

# KUCHING WEBSITE DESIGN COMPANY

Karuna Sarawak - Malaysia Website Awards Winner for the Commercial Site of the Year Award 2017. We design & build websites since 2009. We provide digital or online marketing, website design, online shop & ecommerce solutions; a complete website package that gives you peace of mind and empower your online business.





“The evolution of E-Commerce in malaysia & how you can start your online business”

– Melvin Ong

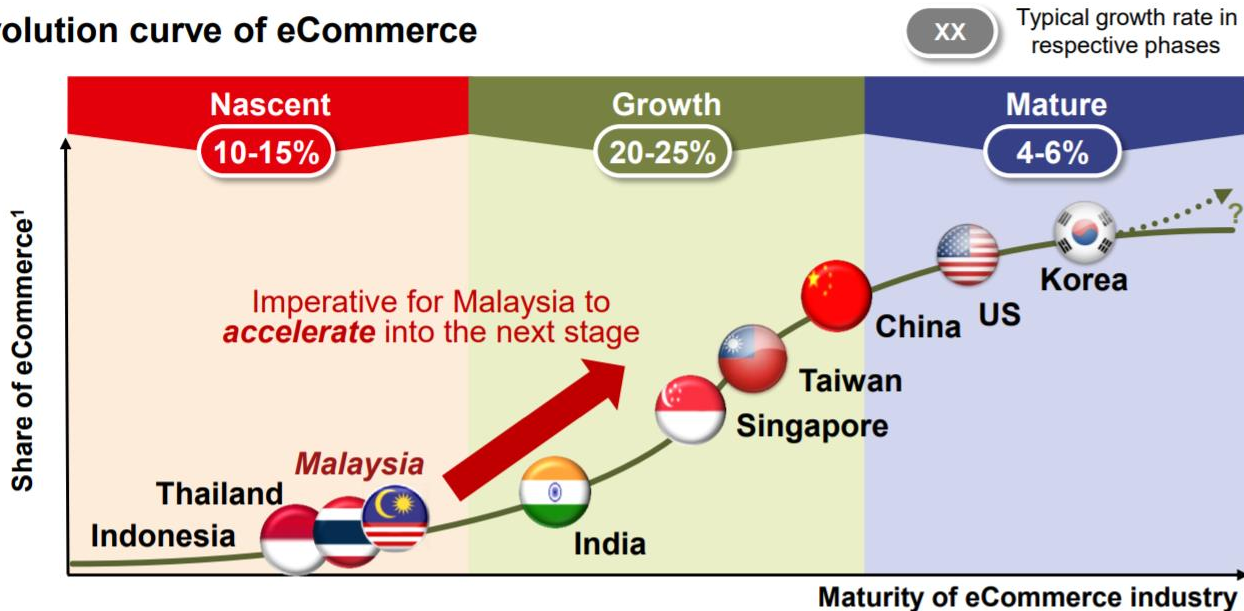
# Preface

E-Commerce has taken a grip on Malaysia, and Malaysia has one of the most impressive growth in the e-commerce adoption rate. E-commerce sales amounts to USD 5.5 Billion in Malaysia in 2017.

This series will explain some of the barriers that you have to overcome to start a successful E-Commerce business and ensure your online success.



