eCommerce and Internet Marketing

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Comprehensive "Guide to Global eCommerce" available for free at:
https://www.export.gov/Export-Guides

- Types of eCommerce Websites

- eCommerce Plan Checklist

- eCommerce Strategy and Platforms

- Identifying eCommerce Market Opportunities

- Build Your Digital Brand

- Protect Your Online Brand

- Getting Paid from Cross-Border eCommerce

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Three Types of eCommerce websites

- **Information Delivery Sites:** Most websites, particularly B2B

- **B2B eMarketplaces:** Market-makers that bring buyers and sellers together

- **Transactional Site:** Electronic storefronts – full "end-to-end" transactions

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An "eScan Security Assessment Tool" - recommended for assessing critical security areas to help build a secure on-line presence for transactional websites.

Some security assessment tools available from eScan™ MicroSoft or Symantec

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- Companies that want to aggressively market to int'l markets should maintain a website presence in the region.

- Some countries require that companies have a presence in that country before they can register their domain name there - Can be their law firm's address in country

- Protect your website address by registering it in countries you expect to do business with, as well for other extensions such as .com, .net or .org

- *List of accredited registrars* who can register domain names in other countries can be found at: http://www.internic.net/origin.html

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- Web site registration with multiple search engines is important to your company's visibility on the web.

International Search Engines

▸ Search Engine Colossus
http://www.searchenginecolossus.com
- An excellent site with dozens of search engines listed by country, as well as whether the site is in English or the native language.

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International Search Engines - continued

▸ Search Engine Watch
http://searchenginewatch.com/links/
- Lots of country and specialty search engines listed.

