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## 6 Reasons Why E-commerce Sites Fail

By **Andrew T. LaPointe**

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The World Wide Web is exploding. Everyday thousands of new individuals are using the Internet to search out and purchase products. However, 95% of all Internet sites lose money. With so many customers online, why are the majority of websites losing money? Outlined below are six reasons websites fail.

#1: Lack of Time Commitment: This is the foremost reason websites fail. The entrepreneur is not truly committed to succeeding on the Internet. This is expressed in the way the entrepreneur expects success within a relatively short-term period. Success is expected within days, not months or years. This expectation is unrealistic, and interferes with the commitment needed to grow. The solution to this problem is to give your website the time necessary to mature.

#2: Inaccurate Marketing Plan: Internet marketing requires a different mindset from traditional brick-n-mortar marketing. This requires the creation of a detailed e-commerce marketing plan. Many entrepreneurs need to understand the different types of marketing strategies online. The quickest and least expensive way to learn cutting-edge Internet marketing strategies is to read the newsletters of the Internet. These are called e-zines. E-zines contain some of the best marketing strategies on the Internet. You can locate some of the best e-zines by conducting a search engine query using the word "e-zine"

#3: Dysfunctional Sites: This type of site is plagued with technical problems and design flaws. These types of problems can drive customers away from your site. Design flaws include illogical site navigation, poor combination of colors used in site creation, and improper use of text-size. Technical problems include slow loading pages and/or complete site crashes. Use the following strategies to solve these devastating problems. To ensure your site is free from design flaws, get as much feedback on your site as possible. You could also hire a web consulting firm to review your site for possible design changes. Technical problems can be solved by including fast loading graphics and high-speed

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servers.

#4: **Misunderstanding the Purpose of the Internet:** Many entrepreneurs believe the sole purpose of the Internet is to make immediate sales. While that is the goal, in reality, the Internet is much more effective for building a long-term, loyal customer base. This can be accomplished by adding value to your site. The best way to do this is to provide information and tips on how to use your products and services. You can achieve this by creating a special information page on your site or with a weekly educational e-zine.

#5: **Not Keeping up with Technology:** Internet technology is changing at light-speed. Internet entrepreneurs must be willing to keep up to date with ever-changing technology. The amount of information on the Internet can be overwhelming. The best way to overcome information overload is to continuously study a few high-quality sites and subscribe to select e-zines.

#6: **Inaccurate Guidance:** Seeking professional guidance is always a wise decision. Since the web is so new, many people believe they can read a couple of e-zines and become an expert. In some cases this is true, however, for the majority this is simply not the case. If you don't have the time or inclination to learn about the Internet, consult a professional that truly understands the Internet.

Andrew T. LaPointe is President and CEO of Your Online Business.com He is also the author of the Internet course Your Online Business.com – A step-by-step Guide to Building an Online Fortune. His site <http://www.youronlinebusiness.com> is dedicated in assisting web entrepreneurs generate an income from the Internet.

### **Historical Development of Electronic Commerce**

**By David Tang**

The meaning of the term "electronic commerce" has changed over time. Originally, "electronic commerce" meant the facilitation of commercial transactions electronically, usually using technology like Electronic Data Interchange (EDI, introduced in the late 1970s) to send commercial documents like purchase orders or invoices electronically.

Later it came to include activities more precisely termed "Web commerce" -- the purchase of goods and services over the World Wide Web via secure servers (note HTTPS, a special server protocol which encrypts confidential ordering data for customer protection) with e-shopping carts and with electronic pay services, like credit card payment authorizations.

When the Web first became well-known among the general public in 1994, many journalists and pundits forecast that e-commerce would soon become a major economic sector. However, it took about four years for security protocols (like HTTPS) to become sufficiently developed and widely deployed (during the browser wars of this period). Subsequently, between 1998 and 2000, a substantial number of businesses in the United States and Western Europe developed rudimentary Web sites.

Although a large number of "pure e-commerce" companies disappeared during the dot-com collapse in

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2000 and 2001, many "brick-and-mortar" retailers recognized that such companies had identified valuable niche markets and began to add e-commerce capabilities to their Web sites. For example, after the collapse of online grocer Webvan, two traditional supermarket chains, Albertsons and Safeway, both started e-commerce subsidiaries through which consumers could order groceries online.

As of 2005, e-commerce has become well-established in major cities across much of North America, Western Europe, and certain East Asian countries like South Korea. However, e-commerce is still emerging slowly in some industrialized countries, and is practically nonexistent in many Third World countries.

Electronic commerce has unlimited potential for both developed and developing nations, offering lucrative profits in a highly unregulated environment.

David and his team developed Article Post Robot,

<http://www.articlepostrobot.com>

, the software which

can post articles to hundreds of article sites and mail lists automatically. Demo is available upon request at [help\(at\)articlepostrobot.com](mailto:help(at)articlepostrobot.com)

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