Evolution curve of eCommerce



# About Karuna

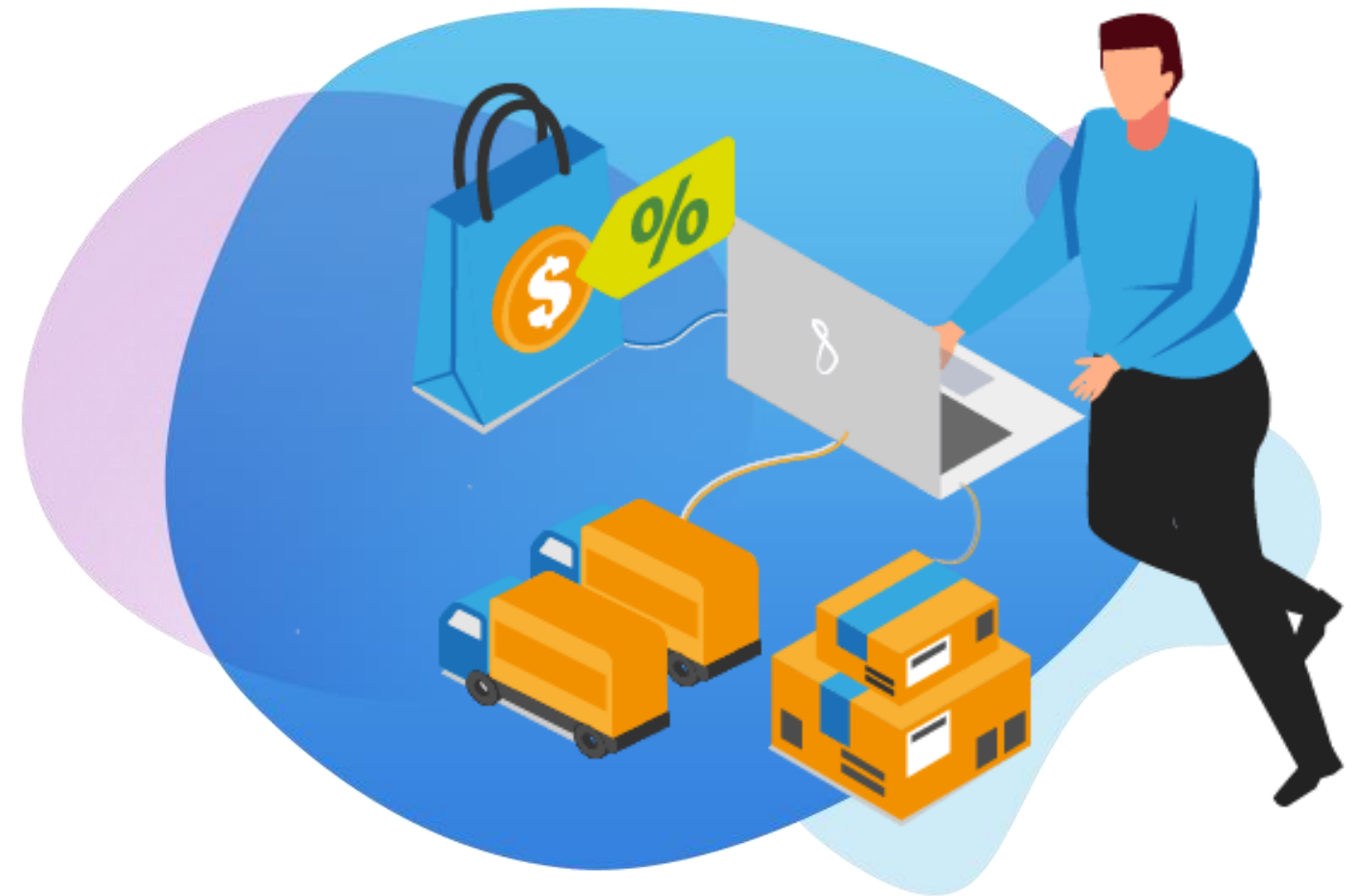


- An award-winning Web & Digital Marketing Agency based in Malaysia.
- Since 2009, Karuna Sarawak has participated in the growth of e-commerce in the United States as well as in Malaysia.
- Karuna Sarawak was one of the earliest partners for Groupon, Lazada and Astro GoShop when they first started out in Malaysia.



