How to make an e-commerce website

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Outline

1. Architecture
   a. Clients
   b. Servers
      i. Hosting
      ii. Domain name

2. On the server
   a. Coding
   b. CMS
   c. SaaS

3. Hands-on exercise
   a. Choose your CMS
   b. Content
   c. Payment service
   d. Products and prices
   e. Shipping mechanism
Architecture

- Client
- Server
- Hosting
- Domain name
Client Server Architecture
Web application architecture

User:
- Collect Data
- Display Result

Frontend:
- What the User Sees & Interacts with
  - HTML, CSS, JavaScript

Backend:
- Contains App Logic
  - PHP, JavaScript, Python, Java

Web Server:
- Interacts with File System and Database
  - File System: HTML, CSS, Images
  - Database: MySQL, PostgreSQL, Maria DB

CollectiveUp
www.collectiveup.be
Clients
Servers
Hosting, domain name

Growth starts with us

From your own domain name and web site or web store to online collaboration. Go big online.
Hosting, domain name

20 years and counting
Create the future of the internet with us

Enthusiast plan:
€ 0,99 /mo.* Renew at € 14,99 /mo.

Add to cart View all plans
On the Server

- Code
- CMS
- SaaS
Coded website

1. JAVA
2. JAVASCRIPT
3. PHP
4. PYTHON
5. CSS
6. MEAN
7. RUBY ON RAILS

Open Source and SaaS CMS (Content Management System)

Open Source CMS

**Open-source Ecommerce Platform Usage Distribution**

- **73%** WordPress
- **9%** WooCommerce
- **3%** Drupal
- **6%** Joomla!
- **9%** Other

https://litextension.com/blog/open-source-vs-hosted-ecommerce-platform/
SaaS CMS

HOSTED ECOMMERCE PLATFORM USAGE DISTRIBUTION

- 39% Shopify
- 15% Squarespace
- 10% Wix
- 5% BigCommerce
- 3% Shopify plus
- 3% Wix Store
- 3% Weebly
- 22% Other

https://litextension.com/blog/open-source-vs-hosted-ecommerce-platform/

http://litextension.com/
And... Etsy, eBay and many other platforms are also good

https://www.shopify.com/blog/online-selling-sites
Millions of shoppers can't wait to see what you have in store

Get started
Hands-on exercise

- CMS
- Content
- Products
- Payment system
- Shipping

https://www.ftaccelerator.it/blog/how-to-create-ecommerce-website/
The 7 Best Ecommerce Platforms & Website Builders 2022

Our independent research projects and impartial reviews are funded in part by affiliate commissions, at no extra cost to our readers. Learn more

Written and researched by
Natasha Wibett
Researcher
Lucy Carney
Author

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Our methodology
We talked to store owners to talk our research process, adding weight to important areas such as sales tools, website features, and ease of use.

On this page
#1. Wix
#2. Shopify
#3. Squarespace
#4. Square Online
#5. BigCommerce
#6. Zen

The easiest way to build an online store is using an ecommerce platform, so we've compiled the seven best ecommerce platforms all in one place to help you out.

According to our research, Wix is the best choice for smaller stores, thanks to its beginner-friendly editor and excellent ecommerce tools. If you have a larger and more varied inventory, we recommend Shopify, whilst Squarespace offers the best value for money out of the bunch.

Our comparison chart below will reveal all seven of our best ecommerce platforms, so read on for the chance to compare your favorite against its competitors, and check out what each website builder has to offer.

Best Ecommerce Platforms

1. Wix – best for small online stores.
4. Square Online – best way to sell for free.
5. BigCommerce – best for a purely online business.
6. Zyro – Best for running a hobby store

https://www.websitebuilderexpert.com/ecommerce-website-builders/
Let's make an impact together to stand with the people of Ukraine. **Show Support →**

**Create a website you're proud of**

Discover the platform that gives you the freedom to create, design, manage and develop your web presence exactly the way you want.

**Get Started**

Try Wix. No credit card required.
Sign Up

Already have an account? Log In

Email

Type your email again

Password

Type your password again

Continue with Google

Continue with Facebook

* By signing up, you agree to our Terms of Use and to receive Wix emails & updates and acknowledge that you read our Privacy Policy. You also acknowledge that Wix uses cookies to give the best user experience.

