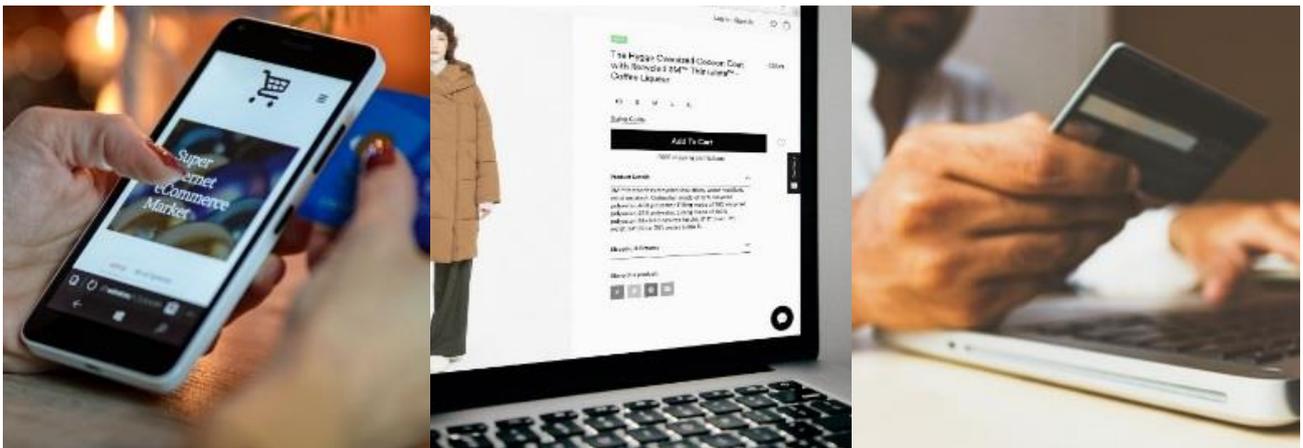# Selling Online

March 2020

This is a guide to help you find useful sources of information about selling online. Inside you will find sources of information such as specialist online business information resources, books, periodicals, e-magazines and Internet sources.

eCommerce is an important consideration when starting a business, with internet sales are now responsible for 19.9% of total retail sales in the United Kingdom (ONS Retail Sales Great Britain Report, January 2020). Reaching these online customers can be an important part of establishing and growing your business.

When selling online it is important keep up to date with the lastest legislation, understand the different options available and learn the skills needed to operate online selling platforms. Operating digitally also comes with challenges and responsibilities including data protection and cyber resilience.

This guide has been written to support the delivery of Glasgow Life's Power Up project, 'The Business & IP Centre Glasgow: Making digital work for micro-business'. Power Up is an initiative by Good Things Foundation, with the financial support of J.P Morgan. You can find out more about the funded projects and keep up to date with all the latest news from the Power Up initiative by visiting - www.power-up.org.uk.

Alistair McCafferty-Bain

Online Resources

The Cobra database contains practical fact sheets on all aspects of starting, running and managing a small business – including information on digital technology and skills.

It also covers the practical aspects of how to start and run particular types of businesses – outlining necessary skills, regulations, licences & legislation etc. and highlights other sources of information and advice available.

Cobra is available from the Glasgow Libraries online catalogue (Research 24/7 section) at **libcat.csglasgow.org**. Library card number and PIN required for remote access.

Business Opportunity Profiles

eBay Trader	BOP450

Business Informaiton Fact Sheets

Choosing and Registering an Internet Domain Name	BIF096
Promoting a Business Website	BIF267
An Introduction to Consumer Protection Legislation	BIF280
Taking Payment by Credit or Debit Card	BIF317
Choosing and Using a Website Designer	BIF326
Legal Requirements for Business Websites	BIF494
A Guide to the Consumer Contracts Regulations 2013	BIF504
Trading via Amazon	BIF508
Legal Requirements for Selling Goods to UK Consumers Online	BIF509

Business Legal Library

Electronic Commerce (EC Directive) Regulations 2002	LEG248
Consumer Rights Act 2015	LEG558

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ProQuest is a subscription only database contains trade journals, magazines and newspapers. Titles include: Scottish Business Insider, The Herald, Computer Shopper and Web User.

ProQuest is available from the Glasgow Libraries catalogue (Research 24/7 section) at libcat.csglasgow.org. Library card number and PIN required for remote access.

Selected articles from ProQuest

The Best eCommerce Software Development Companies
PR Newswire; New York. July 26, 2019.

Global B2B E-Commerce Market 2020
NASDAQ OMX's News Release Distribution Channel; New York. Jan 29, 2020.