# E-Commerce Buying Behavior Factors

- There are several factors that affect buying behavior in Malaysia. The most important factor that drives purchases online are as follows:
  - a) A fast & Responsive Website – Having a fast and responsive website that displays on both mobile and computers is a necessity to avoid drop purchases.
  - b) Cash on Delivery Options –Most Malaysians are afraid to purchase things online, and even if they have a credit card, hence Cash on Delivery is a good option.
  - c) Competitive Pricing & Free Shipping - Buyers are most likely to purchase if shipping is included at a reasonable cost price of the product
  - d) Returns - A website that guarantees a good product and allows customers to return unsatisfied products has a higher chance of generating online sales



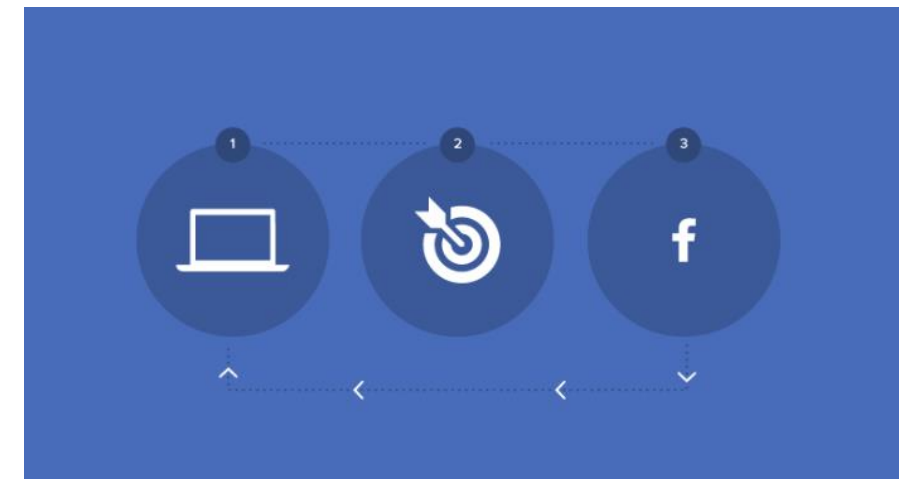
# E-Commerce Buying Behavior Factors

- e) Secure Website & Payment Gateway - Having an SSL (Secure Socket Layer) on your website shows customers that your website is secure and trustworthy along with a good payment gateway that increases your chance of generating sales
- f) Product Review / Testimonials - Providing customers with real reviews from other customers is a good way of building trust towards a product
- g) Gamification of e-commerce sites - Rewarding customers with points and rebates upon purchase will warrant next purchases from the same customer



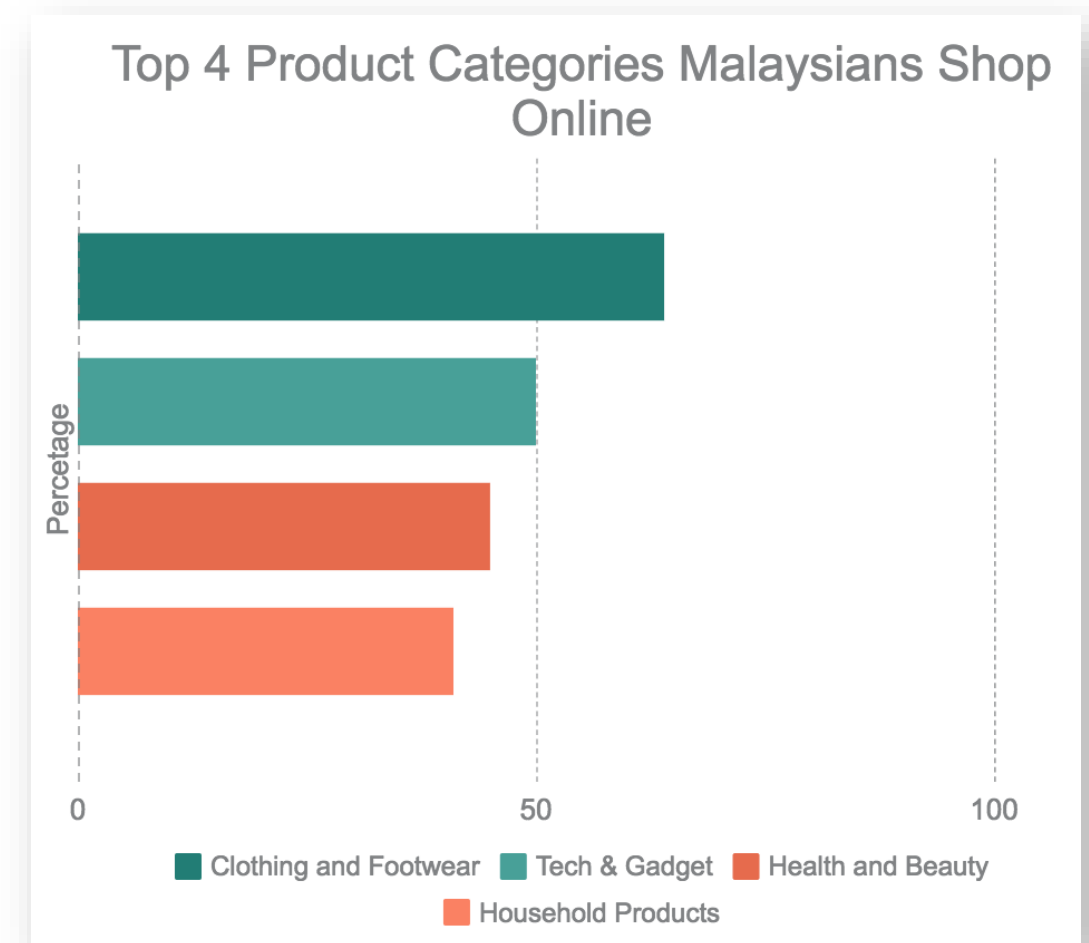
# Why Expand Your Business Online?