This site is protected by reCAPTCHA Enterprise and the Google Privacy Policy And Terms of Use apply
Let's bring your ideas to life.

Answer some questions to get the best tools for what you're creating.

Get Started

Create for a client
What kind of website are you creating?

Online Store
Online Clothing Store
Online Jewelry Store
Online Store Coming Soon
Online Shoe Store
Online Craft Store
Online Accessories Store
What's the name of your store?

You can change it anytime.

Lili's shop

Next
What do you want to add to your website?

Recommended for You

- **Online Store**
  - Sell your products or find new products to sell.

- **Chat**
  - Chat with site visitors from desktop or mobile.

- **Forms**
  - Get info, subscribers & payments with Forms.

- **Forum**
  - Start discussions and build community.

View More

- **Bookings**
  - Let clients schedule appointments on your site.

- **Events**
  - Create events, sell tickets & track RSVPs.

- **Blog**
  - Write posts to drive traffic and share your ideas.

- **Pricing Plans**
  - Sell subscriptions & memberships.

- **Instagram Feed**
  - Display your pics & videos from Instagram.

- **Video**
  - Share, stream and sell your videos.

- **Music**
  - Stream and sell your music commission free.

- **Online Programs**
  - Create and sell step-by-step training programs.

←Back  Next  Skip
Have you created a website before?

- This is my first time
- I've created a few
- I've created many
- I create sites for clients professionally

←Back  
Skip
GET STARTED

Let Wix ADI create a website for you

Answer a few questions and get a website designed for you in minutes, with custom text and images.

Start Now

Create your own stunning website in the Wix Editor.

Or

Choose a Template
Do you want to import your images and text?

Already have an online presence? Import your content to use on your new website.
Review and edit your info
Pick a theme you like

These fonts & colors will be used to design your site. You can always change them later.
Pick a theme you like

These fonts & colors will be used to design your site. You can always change them later.
Pick your favorite homepage design

You can easily customize your colors, images and more.

Lili's shop
New Products, Great Deals
Limited Time Price Drop

Lili's shop
One-of-a-Kind Items
Easy Fun Shopping

Check Us Out
See More
Add pages to your site

These pages are tailored for you. You can customize them later.
New Products, Great Deals

Limited Time Price Drop!
Limited Time Price Drop!

I'm a product
86.00 €

I'm a product
20.00 €

I'm a product
10.00 €

I'm a product
25.00 €
# Products 12

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>SKU</th>
<th>Price</th>
<th>Stock Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'm a product</td>
<td>Physical</td>
<td>364215376135191</td>
<td>85.00 €</td>
<td>In stock</td>
</tr>
<tr>
<td>I'm a product</td>
<td>Physical</td>
<td>364215375135191</td>
<td>20.00 €</td>
<td>In stock</td>
</tr>
<tr>
<td>I'm a product</td>
<td>Physical</td>
<td>364115376135191</td>
<td>10.00 €</td>
<td>In stock</td>
</tr>
<tr>
<td>I'm a product</td>
<td>Physical</td>
<td>217537123517253</td>
<td>25.00 €</td>
<td>In stock</td>
</tr>
</tbody>
</table>
### Products 12

**Select all**

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>SKU</th>
<th>Price</th>
<th>Inventory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shoe 1</td>
<td>Physical</td>
<td>364215376135191</td>
<td>85,00€</td>
<td>In stock</td>
</tr>
<tr>
<td>I'm a product</td>
<td>Physical</td>
<td>364215375135191</td>
<td>20,00€</td>
<td>In stock</td>
</tr>
<tr>
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<td>Physical</td>
<td>3641153736135191</td>
<td>10,00€</td>
<td>In stock</td>
</tr>
</tbody>
</table>

**Collection:** All products

**Filter by:** All
Delete this product?

Deleted products are removed from the store and can't be recovered.

Do you want to hide products without deleting them?
You can hide products from your store by turning off their visibility. Learn more.

Cancel  Delete
Great! You've got 5 more steps to go

- Next step: Set up payment methods

Connect to Wix Payments or choose from 50+ payment partners worldwide.

