What it takes to start an online business from Cameroon

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Abstract

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Online business, also referred to as e-business, is any business activity that occurs over the Internet. Buyers and sellers across the world are now becoming interested in online business by promoting global trade and economic integration between nations. Cameroon is a developing country with limited access to the Internet as compared with other developed countries, where the Internet is readily available. The few businesses having the opportunity to gain an online presence are worth exploiting.

The research aims to create awareness between small offline businesses and web developers for gaining an online presence. The target audience of this report is limited to Cameroon web developers and the scope is general procedures for building a website. A detailed, step-by-step procedure for building a website is out of scope.

In the study, a qualitative method was used. An online survey questionnaire was created and distributed amongst Cameroon web developers. A total number of 49 responses were registered and analysed. The theoretical background comprised print-based and online sources including scientific papers, and theses. The report took about 4 months to be completed.

Various basic steps from the business idea, getting the domain name, designing, hosting, advertising and finally maintaining a website were discussed. Content management systems (CMS) were introduced and compared to help web developers choose a suitable one for a particular project.

The research results showed the web developers' main interests were the domain name and usability. Most clients were more interested in dynamic websites. Generally, most offline businesses in Cameroon have limited view or no idea about online businesses.

Keywords
Online Business, Internet, Web development, Content Management Systems, WordPress, Joomla, Drupal.

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ABBREVIATIONS

Terms	Definition
CMS	Content Management Systems
FTP	File Transfer Protocol
CFA	African Financial Community
FastCGI	Binary protocol for interfacing interactive programs
CPU	Central Processing Unit
OS	Operating System
PHP	Hypertext Pre-processor
CSS	Cascading Style Sheets
CIOs	Chief Information Officer
HTTP	Hypertext Transfer Protocol
ROI	Return on Investment
MVC	Model-View-Controller
OOP	Object-Oriented Programming
HTML	Hypertext Mark-up Language

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1 Introduction

1.1 The background of the project

Online business which is also called e-business can be briefly described as any business activity that takes place over the Internet (online). Anyone running all or some of their businesses online is running an online business. Buying, Selling and distribution of services are all included in the online business. Many different types of companies and industries with all types of businesses can be found online.

Buyers and sellers who are located in different parts of the world are becoming more and more relying on online business as the main medium of global economic integration and international trade. As an example, communications through Amazon, eBay, and Facebook just to name a few, whose main platform of interaction is the Internet has been able to bring together diversified areas of businesses to share goods and services with virtually little or no time required.

Cameroon being a developing country has problems with affordable Internet access on like in Europe where Internet is readily available and affordable everywhere, but the little opportunity few businesses have to gain an online presence in view of expanding their businesses was worth exploiting, carrying out a research that would help them know how to obtain it, how to maintain it, what kind of competitions are there and finally creating an awareness of the best practices involved in the process of obtaining an online presence.

 It was with these interests in mind that I was motivated to select the topic "What it takes to start an online business from Cameroon".

While reading and doing some research about related research topic, I came across a research paper titled "The reality of e-commerce with developing countries". This research was for the whole of Africa so most of the researched data were directly connected to Cameroon.

The project will enable small businesses in Cameroon gain knowledge about getting or improving their businesses online.

2   The research question and objectives

2.1   The research question

What it takes to start an online business from Cameroon?

2.2   The research objectives

To help those small businesses that don't know or have knowledge about online business, but haven't brought their business online, get the best practices in gaining an online presence.

A survey will be carried out design to target website developers of Cameroon, which will provide information related to the research question. For example the kind of things they consider most when creating a website. The type of problems offline businesses faces to obtain an online presence. The type of content management system they are using to develop websites, and finally compare the most commonly used CMS. This comparison will give a self-thought of analyses when resulting to use whichever CMS you choose for a particular project.

3   The thesis research method

There are many methods to realise a qualitative research topic, but among the diverse strategies for information gathering for exploration purposes, the survey strategy is favoured by numerous scientists because of its different preferences, qualities and profits. With regards to getting a considerable measure of data within a short time frame, a survey may be the answer.

I have result to use the survey method because it contains an arrangement of questions in open-ended or closed-ended formats design to target answers from a defined group of audience reflecting the thesis objective. Even though it requires some serious energy to plan a questionnaire and define its sample group, if done accurately, the survey system can be a low cost method to gather realistic information.

To be able to complete this research the following resources would be needed:
- **A computer:** with an installed Microsoft office 2007, to provide me with a platform to write the research paper.

- **Internet connection:** provides the access to a diversified amount of related research materials online.
- **Books form the library**: offers access to valid and authentic resource material for the research.
- **Questionnaire:** Some open and close questions design to target specific areas of interest which is in line with the research question.

The online survey was carried out in Cameroon, by asking questions from the targeted audience which were in this case mostly web developers. Chapter 11, would detail the results of the survey.

3.1   The method used in the questionnaire

I used a free survey website whose URL is https://freeonlinesurveys.com/#/ to create an online survey questionnaire. The website provided me with a link giving access to the questions. It was this link which I used to distribute via e mails, Facebook, twitter, text messages, blogs and personally visiting them with my laptop. I faced some difficulties with people not willing to participate and those who gave incomplete answers. So many responses were gotten from my visit to the various developers. I did the survey for a period of one month.

When the questions were answered online it was registered in the website's account automatically, at the end of the survey period I converted the results using the same website to tables and charts that you find on chapter 11.

4   The theoretical background

As everybody knows before you start any business, there must be a need to fill. The need to fill is a kind of business concept you are looking forward to explore. This should serves as the answer or solution to prospective client's interest, needs and wants. Once the need to fill has been determined and your product and or services have been defined. The registration phase of the business can commence.

To start up a business in Cameroon there are several procedures involve, which starts with the formal registration of the business. Firstly, a public notary writes a document in form of a certificate asking a commercial bank to create a bank account for a new company and the starting capital is deposited in the bank which they are issued with a receipt. Secondly, the memorandum is written by an attorney or shareholders of the company and signed company bylaws are done before the notary which takes 2 days. Thirdly, the compiled documents are filed to the One-Stop-Shop (an office that does the actual registration

of the company), this cost 41, 500 FRS CFA and takes a period of 8 days. Finally it is published in the legal journal (Cameroun Tribune), this takes 3 days and cost 51,000 FRS CFA. (Doingbusiness 2015.)

Having seen how to register a business in Cameroon, looking at the aspect of its development and maintenance on the Internet requires the attention of a web developer.

5   Get a domain name

The very first thing to begin with is getting a domain name, a domain name is simply the name the website will be called and it's the same name to give to users to gain access to the website. (Brinck, Gergle, & Wood 2002, 369.)

