

# Developing SMEs and Micro Enterprises

## Small Business Site Planning and Development

### Course Objectives

This course will concentrate on key ingredients for a successful web site for a Small Business professional, from choosing an effective and useful domain name, site building essentials, definitions of important terms, community building techniques, effective strategies for search engine placement, newsletter and ezine production and finally the mechanics of home office emphasizing web resources like online billing and payment methods. Participants will have an overview on the legal issues involved with creating an eCommerce business. The importance of marketing, register with search engines, and other Internet marketing techniques will also be discussed. It is about an overall comprehensive approach to online business having a focus on the entrepreneur.

**Duration:** 20 Days

### Prerequisites:

Participants should have a fundamental knowledge of computers, business operations, eCommerce, and the Internet

### Who Would Benefit:

This course is targeted to the small business owner, manager, or equivalent who wishes to conduct eCommerce transactions via the Internet. Participants enrolling in this course should understand basic eCommerce and Internet concepts, and have an idea of what products and/or services they wish to sell.

### Course Content

- Planning an eCommerce Site and Gathering the Necessary Equipment
- Establishing an E-Commerce Plan
- Using the Web to Get Help for your Small Business
- Choosing a Web Hosting Service that Provides Complete eCommerce Solutions
- Using an Online Mall
- Creating an eCommerce Storefront
- Enabling eCommerce on web sites
- Payment Methods
- Using Online Payment Systems
- Site Security and Legal Issues for an eCommerce Storefront
- Marketing Web Sites
- Customer Relationship Management for the eCommerce Small Business