

E-Commerce for Everyone: How to Launch a Successful Online Store Using Bigcommerce (or Other Hosted Platforms)



Updated and expanded for 2016! Give yourself the best chance of e-commerce success with this comprehensive guide to setting up and marketing your hosted online store. Based on the authors extensive experience in the e-commerce world, this book provides best practices on general business planning, product and category setup, store policies, order processing, customer service, marketing, website design and more. Written in straightforward, non-technical language with insights from real-world examples, E-Commerce for Everyone will teach you all the fundamentals of e-commerce you'll need to succeed in this continually evolving industry. Author Danielle Mead has more than a decade of experience working at e-commerce companies, including five years at Shoes.com in marketing, usability and analytics roles. Since then, Mead has worked as an e-commerce and online marketing consultant with a variety of small and medium sized businesses. She is the owner of Duck Soup E-Commerce, a boutique design firm that helps budding entrepreneurs and established online store owners create beautiful and usable e-commerce websites on the Bigcommerce platform.

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