Collection: All products

<table>
<thead>
<tr>
<th>NAME</th>
<th>TYPE</th>
<th>SKU</th>
<th>PRICE</th>
<th>In stock</th>
</tr>
</thead>
<tbody>
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<td>364215376135191</td>
<td>85.00€</td>
<td></td>
</tr>
<tr>
<td>I'm a product</td>
<td>Physical</td>
<td>364215375135191</td>
<td>20.00€</td>
<td></td>
</tr>
<tr>
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<td>364115376135191</td>
<td>10.00€</td>
<td></td>
</tr>
</tbody>
</table>
### DASHBOARD

Let's set up your site

**Products 12**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>Type</th>
<th>SKU</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
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<td>364215376135191</td>
<td>85.00€</td>
</tr>
<tr>
<td></td>
<td></td>
<td>I'm a product</td>
<td>364215376135191</td>
<td>20.00€</td>
</tr>
<tr>
<td></td>
<td></td>
<td>I'm a product</td>
<td>364215376135191</td>
<td>10.00€</td>
</tr>
</tbody>
</table>

**Collections**: All products

**Options**: Select all

**Types**:
- **Digital File**: eBook, printable, or digital album
- **Physical**: t-shirt, shoes, or skateboard
Who We Are

Our Story

Since day one, we’ve been working tirelessly in order to expand our product offerings and make our customers experience even better. We’re proud of how far we’ve come, yet remain committed to performing even better.

Our collections are carefully selected. Delivery options and payment methods generous and flexible. Browse through our product gallery and experience shopping with Lila's shop for yourself. Please don’t hesitate to contact us with questions, comments or suggestions.
ABOUT US

Who We Are

Section Design

TITLE
B I U G T X
Who We Are

SUBTITLE
Our Story

PARAGRAPH
Since day one, we’ve been working tirelessly in order to expand our product offerings and make our customers experience even better. We’re proud of

IMAGE
Jeans Store W...

Get in Touch

Our collections are carefully selected. Delivery options and payment methods generous and flexible. Browse through our product gallery and experience shopping with Lily’s shop for yourself. Please don’t hesitate to contact us with questions, comments or suggestions.

Name *
Enter your name
Since day one, we've been working tirelessly in order to expand our product offerings and make our customers experience even better. We're proud of how far we've come, yet remain committed to performing even better.

Our collections are carefully selected. Delivery options and payment methods generous and flexible. Browse through our product gallery and experience shopping with Lili's shop for yourself. Please don't hesitate to contact us with questions, comments or suggestions.
Lili's shoe shop
New and Second hand shoes for all

Home  Shop  About Us  Contact  New Collection
Choose a domain to publish your site on

The domain you select will be your site's address

Use a Free Wix.com domain

http://liliana604.wixsite.com/website

Connect your own custom domain

ex. www.mystunningsite.com

Publish & Continue
Choose a domain to publish your site on

The domain you select will be your site’s address

Use a Free Wix.com domain

http://liliana604.wixsite.com/lilishoes

Coming soon...

Connect your own custom domain

ex. www.mystunningsite.com

Publish & Continue
Congratulations!

Your site is published & live online:

https://liliana604.wixsite.com/... View Site

Connect your own domain

What's Next

- Get your own Domain to make it easy for people to find you Online
  - Get Domain
- Start with your personalized SEO plan and optimize your site for search engines
  - Get Started
- Tweet your site and build a loyal following
  - Tweet on Twitter
- Promote your site with an email campaign
  - Send an Email

Don't show again
Lili's shoe shop

New and Second hand shoes for all

Home  Shop  About Us  Contact  New Collection
You haven’t connected a payment method. Customers won’t be able to pay you. Add Payment Method.
You haven’t connected a payment method. Customers won’t be able to pay you. **Add Payment Method**

**Accept Payments**

Connect Wix Payments or other third-party providers so your customers can pay.

**NOT CONNECTED**

Accept Credit/Debit Cards with Wix

Connect to accept credit/debit cards, Online Bank Transfer and Apple Pay

- **VISA**
- **MasterCard**
- **American Express**
- **Discover**
- **iKorea**
- **Apple Pay**

**PayPal**

Connect to accept payments from customers who have a PayPal account.