- Low start-up costs – All you need is a website; however, do not cut corners when building a website and ensure that proper optimization is done on the website and user experience is considered.
- Digital ads such as Google AdWords and Facebook Advertisements are much cheaper and more effective compared to newspaper prints or roadside buntings



# Identifying Products for Online Success

Most of our clients in the following category carrying Imported Fashion, IT products, cosmetics and furniture that are unique and provide FREE delivery are doing extremely well and are receiving orders from customers in West Malaysia, Australia, America and even Europe

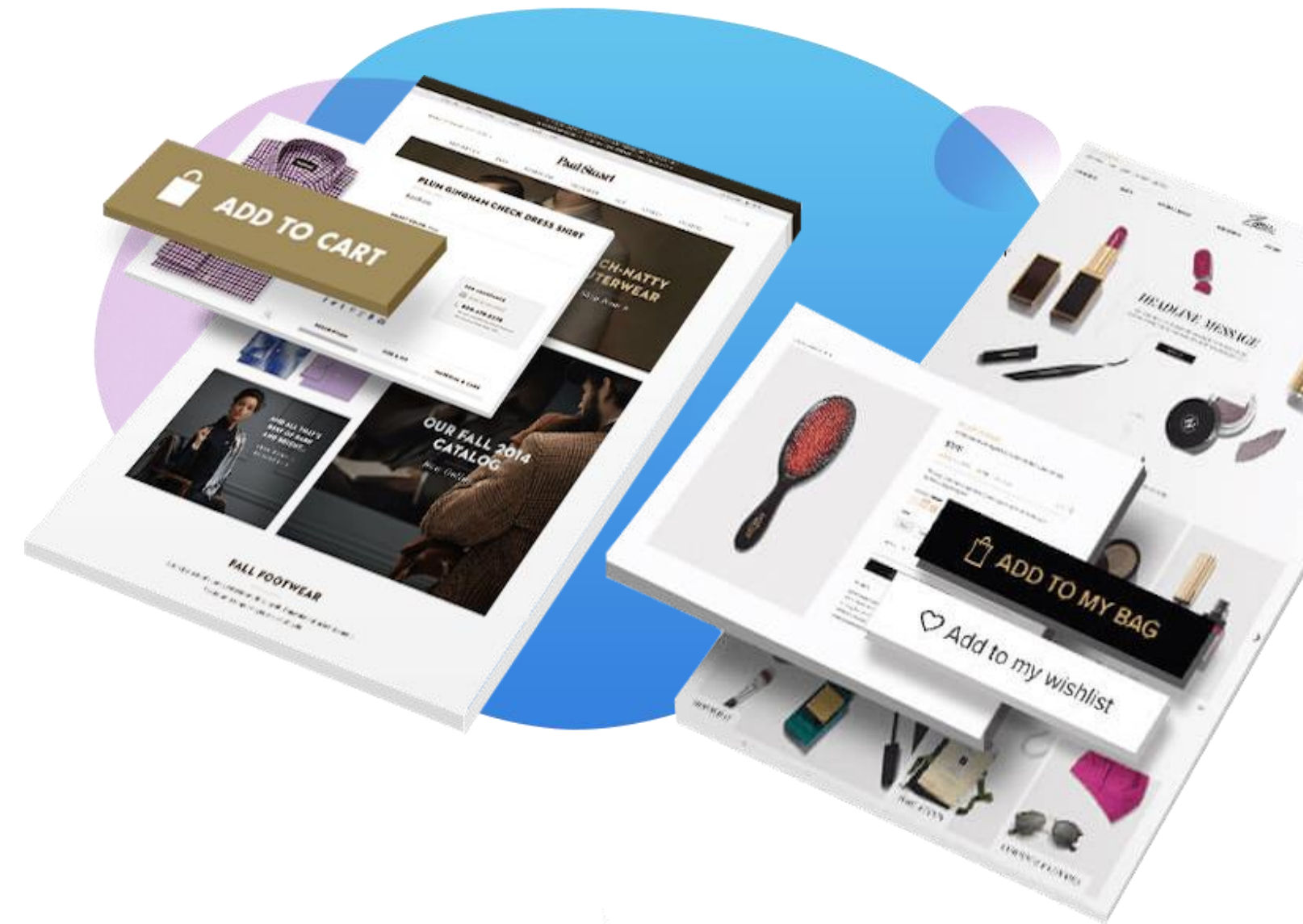




# Building an e-commerce website

Now that you have selected your products & analyzed the market, you can start building your website. A good e-commerce website must have the following:

1. A secure e-commerce website with SSL
2. A website that has Call-to-Action buttons
3. Clear and concise information about your products with directions of use and what is in the box
4. A payment gateway
5. Analytics tools to study and understand user behavior



# How can you Build a Strong Online Presence?



Most websites out there are not built with SEO in mind

If a webmaster tells you that a template is SEO ready, it is not sufficient as having a template that is SEO friendly does not mean that you have the proper keywords in place.

It could just mean that it is mobile responsive and loads fast which does not make your website visible.

