



Checklist

Create an Online Business From Scratch

A Message From Our Own Business Leader



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For as long as I can remember, I've had what you could refer to as an entrepreneurial spirit. The idea of ideating, creating, and building a business has just always appealed to me.

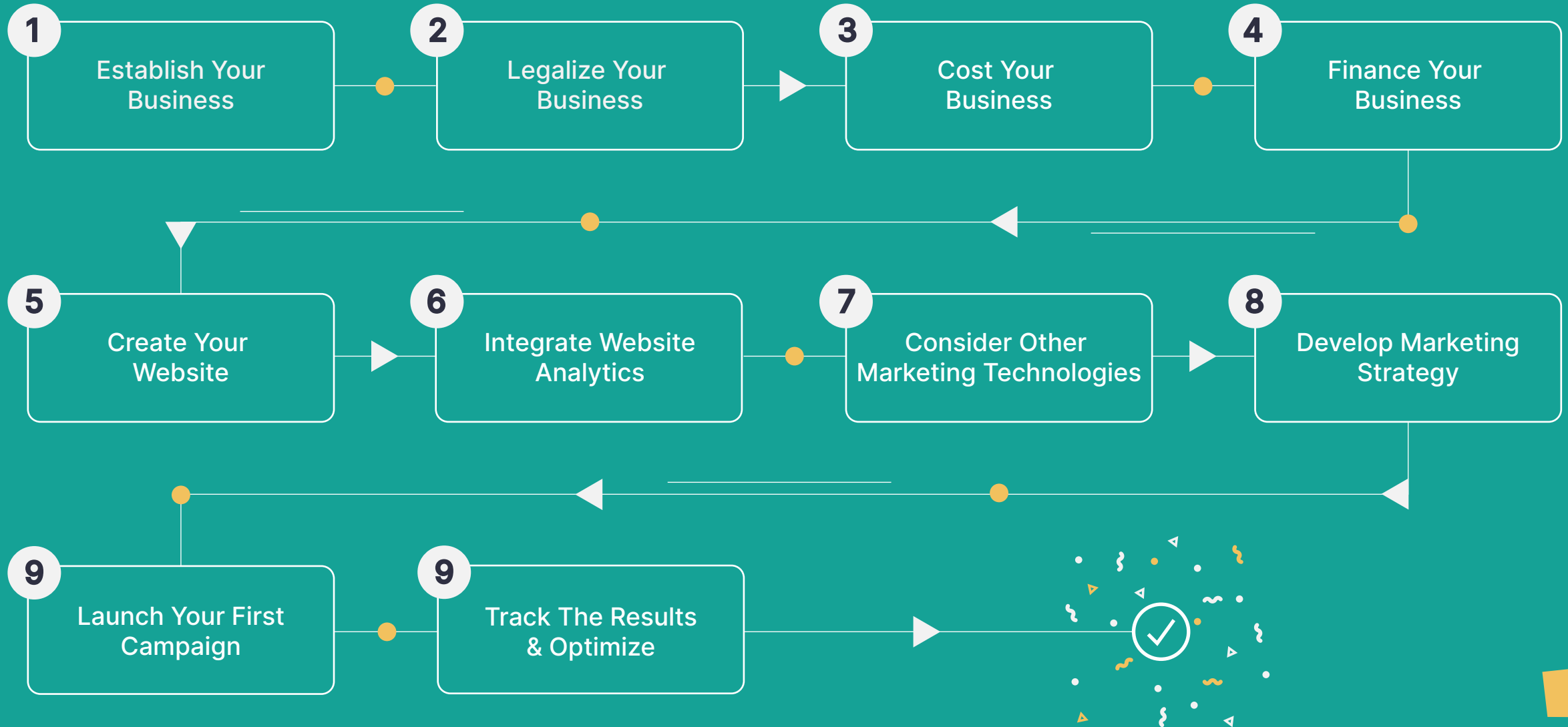
And, like many of us, I am fortunate enough to have grown up during an era where this has become increasingly accessible and achievable.

It is, of course, still not as easy as it sounds - or as many try to make it sound.

We can't simply create a product or service, build a website, and "hey presto" we're on a fast track to our first million. There are multiple key considerations that need to be taken and different strategy areas that must be explored.

It goes without saying too that, within the digital world, it's also a never-ending task to stay up to date with all channels, strategies, and platforms, with new developments taking place on a daily basis.

A 10-Step Roadmap to Online Business Success:



1 Establish Your Business

Decide on your business idea and how you will monetize it

Conduct market research, so that you know what your competition is doing well and how you can distinguish your business from others

Identify the target audience for your product, service, or other idea

Determine the income model for your business

Decide whether you want your online business hub to be a website or marketplace store



2 Legalize Your Business

Register your business with your government or local authority

Look into insurance requirements for your business, and the range of options available

Identify the businesses licenses and permits that you require to operate

Protect any intellectual property with copyrights, patents and trademarks

Identify all of your business tax obligations

Ensure that your inventory of stock is stored legally

Learn about any customer age or other restriction that could affect your sales and/or services



If you're running a small business, there's a chance that you don't need to legally register your business, as governments can set a lower threshold on earnings under which income isn't taxable. You may also have more freedom over data management. It's a good idea to speak with a local legal expert, so that you know the legal obligations specific to your business.