One of the crucial planning steps is to make sure you've selected and registered your domain name before beginning. It is a kind of wise idea at the very early stage of the development and it must be done before going live. (Brinck, Gergle, & Wood 2002, 369.)

Pick a domain name that is simple for your clients to recall it well, and to be able to type rapidly without any spelling mistakes. Nearly all businesses would always want to get a .com address, on the grounds that most programs will default to .com if the client forgets to put the extension of the domain name. (Brinck, Gergle, & Wood 2002, 369.)

To increase the chances of visitors to always arrive at the primary domain, consider getting options that clients may enter when they make mistakes in spellings or shortened the forms of the domain name, when they decide to hyphenate or not hyphenate multiword names, and when they incorrectly spell the domain name. Someone can figure out what these options may be by asking prospective clients, if they remember the domain name of the business, letting them to write it down so that one can see the kind of errors they make in spelling the business domain name. Another option is requesting they write the name as fast as they can over and over again, so that there is possibility to keep track of how often a specific error would occur. Likewise consider creating same domain with different extensions like .net and .org to prevent competitors from using same name as you and whether you have to register .net and .org options for your name and additional incorrect spellings of your name (to counteract different organizations who utilize a space name like yours from making a similar site to rival you). (Brinck, Gergle, & Wood 2002, 369.)

6   Choosing a Web Server

Considering WordPress CMS platform, this chapter will focus on the choosing a web server.

In order for individuals and organisations to have their websites accessible via the World Wide Web, it should be hosted on a web server using a web hosting service. Web hosts are basically companies giving space on their server to clients. (Brazell 2011, 26.)

As a rule, the selection of Web server is something that is really standard. Linux hosting and Apache as the configured web server are offered by most web hosts. In nearly every situation the choice is virtually automatic because the distributed Linux that comes with the Web server is turned on by default, basically it is the case universally. (Brazell 2011, 26.)

With no exception, these hosts are always fine out of the box. A small amount of configuration is required to run small blogs. Just make sure they have the minimum software called "mod rewrite" module installed properly. (Brazell 2011, 26.)

6.1   Apache

Apache is an open source Web server that is always inside every Linux distribution. Apache as of now is the most frequently used Web server on the Internet, and the design of WordPress really match perfectly for it. No minimum requirement is needed to use WordPress on apache. The oldest version of Apache is Apache 1.3 and is still in use. Apache 1.3 works functionally same as Apache 2.2, even though Apache 2.2 is the most stable. (Brazell 2011, 26.)

6.2   Lighttpd

Lighttpd (as pronounced lighty) is an alternative free open source for Apache and supports FastCGI; this is an open protocol which permits various multiple dedicated connections with the Web Server. On high capacity, or high-activity, Web sites, the ability to remove the overhead that originates from the beginning and completion of a Web server request can cost huge amounts of server CPU (Central Processing Unit) cycles and energy. Lighttpd runs on both Linux variants (including Mac OS X) and Windows. (Brazell 2011, 27.)

6.3 Nginx

A little Web server, Nginx is a hyper-quick Web server that is lightweight, underpins virtual hosts, and contains a rewrite module. WordPress.com utilizes it in front of their LiteSpeed servers. To utilize Nginx to serve PHP- created pages specifically, you must have a FastCGI handler introduced. A lot of FastCGI libraries are accessible, and PHP needs one if it is assembled with that support. (Brazell 2011, 28.)

A typical use of Nginx is as an intermediary proxy. Out of the box, Nginx is simply an idiotic server that does one thing to a great degree effectively and well. It serves simultaneous HTTP requests very quickly. Without the FastCGI capacities empowered, it doesn't handle any dynamic content. In numerous high performance setups, Nginx is situated to straightforwardly serve static content (like pictures and CSS records), however go through dynamic content and PHP. The blend of Nginx to handle static contents and Apache to handle dynamic contents makes a high performance framework. . (Brazell 2011, 28.)

7 Designing your Web Pages

Once the domain name and web host has been selected, the next phase should be designing the website properly. In this chapter the general picture of web design will be discussed.

7.1 Design

Designing is the actual stage where the decision about the organisation and appearance of the website is made. At this point, when planning, you identify the content for the website and organise it out as per the clients' desires. It's just at this stage that you start portraying page designs, on the grounds that you now know who your clients are and what they need you to do. The common temptation is to start designing page layouts without knowing the client requirements. The outcome won't be acceptable. (McCracken & Wolfe 2004, 7.)

7.2 Don't make me think

According to Steve in his book "Don't make me think" 2006, the first law of usability is "don't make me think" and the more webpages he looked at the more he was more convinced.

It's the first principle and the ultimate rule when verifying weather something works or not, in the process of web design. If there is space for only one rule to be mastered, this should be the rule. Meaning as easy as it is, when someone look at a Web page it should be self-evident or self-explanatory. Without any efforts, at a glance one should be able to get it, what it is and how to use it. It should be self-evident that anyone who has no interest in your site to be able to look at it and say "Oh, it's a __". (Krug 2006, 11.)

