

# WEB SHOP DEVELOPMENT CUSTOMER JOURNEY

## 1. Defining Domain and Hosting



The first step in creating a web shop is defining domain and hosting. The domain selected is actually the name of your web shop. Depending on your web shop size we also choose a hosting package.

## 2. Defining products / services

After defining the domain and hosting, you need to define the products and / or services that you will offer or sell to your customers.



## 3. Defining a targeted audience



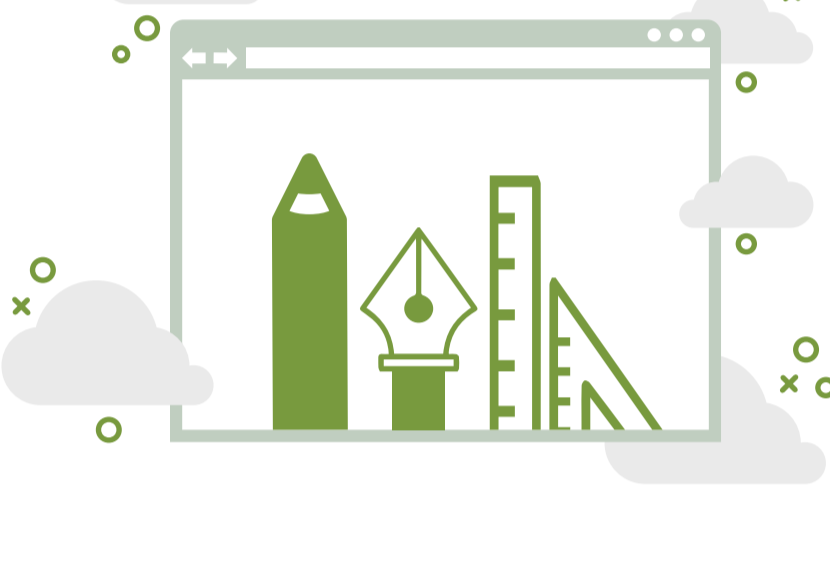
Knowing your own audience enables the web shop to adapt to their needs. Also, defining a targeted audience allows us to define technical things like language settings and selected currencies for your web shop.

## 4. Keyword research

Key words exploring are words that are most used in your industry. For the result you will get an extremely well-ranked web shop in search engines. Also, all content on the page will be customized with the keywords.



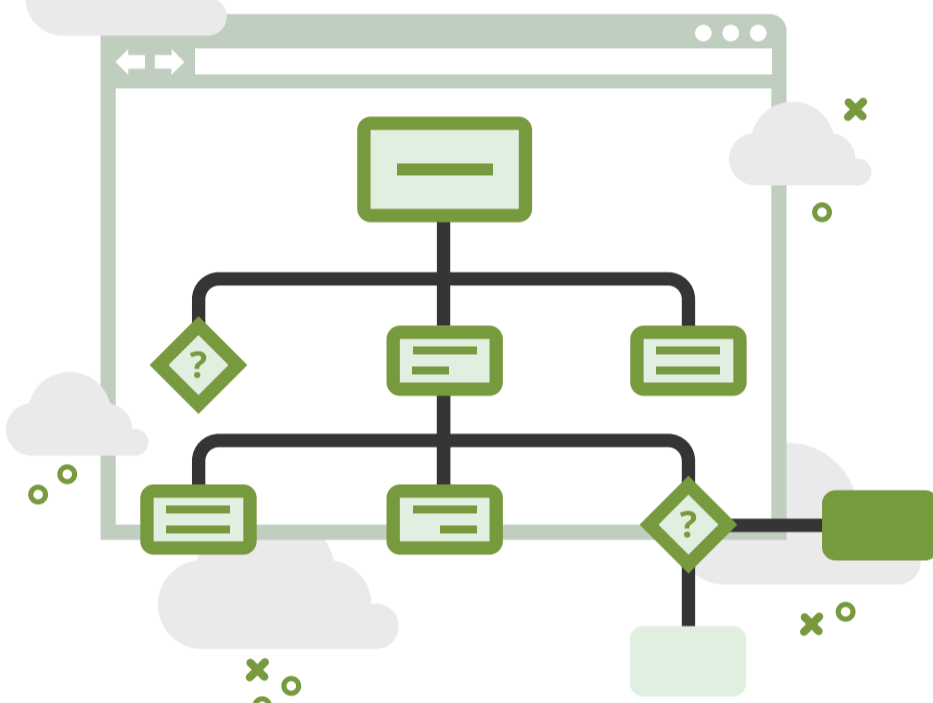
## 5. The design process



Based on the design, the visitor will decide whether to stay on a particular web shop or not. It is very important to be visually appealing and functional.

