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Simply The Best Way To Build An On-line Store Free

By Holly Janion

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I hadn't planned on writing an article today, but after coming across this fantastic site and redesigning all my own stores, I was so impressed, I just had to share it with you. I have discovered the best way to build an-online store, selling the products my customers want, with the look and feel I want, absolutely free.

If you have a web site and want to include a storefront, you have two options.

1. Build your own store with a shopping cart script, using a merchant account, paying for your stock upfront and either fulfilling it yourself or using a drop ship company.
2. Use an outside resource which allows you to customise the look and feel of your store, selling their products and earn commission on either sales or referrals.

I have used both of these and to be perfectly honest, the first method was a nightmare. Building your own store is what you need to do if your sole business is your store, which mine isn't. Carrying the stock, tracking orders and fulfilment are difficult enough but to spend time on this when it is not necessary, is just pointless.

The second option is to use an outside resource who have tried and tested systems already in place to provide your customers with an excellent service. There are various companies on the net that will let you customise the look and feel of your new store, add products etc. When your customers order, they will handle everything for you and simply pay any commission due as per your sign-up agreement.

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This is obviously much easier, especially if the store is only an added-value service you are offering and not the main focus of your business.

I have tried using a few of these other store services which are also very good and useful, but I was never completely happy until I discovered Affinia. Wow! What a product and so easy to use. For example, on my WWW Treasure Hunt site at <http://www.wwwtreasurehunt.com>, I wanted a store filled with treasure related items. My visitors are interested in treasure hunting so this makes sense. By supplying your customers with what they are already interested in, the more likely you are to make a sale. Before I used this service, I had to include the

usual products which could be found anywhere, on anyone's site and hoped my customers would be interested in buying these other goods such as toys or flowers, but now I have a store filled with products my customers want and need, with the look and feel of my site and Affinia do all the work for me. If you have a site about flower arranging, you can choose products that will specifically be of interest to your visitors and the same goes for any other theme.

What I liked best about this site was the easy way you could choose your products. This is important because you want to sell products in your store that you know your customers are interested in which relate to your site. For example, I typed in treasure hunting in the search box and it returned loads of products I could include from different sections e.g. books, toys, games, software etc etc. I then could choose whether to simply include them only or to draw special attention to any particular item. I could even include a personal review of a product!

Site traffic and usability is always important and Affinia provide various reports including detailed product page views, merchant referrals and of course commission earned. This is great because you can see which products are just taking up "shelf" space and remove them and replace them with other products all without ordering anything, carrying stock or spending money.

If you've been thinking about adding an on-line store to your site or want to find products that relate to your site only as I did with the WWW Treasure Hunt site, take a look at Affinia.

Affinia understand the importance of promoting your store and offer useful advice and tips on how to do this.

This is a first class service which I found easy to use and I know will be of enormous benefit to the small business owner. I no longer have to worry

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about carrying stock, fulfilling orders and spending money. I have more time to focus on my core business whilst at the same time earning money from my store and I have happy customers who can easily find products that they are interested in. I only wish I had found Affinia sooner.

You can find them at <http://www.affinia.com>

Holly Janion is the Webmaster for Wade's World, a UK internet solutions company. Holly's latest creation, the WWW Treasure Hunt, can be found at <http://www.wwwtreasurehunt.com>. Holly can be contacted by sending an e-mail to <mailto:webmaster@wadesworld.co.uk>

Do You Have An Ebay Store?

By V. Raposo

In this article we look at the benefits of having an eBay Store. Selling on eBay does not require you to have an eBay Store, but it sure does make things a lot easier.

There are 3 store subscriptions you can sign up for with eBay Basic (15.95/month), Featured (49.95/month), & Anchor (499.95/month).

Now most people starting out will of course go for the Basic store and not the Anchor. You would need to make huge profits to go for the Anchor store. We'll talk more about the Basic, and Featured Stores here.

If you have a Basic Store you may want to consider upgrading to a Featured Store. Things have been changing with eBay stores and some of things I'm most thrilled with is the \$30/month allotment of eBay Keywords.

Free Keywords

Yes, that's \$30/month each and every month worth of free eBay Keywords. With eBay Keywords you will drive more traffic to your listings by putting your ad at the top of the page for the keywords you choose. This also separates your store from other listings. This can significantly increase your store sales.

More Pages

With a Featured Store you get double the web pages! Which only increases your presence on eBay. You can also reduce the size of the eBay header on your pages giving you a page that's more focused on your business. This helps build your own brand on eBay, and you can match it to your website.

Advanced Reports

With a Featured Store you get advanced monthly reports and traffic stats you can access anytime. I

just love looking through my reports to see all the in-depth info that the reports give me. The Path Analysis allows you to see how visitors move around in your store. This is so important as you develop your business.

Owning an eBay store will not only bring you more sales, but it'll cost you less by using it in the long run. These are just some of the many advantages of owning an eBay store. Once you own one, you'll wonder why you didn't go for it sooner.

Vera Raposo has been making a living with online auctions since 1997. With thousands of completed auctions under her belt, Vera is now sharing some of her best auction strategies in a free 90-minute interview at



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