When someone is looking at a Web page that doesn't require any thinking all the thought balloons in the head goes like "OK, here's the _____: And those are_____. And here's the thing I want." See figure 1 below. (Krug 2006, 12.)
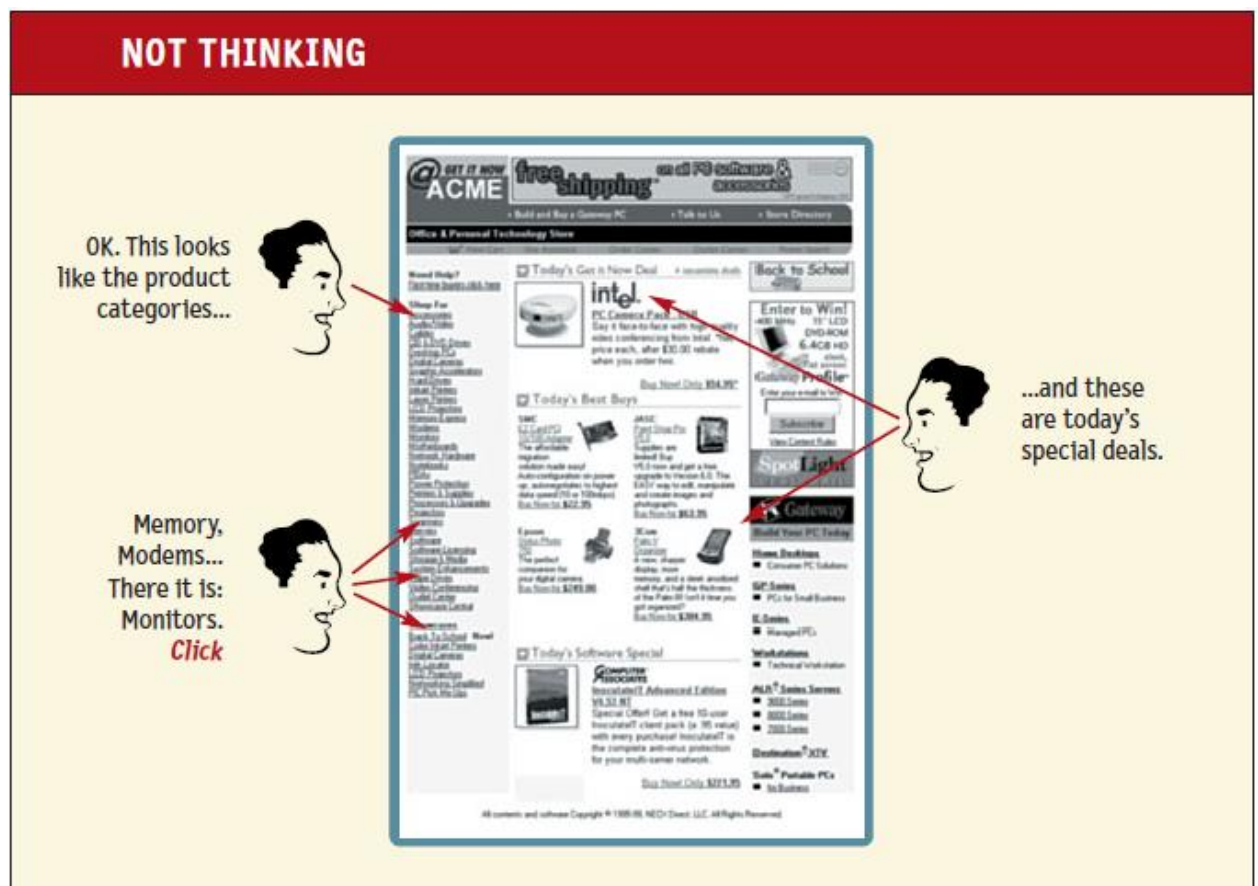

Figure 1. (Krug 2006, 12.)

But it is the opposite when looking at Web pages that makes you think, everything you look at have a question mark as seen on the figure 2. (Krug 2006, 13.)
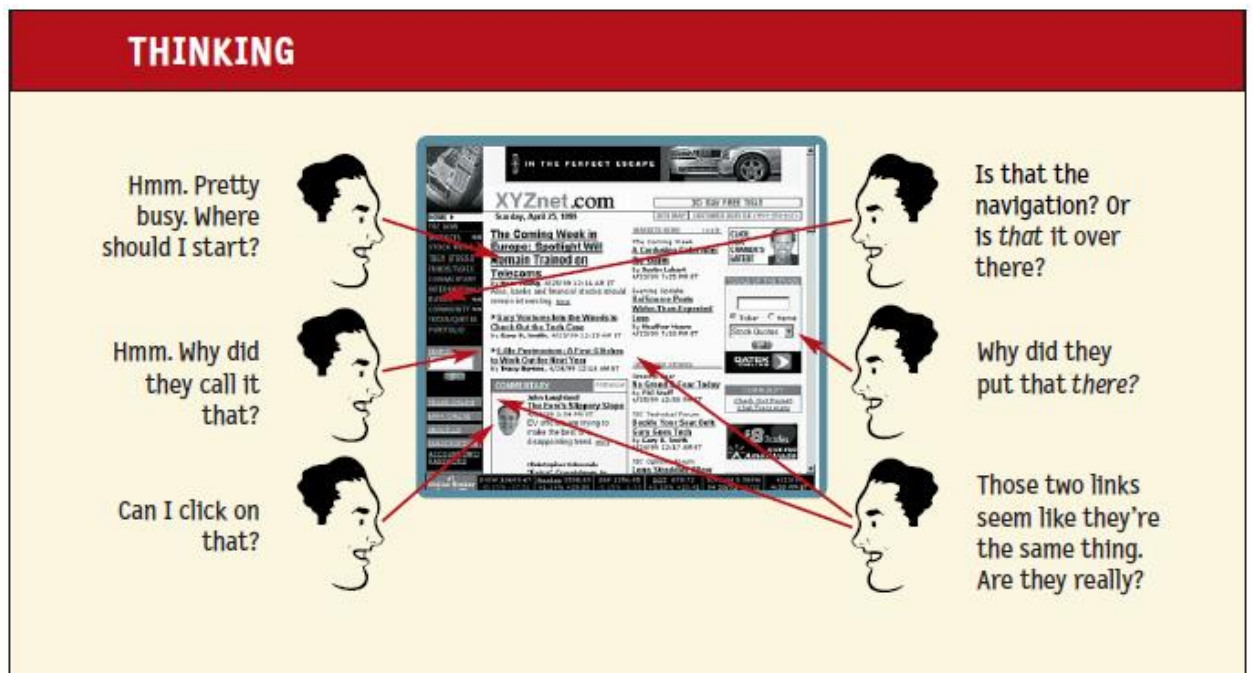

Figure 2. (Krug 2006, 13.)

When you are creating a site your job is to get rid of question marks.
Many things make us to stop and think while scanning a webpage especially when the names are customized to the company's way of calling a particular item. For example, see figure 3 below. (Krug 2006, 14.)

Figure 3. (Krug 2006, 14.)

There are also more questions asked over the heads of users when they can't figure out what is clickable. As a user spending time thinking even for a second about what is clickable only adds to our work load. This causes distraction and as it adds up it doesn't take time to throw us away from the webpage. (Krug 2006, 14.)

Most often, people don't like to puzzle over little things to get it right.
(Krug 2006, 15.)
Here are some of the things visitors to a site should not spend any time to thinking:

- Where I am?
- Where to begin from?
- Where did they put _____?
- What are the most imperative things on this page?
- Why did they call it that?

(Krug 2006, 17.)

But there is really no need taking another workload to add into the web design. The fundamental principle of removing question marks from
users head is enough, focus on it while designing web pages and as time goes on there would be improvements to easily recognize most of the question marks and avoid them in web pages. (Krug 2006, 17.)

The self-evident nature of a web page should be your goal, so average users could from a glance figure out what it is and how it's being used. (Krug 2006, 18.)

