

2009/10 Training Courses: [BOOK HERE](#)

E-Commerce



Trading online successfully requires careful planning and consideration if you are to avoid costly mistakes. We cover the common legal and security aspects as well as usability, product presentation, e-commerce marketing options and much more.

This course explores the numerous elements required to get your e-commerce website up and running. Whether or not you are already trading online, you will benefit from this course.

Target Audience

This course is aimed at anyone considering setting up and managing their own e-commerce website as well as existing online traders.

Course Outline

- Planning your online shop.
- Off-the-shelf or bespoke?
- Design, structure and usability.
- Security, legislation and data protection.
- Payment methods.
- International shipping guidelines.
- The distance selling regulations.
- Privacy Policy and Terms & Conditions.
- Product feeds.
- Features and methods to increase sales.
- Avoiding common pitfalls.

Location: Rotherham / **Course Duration:** 1 Day / **Cost:** £295 + VAT
(You may qualify for a 60% Train2Gain grant towards the cost of this course).

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Yorkshire's Only Dedicated
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CREATING VALUE