The Best eCommerce Design & Development Companies Of 2019
PR Newswire; New York. Aug 01, 2019.

Ecommerce Software Industry
Global Industry SnapShots; Yass. 18 Feb, 2019.

Can tech save bricks and mortar retail?
Gray, Alistair. FT.com; London. Jan 21, 2019.

eBay Study Finds That Selling Through Online Marketplaces Enables Small Business Owners and Entrepreneurs Worldwide to Reinvest in Their Local Communities
PR Newswire; New York. Feb 11, 2020.

New Research From ViSenze Finds Almost 90% of Shoppers Are More Likely to Purchase a Product If It Was Visually Searchable on Smartphones
Business Wire; New York. Nov 19, 2019

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Which?

As well as technology product reviews from antivirus software to wi-fi routers. Which? also offers independent advice on a wide range of consumer topics.

Available in **General Services (The Mitchell Library, Level 4)** via password

Selected Articles and Advice Guide from Which?

Build a small business website on a budget
October 2018

How to get the right website for your business
By Rebecca Milligan, May 2018

How to help secure your website with an SSL certificate
By Rebecca Milligan, Jan 2020

How to buy the best wi-fi router or extender
By Ryan Shaw

How to buy the best laptop
By Michael Passingham

Best free antivirus software
By Andrew Laughlin

How to haggle for the best broadband deal
By Jon Barrow

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Books – Selling Online

Recommended titles available at Glasgow Libraries. Other titles can be found in our online catalogue at **libcat.csglasgow.org**.
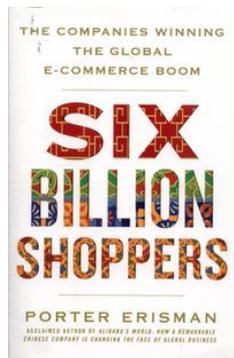
eCommerce in a week
Author: Smith, Nick
Year: 2019
Media class: Book
Publisher: John Murray Learning
ISBN: 9781473607538

Six billion shoppers, the companies winning the global e-commerce boom
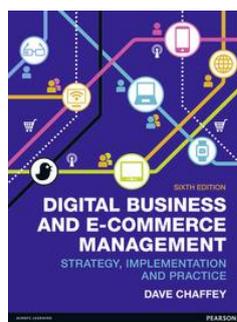Author: Erisman, Porter
Year: 2017
Media class: Book
Publisher: Macmillan
Resource type: Physical
ISBN: 9781509874743

Digital business and e-commerce management, strategy, implementation and practice
Author: Chaffey, Dave
Year: 2015
Media class: Book
Publisher: Pearson
Resource type: Physical
ISBN: 9780273786542

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Craft show & sell, how to build your craft business at home, online and in the marketplace
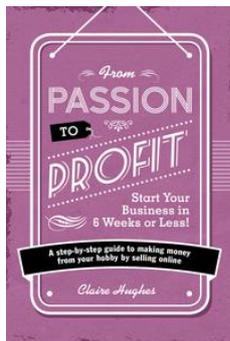Author: Jayne, Torie
Year: 2014
Language: English
Media class: Book
Publisher: Search Press
Resource type: Physical
ISBN: 9781782210429

From passion to profit, start your business in 6 weeks or less!, a step-by-step guide to making money from your hobby by selling online
Author: Hughes, Claire
Year 2014
Language: English
Media class: Book
Publisher: David and Charles
Resource type: Physical
ISBN: 9781446305010

eBay for everyone
Author: Nixon, Cheryl
Year 2016
Language: English
Media class: Book
Publisher: Bernard Babani
Resource type: Physical
ISBN: 9780859347600

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Confident web design, master the fundamentals of website creation and supercharge your career

Author: Wood, Kenny

Year 2018

Language: English

Media class: Book

Publisher: KoganPage

Resource type: Physical

ISBN: 9780749481001

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eBooks – Selling Online

eBooks are a great way for you to access a range of non-fiction titles including books on business and digital skills. All eBooks can be downloaded for FREE straight to your phone, tablet or PC. Glasgow Libraries subscribes to two ebook platforms, Overdrive and Borrow Box. For more information and to register go to
https://libcat.csglasgow.org/web/arena/ebooks

Sewing to sell, the beginner's guide to starting a craft business, bonus, 16 starter projects, how to sell locally & online
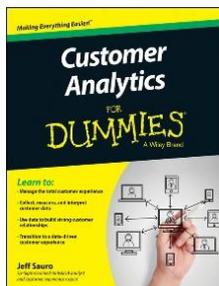Author: Lindsay, Virginia Keleher, 1975-
Year 2014
Media class: eBook
Publisher: C&T Publishing
Resource type: Electronic
Available from OverDrive