7.3 Importance of website design

Online sellers are progressively worried about how to best draw in and hold fulfilled, trusting and faithful clients. It is critical that clients see Web sites as proper, private and secure in the event that they are to revisit it. (Dianne, 2014.)

As indicated by Reichheld and Schefter (2000), an increment in client maintenance rates by only 5% can build benefits by ranging from 25 to 95%. Further, return on investment (ROI) related to effective user encounters is considerable: an increment of 10% in spending can prompt an 83% addition in benefit (Neilson, 2008). Hence, the advancement of faithful client obtained through powerful Web webpage configuration is an important goal for Chief Information Officer (CIOs), supervisors, and advertisers.
(Dianne, 2014.)

There is an effortless feeling when using a site that doesn't make us think. As you would see in the next paragraph, it is important to not make them think because people spend very little time looking at the web pages designed than the designer actually think they see it. (Krug 2006, 19.)

To get an effective web page results they need to work most of the magic to users just from a glance at the web page. And the best way is by creating self-evident web pages. (Krug 2006, 19.)

Knowing how people use websites could really help you have a good sense of design. When creating a site, the developer thinks people will pore over every page, trying to read the finely crafted material, checking out how the organisation has been done and taking their time among other options to decide which link to click. What people do most time when they visit a website is glance at each web page, scanning through some of the material and eventually clicks on the first link that is of great value or interest or what seemingly resembles what they are searching for. The large portion of the web page in not even looked at. (Krug 2006, 21.)

Developers thinks, they have put very good literature on the webpages for users, while in reality, the users or clients see it as a billboard scanning through the pages for answers to questions in their mind at a speed of 60 miles an hour. (Krug 2006, 21.)

The bottom line is that they don't spend time reading webpages, they scan (or skim) them, searching for phrases and words that catches users attention. See figure 4 below. (Krug 2006, 21.)
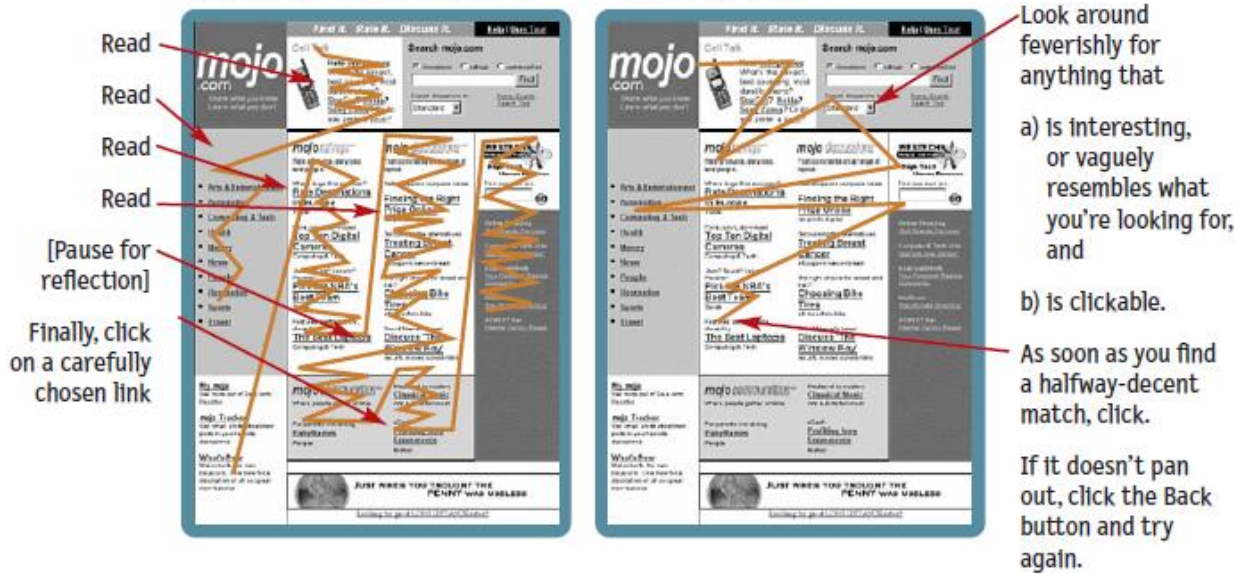
Figure 4. (Krug 2006, 21.)

What we see when we take a gander at a Web page relies on upon what we have as a top priority, however, its normally simply a small amount of what's on the page. (Krug 2006, 23.)

Figure 5. (Krug 2006, 23.)

7.4 Billboard Design 101

Having noticed that users or clients don't read web pages, they usually scan through, it is worth designing pages for scanning, not reading. There are basically five main things to do in a design that would enable users see and understand as much of the site as possible. (Krug 2006, 31.)

7.5 Create a clear visual hierarchy

One of many ways to make sure a web page is very easy to grasp in a hurry is making sure that the appearance of the items clearly and distinctively depicts the relationships between items on the page. That is, which items are related and which are part of another, basically each page must be able to have a visual hierarchy. (Krug 2006, 31.)

Pages with a better and clearer visual hierarchy possess three characteristics:

- The more important an item is, the more evident it should be on the page. That is larger, bolder, coloured or spaced out. See figure 6 below.

Figure 6. (Krug 2006, 32.)

- Visually related things are equally related logically. See figure 7 below.

Figure 7. (Krug 2006, 32.)

- Nested items visually enable you to see what part belongs to which part. See figure 8 below.
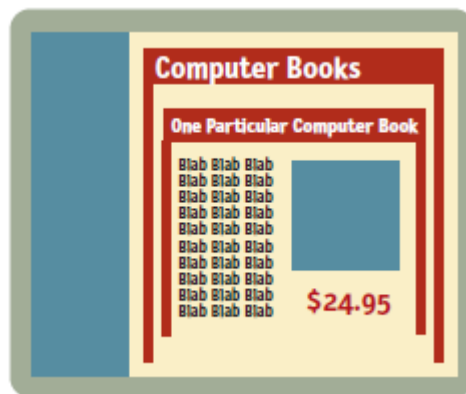

Figure 8. (Krug 2006, 32.)

7.6 Use conventions

Knowing many conventions of pages layout and formatting, it's much easier to scan and faster to find interested points on a web page. For instance phrases in large fonts are usually the headline that gives the brief story about the content, text under a picture, talks about what the picture portrays or if it's in very small letters its should be giving information about the photographer. Conventions are very useful and make it easier for users to get familiar with websites faster with little or no directions. They equally enable users figure out a lot from a web page even though they don't understand the language on it. (Krug 2006, 34.)

7.7 Challenges for Web site design

The most vital part of any design, it is how the audience's mind interpret it (Shedroff 2009). However, creating a perfect user experience online comes with many challenges these challenges are largely under two factors:
(Dianne, 2014.)

