

www.books.co.uk

No web-site yet?

Will you be out of business soon?

Lessons learned from building and
running a leading books portal

- We are a directory
- Feature all online UK bookshops (43)
- Classify them by review-quality, pricing, quality of search-engine, WOW-factor
- Display their shipping costs and shop features
- Compare prices
- Publish books online

Experience

- UK is up-to-date regarding technology
- 2-3 years behind usage
- there are two shops that have regularly vital calculations wrong (P&P book - price don't add up correctly for example)
- the affiliate programme that several shops offer is only adding value if it is well managed
- there are some online-shops on the web that have no clue on what they are doing
- Most of the shops see the Internet as a sales mechanism only

Who would buy here?



The difference

1. Simple to use (ask-your-mother-approach)
2. **Great customer experience**
3. Good design helps
4. Technology the user sees (flash, video, ...):
Unimportant
5. Plan your web-site (USP, purpose/objective, marketing, finances)
6. Control your cash-flow
7. Learn from others (=copy)