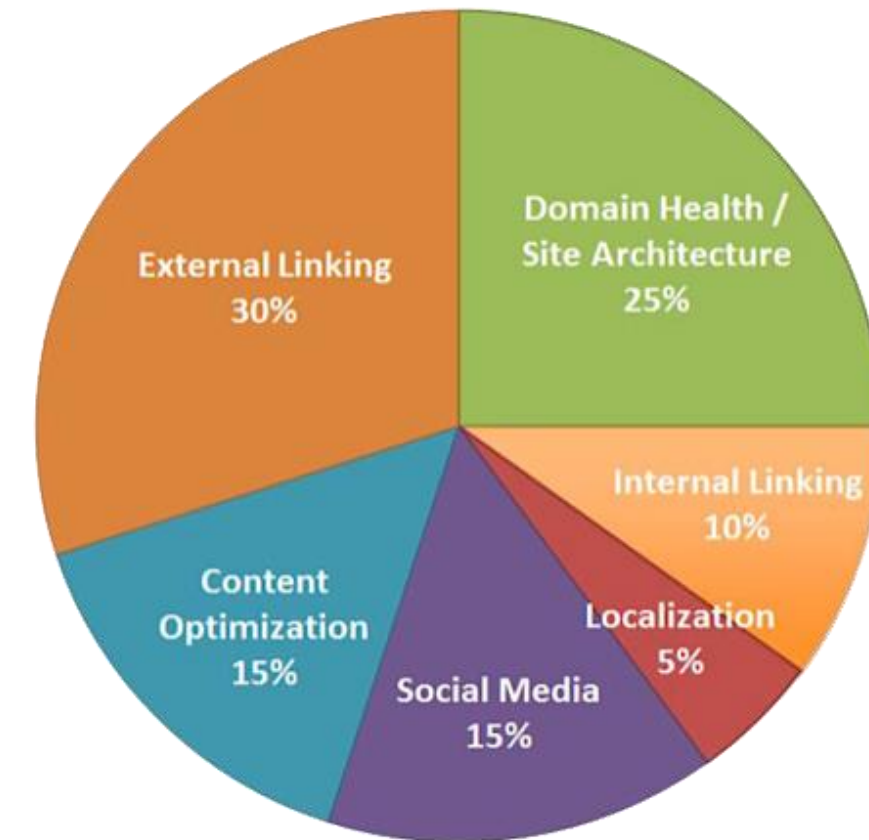
The screenshot shows a Google search for 'kuching website design'. The search bar is at the top with the Google logo on the left and a search icon on the right. Below the search bar are navigation tabs for 'All', 'Images', 'Maps', 'News', 'Videos', and 'More', along with 'Settings' and 'Tools' on the far right. The search results show 'About 4,160,000 results (0.71 seconds)'. The first result is for 'Karuna Web Design Company in Kuching - Ecommerce, Digital ...' with the URL 'https://karunasarawak.com/'. The snippet describes the company as a 'Kuching Website Design | Karuna Web Design Company in Kuching since 2009 - Malaysia Website Awards Winner for the Commercial Site of the Year Award ...' and notes 'You've visited this page many times. Last visit: 3/22/18'. The second result is for 'Kuching Web Design. KonX Solution highly specialize in digital services that can boost your online presence and activate your digital marketing success.' with the URL 'https://konx.com.my/'. The snippet notes 'You've visited this page 5 times. Last visit: 10/1/18'. The third result is for 'Deez Harman Design craft meaningful brands through digital experiences for businesses in Malaysia and international.' with the URL 'https://deezharman.com/'. The snippet notes 'You've visited this page 3 times. Last visit: 8/13/18'. Several search results are obscured by blue rectangular redaction boxes.

# SEO covers many factors at how Google ranks your website

Among some of the important features are as follows:

- Mobile Responsive (the website must fit all screen sizes)
- Loading Speed (a slow website is not SEO friendly)
- Readability (your website must not be too messy, it must have consistent font size to differentiate your titles and content)
- Keyword density (this is the most difficult of all as it requires experienced SEO copywriting to ensure your keywords can be found on google)
- Meta description
- Sitemaps

And the list goes on...



*Leads are GUARANTEED to all websites with good content and SEO*

# How can you Build a Strong Online Presence and Ensure your Online Success ?

## 2) Digital Marketing

Digital Marketing encompasses both SEO, SEM, Social Media Marketing, Google AdWords and GDN. If you own an e-commerce website, here are some ways you can improve traffic to your website and gain exposure:

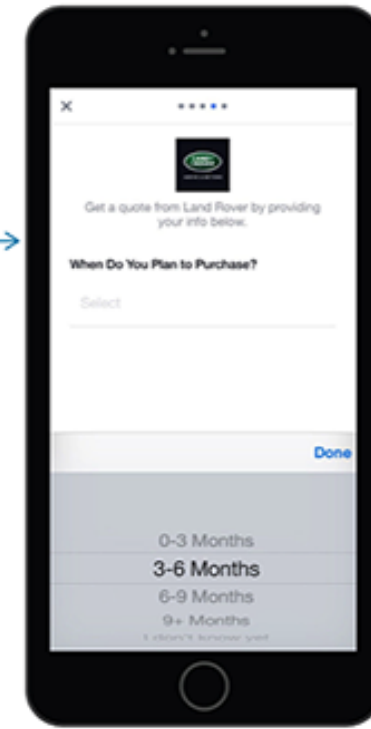
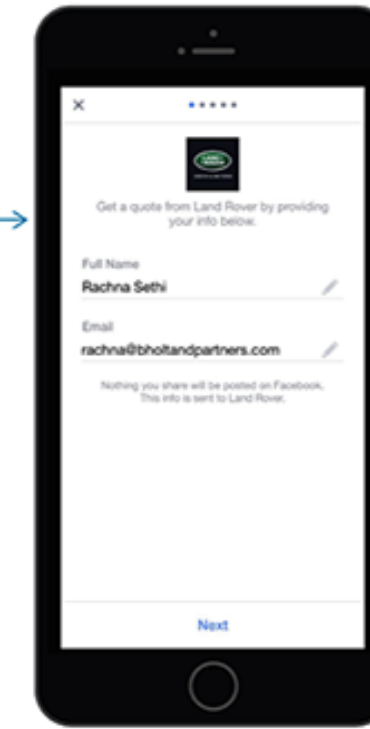
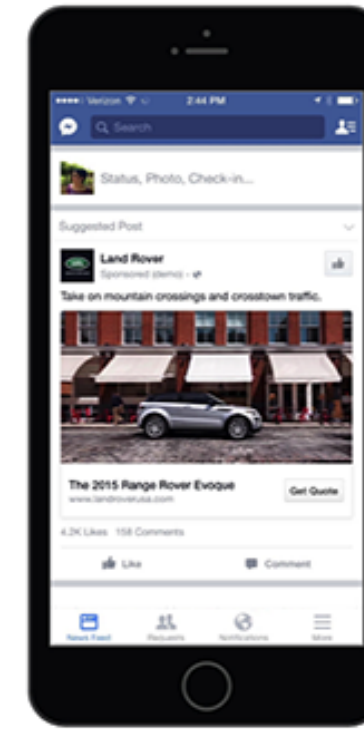
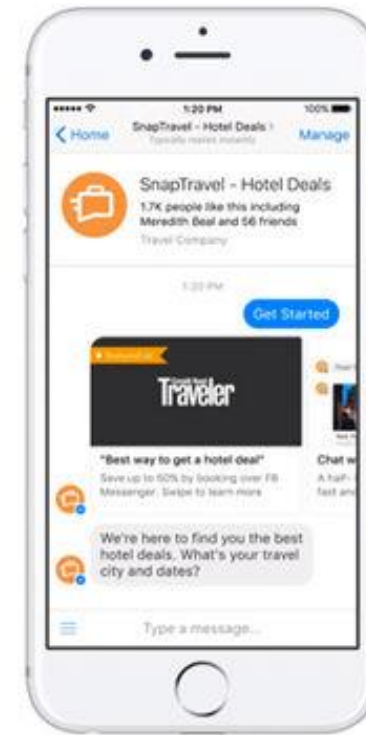


Fast, Effective & More Expensive

- Utilizing paid Google AdWords – *Google AdWords is a fast alternative to get your advertisement on the first page of Google if configured properly*
- Facebook Boost for Engagement – *Using detailed targeting, you would be able to obtain visitors who are interested in your Facebook sponsored ad*
- Online campaign – *An online campaign is full blown campaign using all of SEO, Google AdWords, Facebook Advertisement, GDN and paid articles in a dynamic form. Best to consult a Digital marketing specialist before you embark on an online campaign as you would spend more than you expect if you're not careful*