3 Cost Your Business

Consider the “carrying costs” of your product inventory

Calculate the subscription fees, costs, and fees involved in online marketplace retail

Budget for website costs that include the domain name, web host, and website building, as well as any maintenance costs involved

Include payment processing costs in pricing model

Calculate the costs of packing and delivering items to customers



4 Finance Your Business

You have a wide range of financing options, with legalization making capital easier to acquire - and more secure for your personal finances.



Personal Savings



Borrow from Friends and Family



Angel Investors



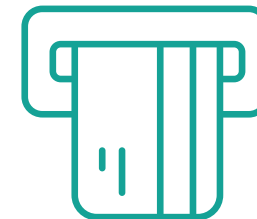
Crowdfunding



Peer-to-Peer Lenders



Account Receivable Finance



FinTech Finance

5 Create Your Website

Acquire a web domain that suits the specificities of your business

Choose a secure website hosting service with good technical support

Build an intuitive website by either using a web building platform, hiring a designer, or building your webpages manually

Upload key legal business information, website terms and conditions, and your privacy policy

Assess how campaign traffic behaves on your webpages

Set up your first funnel to understand to what extent users step through your campaign journey



6 Integrate Website Analytics

Sign up to a website intelligence provider and integrate the platform into your website

Use website statistics for an immediate insight into online business success

Activate a heatmap to see how internet users are interacting with your webpages, and how you can improve them

Watch a session recording to follow browsing sessions, and use this information to improve site useability

Increase your conversion rates with flexible deep-dive tools

Learn directly from your website visitors by using online surveys and polls



7 Consider Other Marketing Tech

You have a wide range of martech at your disposal, which simplifies online marketing considerably. Essential software solutions to explore include:



eCommerce Sales Platform



Customer Relationship Management



Content Marketing Platform



Email Marketing



Social Media Management



Search Engine Optimization



Mobile Optimization

8 Develop Your Marketing Strategy

Determine the business goals that you will build your marketing strategy around

Identify the target audience for your marketing campaigns and research their preferences

Create webpages of interesting content that you can promote around the internet

Ensure that your marketing is mobile-friendly, so that you maximize reach

Use an SEO tool to increase organic traffic by optimizing your website for search engines



Launch Your First Campaign

Develop a concept by viewing competitor's campaigns, connecting with your target audience, and researching marketing trends

Create a long-term content plan that includes both onsite and outreach material

List your various assets and structure your project - delegating tasks (if you have that luxury)

Once the content is ready, post out across your selected outreach channels

Don't forget to measure your results, especially if you throw a budget at it.



Create outreach foundations, such as posting across social media platforms, and industrialize this as much as possible. This will free you up to focus on more unique/creative assets/outreach tactics for each campaign.

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Your Privacy-Perfect Website Intelligence Platform

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Your Complete Website Intelligence Platform

Our software provides companies with a complete toolkit with which to analyze both statistics and visitors - all in one app. This gives you a 360 degree view of your website and the online marketing that feeds into it, making it the best way to drive traffic, engagement, and conversions.



Performance Statistics

The foundation for effective site auditing and building your online presence.

- ✓ Visitor statistics
- ✓ Page performance
- ✓ Hardware information
- ✓ Campaign performance



Visitor Behavior Analytics

Comprehensive toolkit for analyzing how users interact with your website on every level.

- ✓ Events tracking
- ✓ Session recordings
- ✓ Heatmaps
- ✓ Conversion funnels



Visitor Communication

Supplement statistical and behavioral data with direct website user engagement.

- ✓ Polls
- ✓ Surveys

[Sign in to Your Account →](#)

Welcome to a Privacy-Perfect Community of 2.5M+ Users

- ✔ Data privacy will continue to be our first priority. We offer settings that comply with every data privacy law: CCPA, GDPR, TTDSG, ePrivacy, and more. And as these laws change, our first priority will be to stay up to date so your data is always safe with us.
- ✔ With more than 2.5 million active users from 190 countries and offering a complete website intelligence platform for any business, **Visitor Analytics is one of the leading online analytical solutions worldwide.**



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10 Track the Results and Optimize

Website analytics enables you to analyze the performance of your online business from a multitude of angles:



Key Performance Statistics



User Preferences



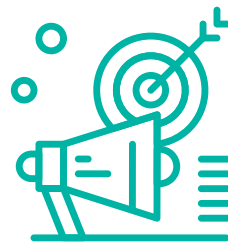
Page Performance



Browsing Journeys



Conversion Rates



Campaign Performance



Direct Visitor Feedback