- multiplicity of user goals and duration of exposed experiences; and
- The complex nature of the design developed, and how to measure the effectiveness of implemented design.

  (Dianne, 2014.)

8 Tools used in building a website

There are many tools used in building a website, but Content management systems (CMS) have slowly taken over the control and become the backbone behind many business and professional websites over the Internet. These are computer applications used for publishing, editing, deleting, maintaining and organizing content from a central user interface. Often, they are used to run websites having blogs, shopping and news feeds. (Oriahi 2014, 1.)

There are equally many options when it comes to choosing a CMS for website development purpose. This report will focus on the commonly used systems and how they can be used to obtain the best out of them. WordPress, Joomla and Drupal are the three most commonly used CMS (W3Techs 2014). Each of these systems would be looked into in subsequent paragraphs.

8.1 WORDPRESS

WordPress is the most frequently used CMS on the Internet nowadays. It's based on PHP and MYSQL technologies, it's an open source tool free to use without any payments of licence fee, see figure 9. This aspect of it has made it to be the largest self-hosted blogging tool in the world (WordPress 2014). Web hosting and WordPress installation are very important aspects to consider when implementing WordPress.

Figure 9. (WordPress 2014.)

8.1.1   WordPress Web hosting

Web hosting is an essential part of any successful website and on the Internet there are many web hosting services. A good number of these services meet the minimum requirements for WordPress, just the selecting the right one could be a challenge, since it works best on a good hosting environment. (WordPress 2014.)

To enhance the typography of daily writing WordPress came in to life on the 27th May 2003. It was founded by Matt Mullenweg and Mike Little (Mullenweg 2003). To run Word-Press on any host the minimum requirements are: PHP version 5.2.4 or higher and

MYQSL version 5.0 or higher. Nginx or Apache are also good due to their robust and rich server for executing WordPress processes. (WordPress 2014.)

8.1.2 WordPress Installation

After the selection of a hosting service as described above, WordPress installation can be manual or automatic. The automatic process takes few minutes because most web hosting companies like DreamHost offer tools that does it (WordPress 2014). The manual installation is rarely used, but it involves the manual downloading of the current WordPress release on a local computer and uploaded using FTP client or shell to the server. (Oriahi 2014)

8.2 JOOMLA

Joomla started on the 17th August 2005, for web content publishing Joomla is one of the most popularly free open-source CMS. Model-view-controller (MVC) web application framework was used to build it. Its application was implemented using an object-oriented programming (OOP) technique. Before the end of February 2014 Joomla had over 50 million downloads. Joomla has both free and commercial extensions amounting to over 7,700 (Joomla! 2014). Although it could take a lifetime studying Joomla
, but mastering only the basics in a short while could enable someone make a very attractive and useful website, with no special technical skills (Joomla! Docs 2014). The second most commonly used CMS on the Internet is Joomla. See figure 10.

Screenshot	[show]
Developer(s)	The Joomla Project Team
Initial release	17 August 2005
Stable release	2.5.27 (LTS) / 1 October 2014; 5 days ago[1]
Preview release	3.3.6 / 1 October 2014; 5 days ago[2]
Development status	Active
Written in	PHP
Operating system	Cross-platform
Size	7.6 MB (compressed) 20.9 MB (uncompressed)
Type	Content management framework, Content management system
License	GNU General Public License
Website	www.joomla.org

Figure 10. (Joomla! 2014.)

Joomla is the software which helps to combine the content and the modules through the use of a template to create webpages, no need to store HTML pages, enhance, combine it together and then upload to the server. (Joomla! Docs 2014.)

8.2.1 Joomla Hosting & Installation

A web hosting account is always required to have a Joomla website just like other websites over the Internet. They offer a free 90 days demo testing and experimenting with a working installation of Joomla from their official website (Demo.Joomla! 2014). One can automatically install Joomla from the administrative backend of a hosting company provided the user has a web hosting account from any one of the hosting companies having its recommended hosting requirements as seen on figure 11. (Joomla! Docs 2014.)

TECHNICAL REQUIREMENTS

Pinit **uirements for Supported Software**

Requirements for Joomla! 3.x

Software	Recommended	Minimum	More information
PHP (Magic Quotes GPC off)[1]	5.4 +	5.3.10 +	http://www.php.net
Supported Databases:			
MySQL (InnoDB support required)	5.1 +	5.1 +	http://www.mysql.com
SQL Server	10.50.1600.1+	10.50.1600.1+	http://www.microsoft.com/sql
PostgreSQL	8.3.18 +	8.3.18 +	http://www.postgresql.org/
Supported Web Servers:			
Apache[2] (with mod_mysql, mod_xml, and mod_zlib)	2.x +	2.x +	http://www.apache.org
Nginx	1.1	1.0	http://wiki.nginx.org/
Microsoft IIS[5]	7	7	http://www.iis.net

Figure 11. (Joomla! Docs 2014.)

8.3 DRUPAL

Drupal is the third most used CMS used to organize, maintain and publish website content. It is open-source software just like the others, developed and managed by big community amounting to over 1,000,000 users and developers. Dries Buytaert started it as a message board in 1999 and became an open-source CMS in 2001 (Drupal 2014). Only raw materials were offered by Drupal management system frameworks, meaning a great amount of programming and a clear design vision skills is required in order to achieve effective results. The initial release of Drupal was in January 2001, the most current stable release Drupal 7.31 was announced on the 6th 2014, see figure 12. (Kalamityjane, Margyly, RonnieRayB & Ginosuave 2014.)

Drupal™	
Screenshot	[show]
Original author(s)	Dries Buytaert
Initial release	January 2001
Stable release	7.31[1][2] / 6 August 2014
Development status	Active
Written in	PHP
Operating system	Cross-platform
Size	11.4 MB (uncompressed core)[3]
Available in	Multilingual
Type	Content management framework, Content management system, Community and Blog software
License	GPLv2 or later[4]
Website	https://www.drupal.org

Figure 12.

8.3.1 Drupal Installation & Hosting

The installation of Drupal is almost similar to the above mentioned content management systems (WordPress & Joomla). It can be installed automatically from the administration page or via FTP client.

8.4 CMS COMPARISON

From the previous chapters the three most commonly used CMS were briefly discussed, this chapter will add more clarity by comparing the various CMS used over the Internet, see figure 13 figure 14,figure 15 and figure 16 . The essence of this is to help bring some key concepts about the various systems and fasten the selection process by a web developer working on a given website design project. (Oriahi 2014.)