▸ All Search Engines
http://www.allsearchengines.com/ and http://www.allsearchengines.com/complete.html
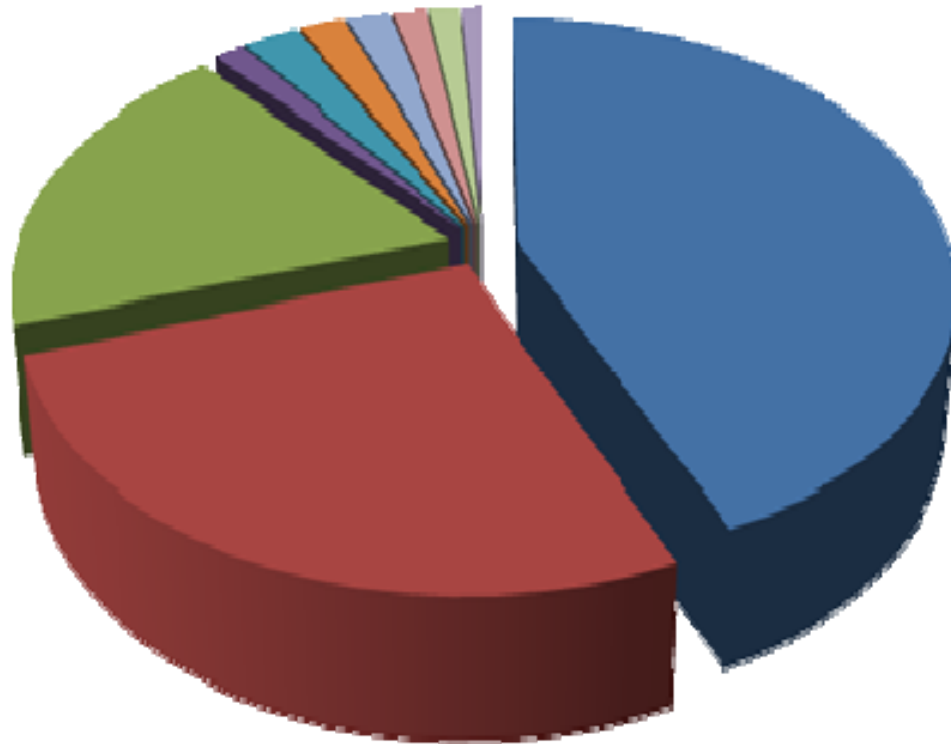
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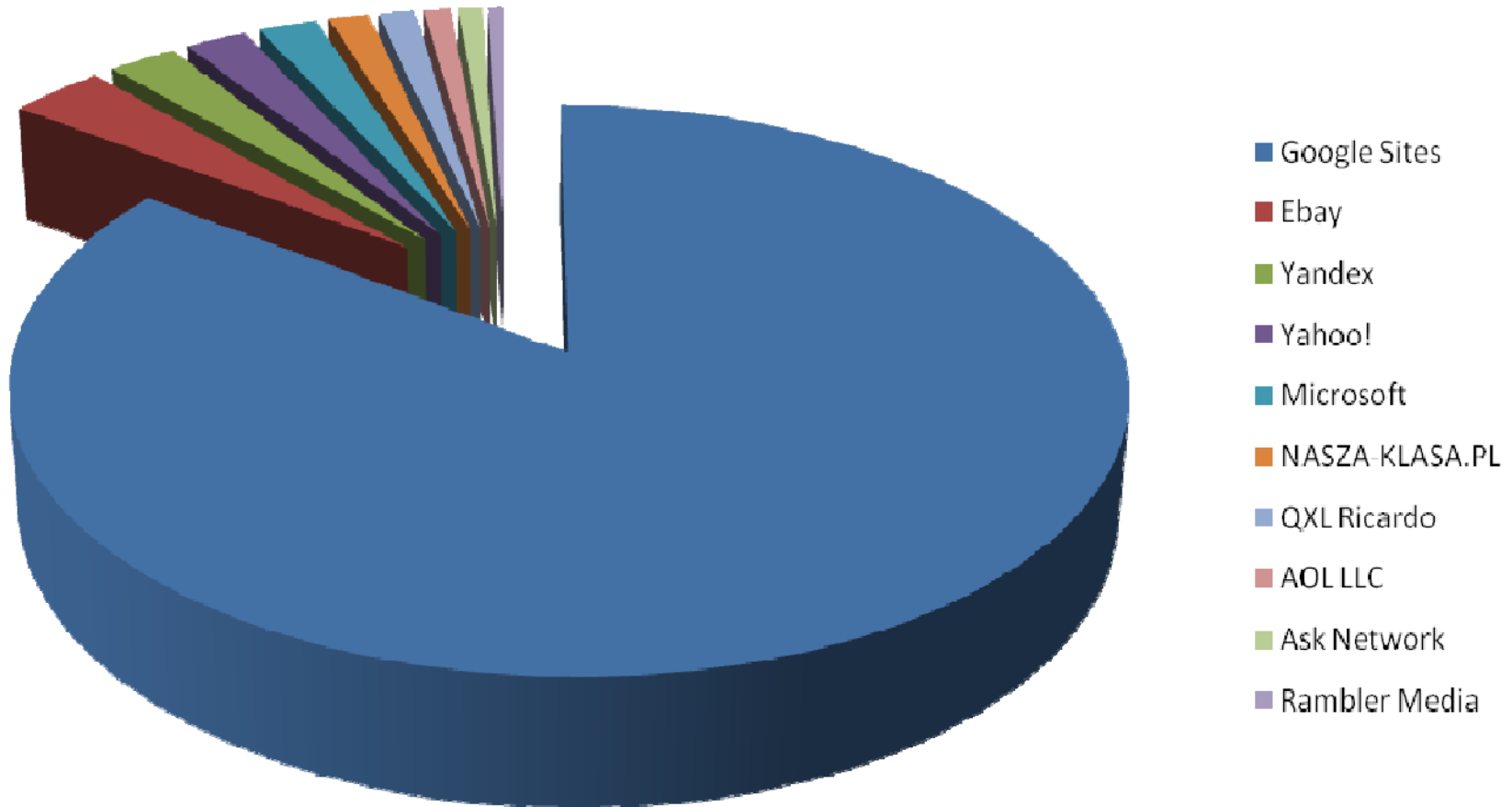
- Search Engine Usage in Asia

Legend:
- Google
- Yahoo!
- Baidu.com Inc
- NHN Corporation
- Alibaba.com Corporation
- Microsoft Sites
- Lycos Sites
- TENCENT
- Friendster.com
- Sohu.com

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- Search Engine Usage in Europe

Legend:
- Google Sites
- Ebay
- Yandex
- Yahoo!
- Microsoft
- NASZA-KLASA.PL
- QXL Ricardo
- AOL LLC
- Ask Network
- Rambler Media

How Search Engines Work

- Web Crawlers/Spiders – GoogleBot
  - Scour the internet, indexing websites
  - Review of meta tags, link-backs, keyword frequency etc.
  - *ALL ABOUT CONTENT !*

- Goal is to get your site to show up as high in the rankings as possible

- To optimize your ranking, recommend expert guidance

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- **Website Globalization** - Strongly Recommend Engaging a Professional

  - Creating an internationalized site requires cultural, business and technical knowledge
  - Initially serves as your primary, global web site
  - May be translated, but not designed for a specific target market (not *Localized*)
  - Designed to facilitate localization while maintaining global website consistency

Payment Mechanisms

- Credit Cards
  - Not common in all countries
  - Need to be cautious of chargebacks
- Person-to-Person transfers
  - PayPal, Google Checkout, WesternUnion
  - Great option, but may limit sales volume
    - PayPal = $10,000 per transaction
- Traditional approaches
  - Wire transfer, letter of credit, etc.