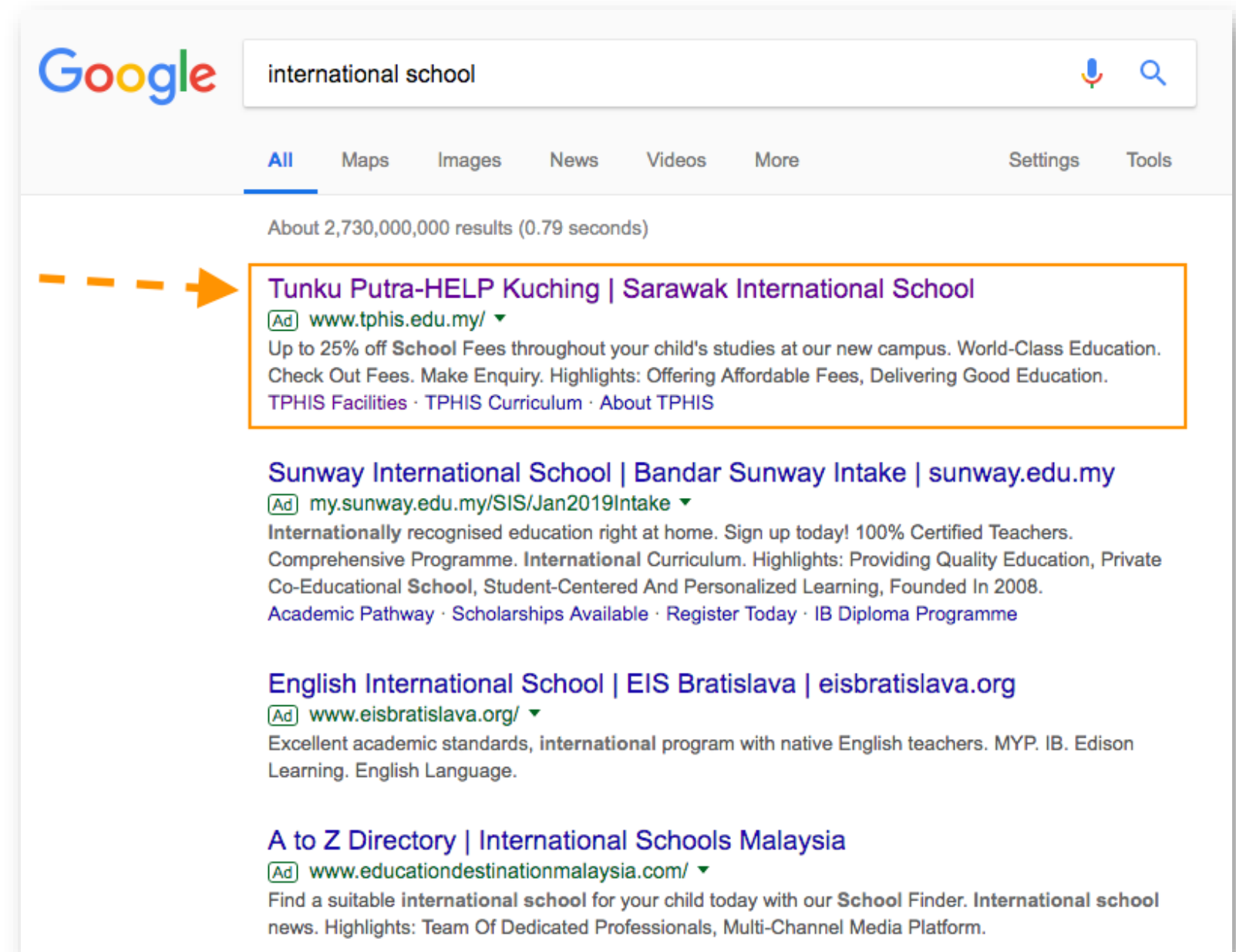
# Facebook Ads Variations

- Facebook Messaging Ads
- Facebook Engagement Ads
- Facebook Traffic Ads
- Facebook Lead Form Ads
- Facebook Re-marketing Ads



# Google AdWords

- Get on top of Search Rankings with Google Ads
- Leverage on Google Ads for keywords that do not appear organically on your website through SEO
- Target key competitors names



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About 2,730,000,000 results (0.79 seconds)

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# How can you Build a Strong Online Presence and Ensure your Online Success ?

Slow & Less Expensive Digital Marketing Methods:

- Updating your SEO keywords on your website every month
- Sharing your new website on Facebook and other social media when you post pictures and other information relevant to your business
- Having an Enquiry Form, call button or integrated chat on your website
- Creating relevant articles on your website which you share on social media- These articles can also be found on Google if the SEO is done correctly
- Share your new website via WhatsApp





To read more Free Tips on  
Digital Marketing in driving  
conversions

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