eCommerce Site Creation

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Abstract

This paper answers the following questions:

- How does ease of client-side software use affect the selection of an eCommerce package?

- What is an advantage of using a portal (community) storefront?

- Why is a mid-level instant storefront package best suited to an experienced or established online business owner?

- What customization features available with mid-level storefront packages can help build community and generate demand?

- What hosting requirements must you consider when evaluating a mid-level or high-level offline package?

- How does your payment gateway choice affect the eCommerce packages from which you can choose?

- What is the chief task of a Web server?

- What are the differences in how a Web server runs on Linux and on Windows Server 2003 systems?

- What is the function of Active Server Pages (ASP)?

- What is a LAMP-based solution?

- What is the primary drawback of using unique IP addresses to identify multiple Web sites on a Web server?

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How does ease of client-side software use affect the selection of an eCommerce package?

A client-side software package that is easy to understand, set up and use is a better choice for a beginning user. Ease of use speeds up the time and reduces the mistakes, making it easier for the user to add and remove products from their site as they need to, giving them control of the site. Selecting the correct software that the user understands and can work with is probably one of the most important considerations in selecting software.

What is an advantage of using a portal (community) storefront?

One distinct advantage to using a portal storefront is that your site will be listed in the portal's site directory, giving you a presence and free advertising.

Why is a mid-level instant storefront package best suited to an experienced or established online business owner?

A mid-level instant storefront package is best suited to an experienced or established online business owner because of the expense of development and upkeep, and the knowledge needed to be able to customize the storefront. Without the experience of setting up a site, or the capital for the initial setup, attempting to use the mid-level instant storefront would eventually lead to failure because of the time wasted in attempting to set up the site and the cost of making mistakes.

What customization features available with mid-level storefront packages can help build community and generate demand?

Customization features that are available with mid-level storefront packages that can help build community and generate demand are databases that can be set up for discounts and interests to be generated and used for targeted marketing campaigns.

What hosting requirements must you consider when evaluating a mid-level or high-level offline package?

Hosting requirements to consider are greater access to computing resources, improved security, increased control, and ease of adding more resources.

How does your payment gateway choice affect the eCommerce packages from which you can choose?

The eCommerce package must be able to support your payment gateway.

What is the chief task of a Web server?

The chief task of a web server is to deliver content that can be accessed on the internet through web pages.

What are the differences in how a Web server runs on Linux and on Windows Server 2003 systems?

I could not find an answer to this question, not even on the internet.

What is the function of Active Server Pages (ASP)?

Active Server Pages (ASP) is a server-side scripting environment. Its function is to help create and run dynamic, interactive Web server applications

What is a LAMP-based solution?

A LAMP-based solution is a software solution stack used to run dynamic web servers that use free open-source software technologies. (www.roseindia.net, n/d) "The acronym LAMP stands for Linux operating system, Apache web servers, MySQL database management system and PHP programming language. LAMP application development enables you to take full advantage of open source programming framework to create great application based on Linux Apache MySQL and PHP (LAMP) programming and development solutions and services." (www.roseindia.net, n/d)

What is the primary drawback of using unique IP addresses to identify multiple Web sites on a Web server?

They cannot be used for secure transactions using SSL.

References

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