E-Commerce Website Analysis

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Background:

You are a musician that has produced around 60 items for sale. These items include, CD's, T-shirts, baseball caps, and photographs with autographs. Each item has a set price but if someone orders multiple items they can get discounts. The items will have additional shipping charges. The charges will be based on the weight of each items as well as the destination, so destinations that are further will cost more to ship.

My proposal for your website:

1) Whether build the site from scratch

According to your site background, your website will involve a fair a bit of customization, so I recommend you to build your site from scratch or choose a packages suite which allows you to do more customization.

Here I will list the costs (I estimate), benefits and disadvantages of these two options:

a. Build the site from scratch

The costs of building the site from scratch are much lower than packages suite and pre-built template. It may cost you about $1500 - $3000. It fit for a small size or small client websites. For you, the benefits of building the site from scratch are easy updating and customization. You can do anything you want. However, build the site from scratch will take you long time to design the programming and only have a few global and multicultural capabilities.

b. Choose a packages suite

Packages suite will spend you about $7000 - $100000 that depends on which packages

suite you choose. It fit for from medium to big size websites. The benefits are short time

preparation and many global and multicultural capabilities, but the sites updating will be

more difficult than building the site from scratch. Some of packages suite are hard to

customize. Some of packages suite are not. For you, you should choose the packages

suite that allows you to do more customization. I recommend trying the basic packages

suite of Professional Cart Solutions http://www.profcs.com/shopping/plan.asp#feature-list

this packages suite is fit for your needs.

2) How the site will work

The following diagram will show you how the site will work:
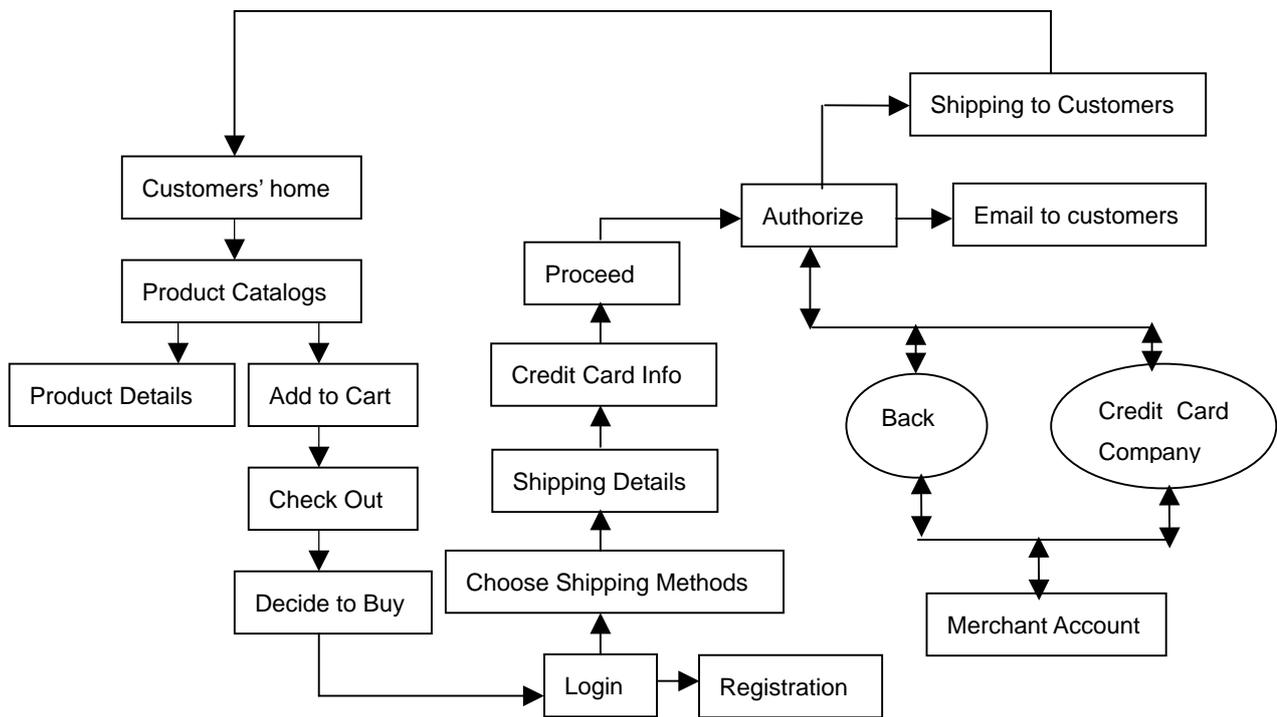
3) Which web site features will help improve site security

Here are a few easy to implement techniques I recommend to you but you still need to improve the security of your secure web applications.

    a. Using SSL certificate.

    b. Using POST requests to make life harder for browser users.

    c. Using external file.

    d. Using privacy message.

    e. Using Database to store your important information.

    f. Using encryption.

    g. Using digital signature.

    h. Building professional looking design.

    i. Valid forms and put "*" in password.

4) Which company's SSL certificate is fit for your needs

There is comparison from 3 third party vendors for purchasing an SSL certificate:

    a. GeoTrust QuickSSL web server certificates

Company Name:	GeoTrust
The length of valid:	General one year They also offer multi-year option: from one to five years.
Price:	Buy: $169 Renew: $149 Thawte and VeriSign Customers switch to GeoTrust: $69
Pro:	Easy and quick provisioning process and cheap
Con:	No con for small business website.

b. thawte SSL web server certificates

Company Name:	thawte
The length of valid:	One year They also offer 2 years.
Price:	Buy: $199 Renew: $159
Pro:	Highest Browser Compatibility
Con:	Average Issuance Speed is longer.

c. VeriSign SSL Certificate

Company Name:	VeriSign
The length of valid:	One year They also offer two years option.
Price:	Buy Secure Site: $349 Buy Secure Site Pro: $995
Pro:	High quality and reputation
Con:	Too expensive for small website.

According to analysis to three third party vendors. I recommend you to choose GeoTrust

QuickSSL web server certificates.