	WORDPRESS	JOOMLA	DRUPAL
Webpage	www.wordpress.org	www.joomla.org	www.drupal.org
About	WordPress is most used content management systems (CMS) on the internet today. It is based on *PHP* and *MYSQL* technologies and licensed under the *GPLv2* (or later).	Joomla is the second most popular free and open-source content management systems (CMS) for web content publishing.	Drupal is the third most used content management systems that can be used to organize, manage and publish website contents.

Figure 13. (Oriahi 2014.)

	WORDPRESS	JOOMLA	DRUPAL
Date Released	May 27, 2003	17 August 2005	January 2001
Ease of use	Technical experience not so required to use it.	Less complex than Drupal but more complex than WordPress	Requires technical knowledge to use it.
One-Click Installation	Available via web hosting companies	Available via web hosting companies	Available via web hosting companies

Figure 14. (Oriahi 2014.)

Manual Installation	About 5minutes	About 10 minutes	About 10 minutes
Best Use Cases	For simple web sites, such as everyday blogging and news sites and more. Supports E-commerce, social networking using some plugin functionality	Joomla allows you to build a site with more content and structure flexibility than WordPress offers, but still with fairly easy, intuitive usage. Supports E-commerce, social networking and more	For complex, advanced and versatile sites; for sites that require complex data organization; for community platform sites with multiple users;

Figure 15. (Oriahi 2014.)

Minimum Technical Requirements	PHP version 5.2.4 or higher MyQSL version 5.0 or higher Apache or Nginx	PHP 5.3.10 or higher MyQSL 5.1 or higher MSSQL 10.50.1600.1 or higher PostgreSQL 8.3.18 or higher Apache 2.x or higher Hiawatha 8.0 Nginx 1.0 Microsoft IIS 7	PHP 5.2.5 or higher Apache (recommended), Nginx, or Microsoft IIS MySQL 4.1 or higher, PostgreSQL 7.1 or higher,

Figure 16. (Oriahi 2014.)

9   Promote the website

The simplest method of promoting a website is through search engine optimization or SEO. The completed web content should be built with keywords so that it ranks high in search engines. It could be a difficult process, but if done appropriately would produce good results. (Kyrnin 2015.)

There are many ways to continue this promotion some of which include: word of mouth, through email, and sending advertisements. Put the URL in all professional correspondence and sometimes if it's reasonable on personal messages. Some people use it as their email signature. (Kyrnin 2015.)

10 Maintain the website

In order to keep your website up to date maintenance is necessary, because different technologies are emerging and browser makers always work to improve their browsers. The content upgrade should be done on a regular routine. Providing important and different contents to the website, the more visitors are liable to keep visiting. (Kyrnin 2015.)