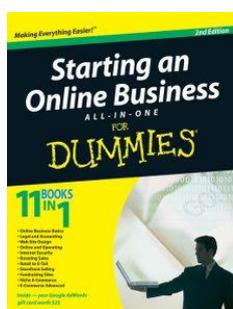**Customer analytics for dummies**
Author: Sauro, Jeff
Year 2015
Media class: eBook
Publisher: For Dummies
Resource type: Electronic
Available from OverDrive

Customer analytics for dummies
Author: Sauro, Jeff
Year 2015
Media class: eBook
Publisher: For Dummies
Resource type: Electronic
Available from OverDrive

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Magazines and Journals

Useful for finding the latest news, trends and information about digital technologies.

RBdigital eMagazines is a great service which lets you read digital copies of your favourite magazines for FREE! Titles include: *3D World, Android Magazine, Apple Magazine, Computer Shopper, Macformat, Macworld UK, Net, PC Pro, Webuser, Wired.*

RBdigital eMagazines is available from the Glasgow Libraries catalogue (eReading 24/7 section) at **libcat.csglasgow.org**. Library card number and PIN required for remote access.

Visit General Services, Level 4 at The Mitchell Library, for magazines and journals. Titles include: *Computer Active, Electronics World.*

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Internet Sources

Websites containing information to help and support you selling online

Power Up - Online Directory of Digital Technology and Skills Learning and Support
BIPC Glasgow's Power Up project will connect you with free learning and support opportunities to help you develop the digital skills you need to grwow your business.
https://libcat.csglasgow.org/web/arena/power-up

Bank of Scotland Digital Knowhow
Bank of Scotland Digital Knowhow offers a range of basic guides on digital business topics. These include e-Commerce and receiving online payments.
www.business.bankofscotland.co.uk/business-resource-centre/guidance/digital-knowhow.html

Barclays Digital Wings
Barclays Digital Wings is an online learning platform offering dozens of short courses and workshops on digital skills for business. Topics include an introduction to e-Commerce, e-Marketplaces, online security and fraud.
https://digital.wings.uk.barclays/for-everyone

Business Is Great
Business Is Great is a government business support website, the 'do more online' section provides information to help microbusinesses and sole traders find customers, spread word of mouth, be more efficient, and sell their goods and services online.
www.businesssupport.gov.uk/innovation-and-technology

Digital Boost – Business Gateway
Business Gateway offer online guides, articles, tutorials, local workshops, 1:1 consultancy and advice supporting a wide range of digital skills and technologies. Topics covered include effective eCommerce, data protection and cybersecurity.
www.bgateway.com/resources/digitalboost

Glasgow Code Learning
Glasgow Code Learning offers a range of free and accredited digital skills courses including Developer which focusses on digital business topics, all accredited by Glasgow Kelvin College at SCQF Level 5. The course is run through an online learning platform with

additional tutor led drop in sessions. One unit is focussed on web development to give you the skills to start building a website.

www.glasgowlife.org.uk/libraries/glasgow-code-learning

Google Digital Garage

Google Digital Garage offers a comprehensive range of digital courses at beginner, intermediate and advanced levels. Topics include coding, data protection and cybersecurity for business, and getting your business online.

www.learndigital.withgoogle.com/digitalgarage

HMRC

Help and support for 'Making Tax Digital' for Income Tax and VAT for businesses. Links to sign up and join free webinars. Useful YouTube channel with tutorials and case studies to help guide you through the topic.

www.youtube.com/user/HMRCgovuk

www.gov.uk/government/organisations/hm-revenue-customs

The Information Commissioner's Office

The Information Commissioner's Office is an independent authority established by Government to uphold information rights in the public interest. It provides information and guidance on complying with data protection and electronic communication regulations.

www.ico.org.uk

The Interactive Media in Retail Group

The Interactive Media in Retail Group is a membership organisation for online retailers and e-commerce providers in the UK. Retail members can access the latest online retail data and benchmark their performance against competitors.

www.imrg.org

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The Business & IP Centre Glasgow supports entrepreneurs and innovators from that first spark of inspiration to successfully launching and growing a business. With Centres in London as well as in 14 local libraries around the country, help and guidance is easy to access. The Business & IP Centre Glasgow has a team on hand to help guide you through intellectual property through workshops, one-to-one sessions, as well as being on hand in the Centre itself. Visit the website to see how we can help you take the right steps to start up, protect and grow your business.

Please note that every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may since have been added to the collection. Please ask for help at the enquiry desk or check the online catalogue at **libcat.csglasgow.org** for more details.

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