## 6. Information architecture

Information Architecture is the process of organizing categories on your web store. You should categorize all the products that is easy to find them for you and your customers.



## 7. Creating content



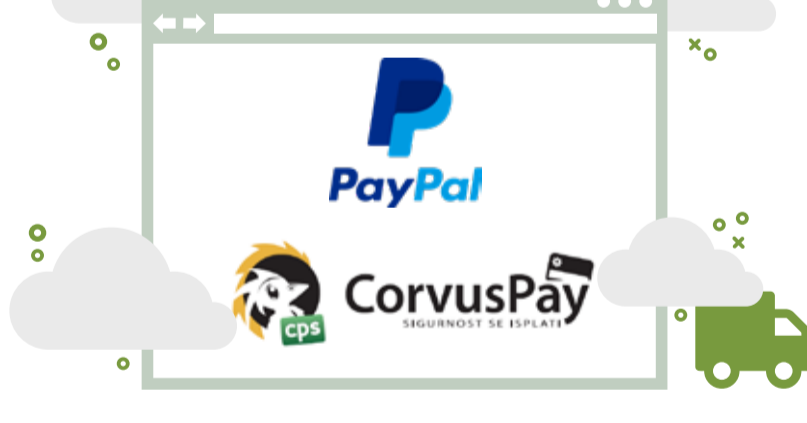
When creating content for a web shop, you are thinking of making pages such as "About Us", "Contact", "Terms of Business", "Privacy Policy" etc. If you already have this content ready, you do not need to make it, we'll review it before publishing and edit it if necessary.

## 8. Define delivery

Delivery is usually negotiated on your own, but we can give you useful guidance on how to collaborate with you, based on our experience.



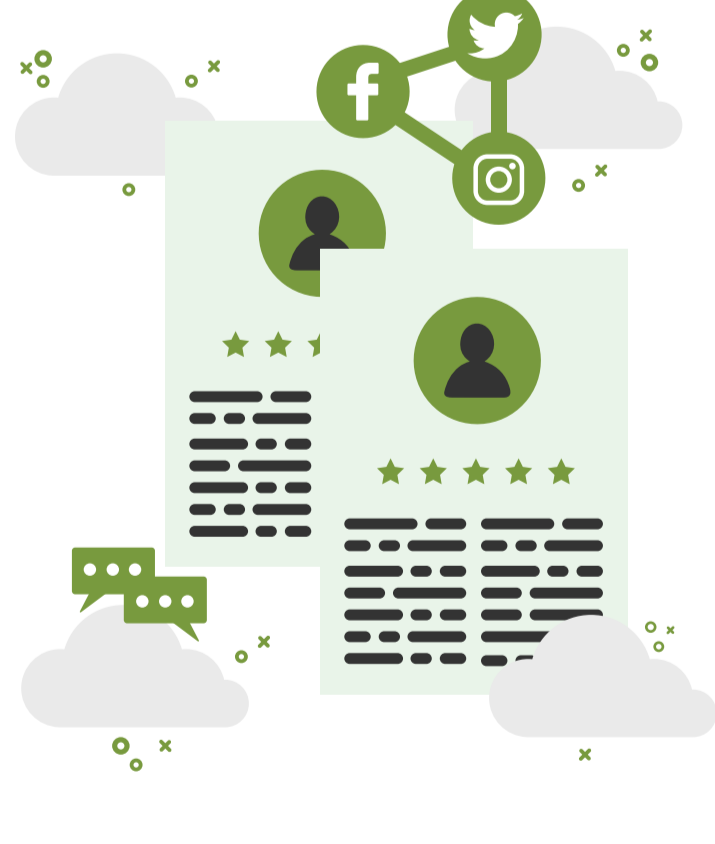
## 9. Define payment options



In this step, you need to define whether you will allow direct money transfer through the bank, check-in, pay-per-view, PayPal, CorvusPay, etc.

## 10. Defining social proof

Social proof is what will convince your users that everything you offer on your web shop is available and that they are high quality products. As social proof we can take the recommendations of existing people who have purchased on your web shop, user reviews below your products, social sharing etc.



## 11. Connecting to external ERP and other customizations (Optional)



Advanced modules for your web shop include direct linking to your ERP systems so you can automatically update the stock of all products in your web store. Also, we connect with your ERP system to the level you want it to.

## 12. Creating a web shop

Once we have defined all of the items from the previous steps, we can embark on a web site creation.



## 13. Tracking Statistics / User Recording - Optimization



We use the most up-to-date technology to track users on your website. User statistics and recordings are very important for optimizing web content and its content in order to achieve the best conversion rate.