11 Results

The online survey like I said before was carried out in Cameroon and out of about 112 people that were asked to answer, 49 responses were successfully recorded. The figures figure 17, figure 18, figure 19, figure 20, figure 21, figure 22 and shown below are the presentation of the results.
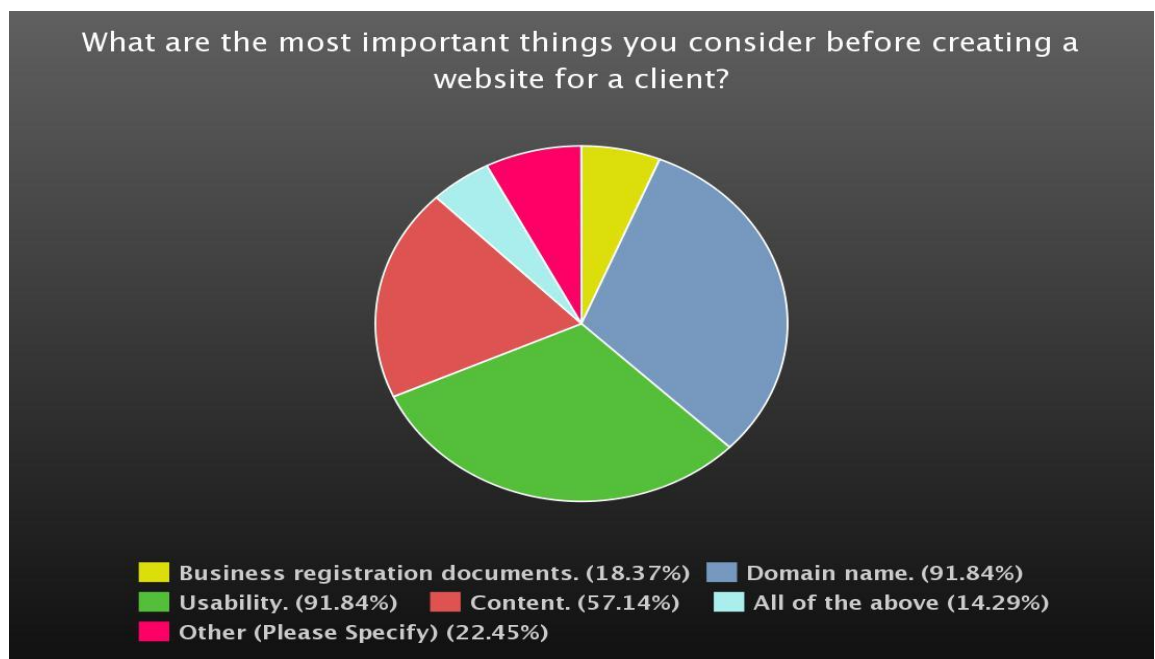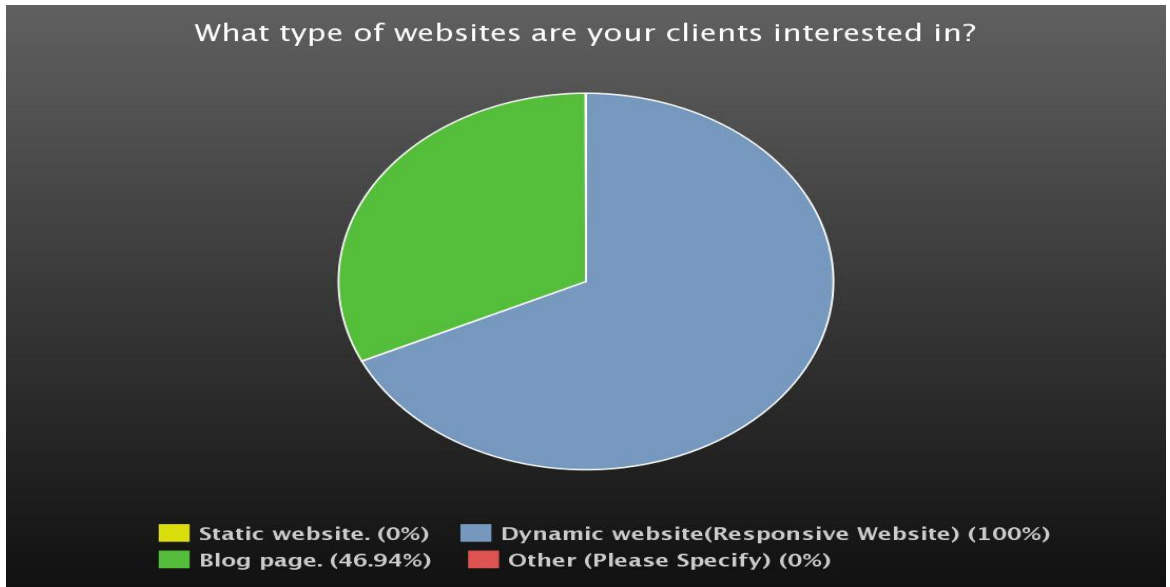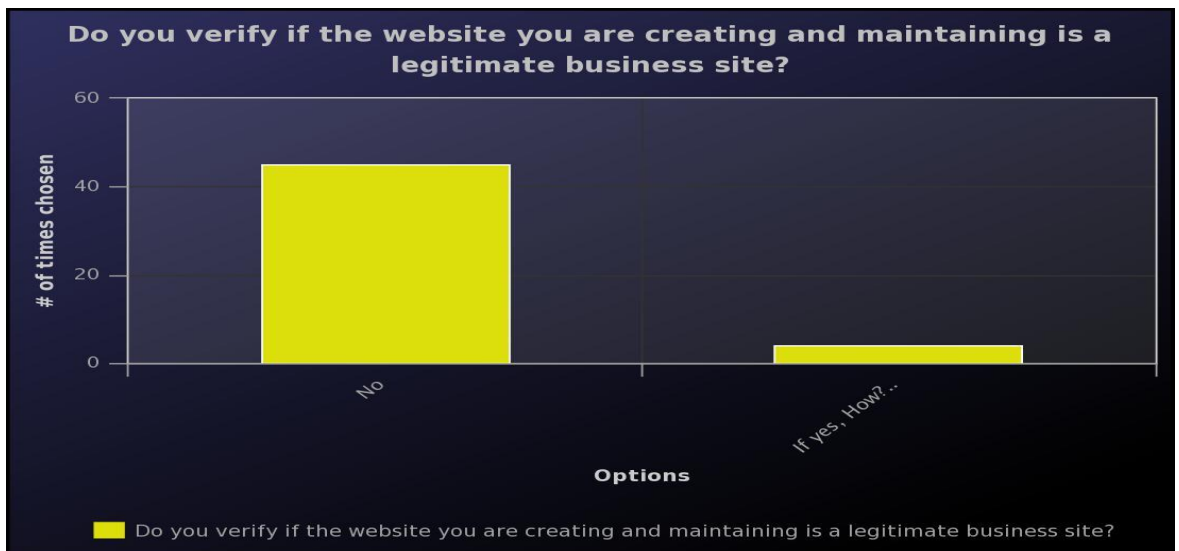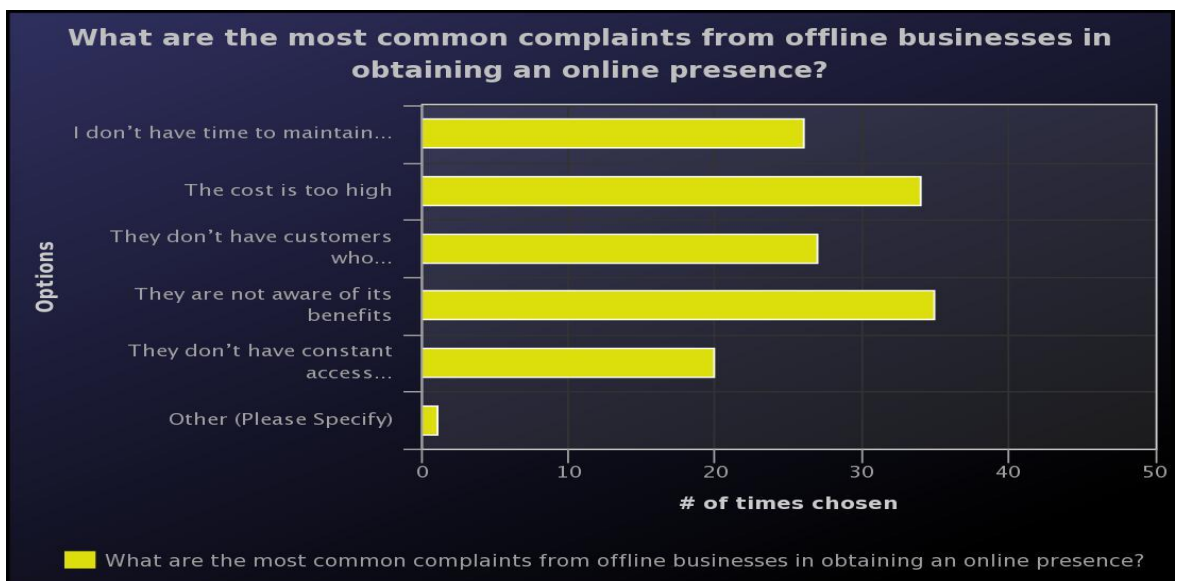

Figure 17.

Figure 18.

Figure 19.

Figure 20.

