



## Setting Up an Online Store

The COVID-19 pandemic has resulted in, among other things, many consumers opting to shop online instead of in-store.

Without an engaging and easy-to-use online store for people to shop at your small business with, you risk falling behind some of the competition, especially the large big-box retailers.

The City of Oak Park's Economic Development and Planning Department wants to help you set up an online store so that you remain competitive through the coronavirus crisis and beyond.

### Ways to Start Selling Online

According to the [U.S. Small Business Administration](#), today's small businesses have a ton of options to sell online. Here are the top five:

1. Social media websites like Facebook and Instagram
2. Marketplace websites like Ebay and Mercari
3. Your own e-commerce store
4. Hosted e-commerce platforms
5. E-commerce add-ons

### Eight Steps for Setting Up an Online Store

Here's a handy eight-step guide for setting up your own e-commerce store, the number one best way to sell your products online:

1. Pick an e-commerce platform that is right for you
2. Determine what you're going to sell online
3. Determine your target audience for your online store
4. Get a domain name and website (if you don't already have one)
5. Create your website for online sales
6. Design a strong branding package
7. Decide on your overall online strategy
8. Begin marketing your online store

#### **Did You Know?**

\* Spending on e-commerce platforms increases ~15% each year.

\* 71% of online shoppers are influenced by a marketing email they received.

\* By 2040, 95% of purchases will be made through e-commerce platforms.

\* E-commerce is expected to bring in over \$4.5 trillion in 2021.



## Top E-Commerce Platforms

### Wix

[www.wix.com/ecommerce/website](http://www.wix.com/ecommerce/website)

Highly rated, very comprehensive

Starts as low as \$23/month



### Shopify

[www.shopify.com](http://www.shopify.com)

Best for stores with large inventory

Starts as low as \$29/month



### Square Online

[www.squareup.com/us/en](http://www.squareup.com/us/en)

Best value for the money

Starts as low as \$0/month



### Weebly

[www.weebly.com](http://www.weebly.com)

Easily customizable

Starts as low as \$0/month



### GoDaddy

[www.godaddy.com/websites/online-store](http://www.godaddy.com/websites/online-store)

Great for beginners

Starts as low as \$25/month



### BigCommerce

[www.bigcommerce.com](http://www.bigcommerce.com)

Best for large/fast-growing businesses

Starts as low as \$30/month



This is a list of only some E-Commerce platforms that we found that may work for you. We encourage each business owner to do their own research to find out which platform will work best for them.