threads, or **blogs** which are essentially online diaries. Social networking sites such as Facebook and MySpace, which give users their own profile pages, photo gallery and the ability to connect and share with friends, are also web applications.

**World Wide Web**

While the terms are often used interchangeably, the internet and the World Wide Web are not the same thing. The World Wide Web refers to the interconnected (linked) web sites and pages which are available on the internet, whereas the internet is the network which enables systems like the World Wide Web and email. The issue is further clouded by the availability of, for example, email system which are available on the World Wide Web.