What type of content management systems do you often use in building websites?
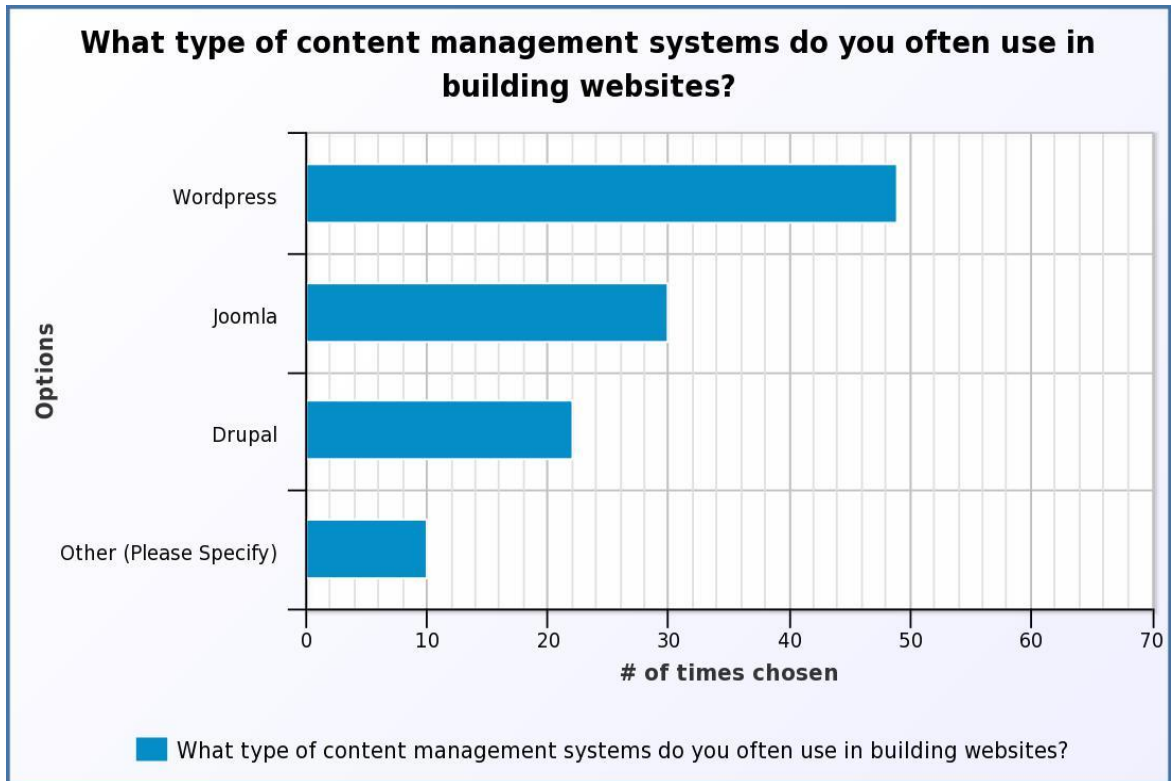
Figure 21.

12 Conclusions

After looking at the results of the online survey, one could say Cameroon being a developing country and with very limited access to Internet connection, is really trying to face the pace of time in joining the global trend of the world the Internet is promoting. It was quiet a good experience knowing how to start a business from Cameroon and eventually taking it online for a wider audience. The way people perceived the idea of taking their businesses online and what those who are already online really think and what they face as a challenge.

According to the survey results, the two most important things most web developers from Cameroon consider when building a website are the domain name and the usability of the website, see figure 17. In this aspect they spend more time to determine a suitable domain name and later the design of the website in such a way it suits the clients demand. As per the literature review about this, the design should be in a way users wouldn't spend time to think much before figuring out what is where and where to start from on the website, so I think in this context they really understood the importance of a domain name and the usability aspect of the design in question. Similarly in promoting the site their third fo-

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cus was on the content, this aspect of content is very dynamic and really needs time and dedication to figure out keywords to add and use on daily or monthly poste to attract more visitors on the website. Generally they don't consider much if the business registration documents are done or not.

It is a common phenomenon as seen in figure 18, most web developers said majority of their clients are more interested in a dynamic website since its pages are assembled very fast when requested, but with static websites HTML pages are generated beforehand and stored making it less flexible than dynamic generation in plenty of ways. They preferred the static website when making public announcements or celebrations, which might not take long within a certain period.

When talking about measures taken to work with a genuine online business websites form the developer's point of view, they had virtually no security measure to make sure their clients are running a genuine business website, see figure 19. Their main interest is to create the website and maintain it provided you have paid for your services. This explains why people loss confidence in online marketing in Cameroon, since there are many fake online businesses.

According to the results offline businesses happen to have very little or no knowledge about online businesses or websites. A good majority of them had no idea about its bene- fits, see figure 20. With the notion that it's expensive to create one they turn to run away even without asking the price or cost of creating one. In reality the cost ranges as per your demand could start from as little as 50 euros for the very basic ones.

A good number of the developers in Cameroon use WordPress more than any other CMS on the Internet. The second most used CMS was Joomla and thirdly Drupal just like the literature review analysed see figure 21. There were so many others using different web development systems tools like Dreamweaver, Expression Engine, Silverstripe, Frog CMS, and Cushy CMS.

All in all after looking at the outcome of the survey, I would recommend, some considera- tion and policies be put into place for creating a website, verifiable such that the business online is genuine and not fake so as to instil the trust people have lost in the online busi- ness. I know the online business in Cameroon isn't that fruitful as compared to other coun- tries, not because people don't want, but because their access to the Internet is limited and those that have the opportunity to browse say its costly to stay connected.

13 Summary

In a note shell going through this report, one can say without doubt that the objective of creating awareness of the processes involved in creating an online business from Cameroon was attend, and a brief introduction to most of the commonly used CMS where explained and compared in such a manner it would help developers to choose a particular CMS with care for a particular web development project.

What was done in this report was basically the collection of theoretical data from books, scientific magazines, online resources and some thesis report to form the literature background in relation to the research question reflecting what has been done already about the topic. I later on carried out a survey which I used to analyse in relation to the theoretical background of the report.

Initially my targeted audience was small offline businesses, but along the line I discovered most of these businesses have very little idea about online business and couldn't result in responding to the survey appropriately. I then thought of another group of audience which were web developers, current and better sample group, which I focused on and had the required results which are basically:

- Most developers' main concerns when building a website was the domain name and usability.
- Client from Cameroon are most interested in dynamic websites.
- Website developers don't care to verify if they are dealing with a fraudster or a genuine online business client.
- Generally speaking offline business don't know much about online businesses and how to obtain and maintain an online presence.
- The content management systems that were frequently used were WordPress, Joomla and Drupal in that order respectively.

What should be done next is a research why they don't make sure their clients are running genuine businesses. Equally develop strategies how to create awareness and instil back the lost trust of online business. Majority of the population don't believe in online business.

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Appendices

Questionnaire

1. What are the most important things you consider before creating a website for a client?

   - Business registration documents.
   - Domain name
   - Usability
   - Content
   - Others

2. What type of websites are your clients interested in?

   - Static website
   - Dynamic website
   - Blog page
   - Others

3. Do you verify if the website you are creating and maintaining is a legitimate business site?

   - Yes
   - No

4. What are the most common complaints from offline businesses in obtaining an online presence?

   - I don't have time to maintain or update it
   - The cost is too high
   - They don't have customers who visit Internet
   - They don't have constant access to the Internet
   - They are not aware of its benefits
   - Others

5. What type of content management system do you often use in building a website and why do you use it?

   - WordPress
   - Joomla
   - Drupal
   - Others