

Webinar “How to start selling online”

Additional resources

What did we buy during the pandemic?

- <https://www.visualcapitalist.com/shoppers-buying-online-ecommerce-covid-19/>

Influence of pandemic on different industries and recovery

- <https://www.visualcapitalist.com/consumer-spending-impacting-industries/>

Amazon overview

- <https://www.businessinsider.com/jeff-bezos-amazon-history-facts-2017-4>

Conversion rates for various industries, devices etc.

- <https://www.smartinsights.com/ecommerce/ecommerce-analytics/ecommerce-conversion-rates/>

Facebook Shops

- <https://www.websitebuilderexpert.com/building-online-stores/how-to-set-up-a-facebook-store/>
- <https://about.fb.com/news/2020/05/introducing-facebook-shops/>

Popular webshop platform

- <https://www.shopify.com/>

More about “drop shipping”

- <https://www.abetterlemonadestand.com/what-is-drop-shipping/>
- <https://www.bigcommerce.com/blog/dropshipping/#5-hard-truths-about-dropshipping-no-one-talks-about>

Amazon Associates (affiliate program)

- <https://affiliate-program.amazon.com/>

Check-out optimization for conversion (the UX adapts and minimizes elements when the user enters the checkout process)

- <https://www.bigbang.si/>

An example of efficient UX for webshop on various devices (check out the mobile phone version)

- <https://www.wayfair.co.uk/>

Conversion rate in correlation with pagespeed

- <https://www.cloudflare.com/learning/performance/more/website-performance-conversion-rates/>
- <https://trinity.one/insights/user-experience/page-speed-conversion-2019-statistics/>

Tools for boosting sales

- <https://wisebusiness.eu/sl/product-category/povecajte-prodajo/>