**Connect**
You haven’t connected a payment method. Customers won’t be able to pay you.

Connecting the Right Provider

- Financial Products & Services
- Firearms & Weapons
- Gambling, Lotteries, Skill Games
- Medical Products & Services
- Nutraceuticals (Pharmaceutical Alternatives & Dietary Supplements)
- Tobacco & E-cigarettes

Be sure to go over the full list of Wix Payments Prohibited Products & Services.
You will not receive your money if you sell these products or services with Wix Payments.

Do you sell any of the prohibited products or services?

- No, I DO NOT. Continue connecting Wix Payments.
- Yes, I DO. Connect another provider.

Continue
Wix Payments connected!
It's time to upgrade your site.

Upgrade your site with a Business & eCommerce Premium Plan and start accepting payments with Apple Pay, Credit/Debit Cards and Online Bank Transfer.

You're almost ready to start accepting payments. To accept payments, upgrade your site and you'll be able to receive payments. Complete Setup

Credit/Debit Cards
Accept online payments.

Apple Pay
Accept online payments.

*All Premium Plans have a 14 day money back guarantee.
Accept Online Payments with a Business Premium Plan

14 day money back guarantee on all Premium plans when you pay with a credit card

Website Plans
Great for showcasing a professional site

Business and eCommerce Plans
Essential for accepting online payments

<table>
<thead>
<tr>
<th>Plan</th>
<th>Features</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business VIP</strong></td>
<td>Get the Full Suite</td>
<td>€44/month</td>
</tr>
<tr>
<td><strong>Business Unlimited</strong></td>
<td>Grow Your Business</td>
<td>€30/month</td>
</tr>
<tr>
<td><strong>Business Basic</strong></td>
<td>Accept Online Payments</td>
<td>€20/month</td>
</tr>
</tbody>
</table>

- Secure online payments
- Plans & recurring payments
- Customer accounts
- Custom domain
- Free domain for 1 year
By using Wix Payments, you agree to the Terms & Conditions of Wix Payments, Adyen B.V. and Stripe.

NOT CONNECTED

**PayPal**
Connect to accept payments from customers who have a PayPal account.

**Manual Payments**
Connect to accept cash, check or other custom forms of payment.

See More Payment Options
Connect PayPal

Accept PayPal

Connect instructions

To connect your PayPal account:
1. Enter your PayPal account email in the form below.
2. Click Connect. You'll be redirected to PayPal.
3. Follow the instructions and click Log In. Your PayPal account will be connected to your Wix account.

Can't find your credentials or won't connect? Contact PayPal

Don't have an account?
Create PayPal account

Important note:
The currency you use for your website must be the same as the currency in your PayPal account. Learn more about PayPal, including accepting currencies, supported countries, transaction fees, activation times and more: Learn More

PayPal fees
PayPal:
From 2.9% + 35¢ per transaction

Wix does not collect additional fees.
Connect a PayPal account to start accepting payments on Wix.com Ltd

It’s free to connect, whether you have an existing PayPal account, or want to create a new account.

Email

Country or region
United States
Belarus
Belgium
Belize
Benin
Bermuda
Shipping and Delivery

Manage how customers receive their orders. Define the delivery options customers choose from at checkout and connect to fulfillment services.

Let's set up your shipping settings together!
Our Wix Expert Sarah will guide you through setting up your shipping settings in this interactive guide.

Shipping regions
Manage where you offer shipping, local delivery or pickup, and how much you charge for each option at checkout. Learn more

<table>
<thead>
<tr>
<th>REGION</th>
<th>DELIVERY OPTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic</td>
<td>Free shipping</td>
</tr>
<tr>
<td>Belgium (13)</td>
<td></td>
</tr>
<tr>
<td>International</td>
<td>Free shipping</td>
</tr>
<tr>
<td>Rest of the world</td>
<td></td>
</tr>
</tbody>
</table>
Shipping

Apply shipping rates to this region.

Select how shipping is calculated:

- **Free Shipping**
  - Offer free shipping to your customers

- **Flat Rate**
  - Apply the same rate for a customer's entire order

- **Rate by Weight**
  - Calculate rate based on the total weight of a customer's order

- **Rate by Price**
  - Calculate rate based on the total price of a customer's order

- **Rate by Product**
  - Apply shipping rates for groups of products
  - Offer hand-delivery to areas within this region.
Thank you for your attention!