

Marketing Bites – Monthly Talks:

Kick Start Your Ecommerce Business

Monday, February 27, 2012



Resource List

Domain Registration

There are hundreds of website registrars out there. The two listed below are reputable and reliable. Make sure that any domain registrar you select is ICANN-registered.

- <http://www.godaddy.com>
- <http://www.dotster.com>

Here is an article on selecting a domain name:

- <http://www.heroweb.com/domainreg>

Low-Cost Hosting

- Blue Host – <http://www.bluehost.com>
- Host Monster – <http://www.hostmonster.com>
- Site Ground – <http://www.siteground.com>
- GoDaddy – <http://www.godaddy.com>

Open Source Tools

- Zen-Cart – <http://www.zencart.com>
- OS Commerce – <http://www.oscommerce.com>
- X-Cart – <http://www.x-cart.com>

Platforms for Developing Ecommerce Websites

- MightyMerchant - <http://www.mightymerchant.com>
- Volusion - <http://www.volusion.com>
- Big Commerce - <http://www.bigcommerce.com>

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Resource List – Continued

Amazon Resources

Amazon is your most formidable foe and one of your greatest resources, all at the same time.

- Amazon Ecommerce Tools - <http://www.amazonservices.com/>
- Amazon Web Services - <http://aws.amazon.com/>

Search Engine Marketing (SEM) Resources

Search marketing is one of the cornerstones of a successful Ecommerce business. These websites will help get you going with your SEM efforts.

- SEOMoz - <http://www.seomoz.org>
- Raven Tools - <http://www.raventools.com>
- SEOBook - <http://www.seobook.com>

Gateways and Merchant Accounts

How they work: <http://www.authorize.net/resources/howitworksdiagram/>

- Paypal – <http://www.paypal.com>
- Authorize.net – <http://www.authorize.net>

Educational Resources

These are three of the best Ecommerce oriented educational resources to help you advance your knowledge.

- HEROWeb- <http://www.heroweb.com/learn>
- Practical Ecommerce - <http://www.practicalecommerce.com>
- Get Elastic – <http://www.getelastic.com>
- Marketing Experiments – <http://www.marketingexperiments.com>