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Ecommerce checklist

330 Shares Facebook Twitter LinkedIn More When it comes to starting your new ecommerce business, there are many things that you need to consider. For many entrepreneurs, it can be a frustrating time with many moving pieces. After all, you want to make sure that you are doing everything you can to ensure a smooth and successful launch. An ecommerce launch checklist is essential to organize tasks and prevent common oversights during the launch of an ecommerce website. If everything goes smoothly, you'll be left with satisfied customers – but that's not always easy to achieve. If you have your ducks in a row before you begin, you can ensure that you won't be scrambling to do what needs to be done at the last minute. That's where this ecommerce checklist comes in. These high-level things must be addressed to ensure a smooth and successful website launch. It is crucial to consider pre-launch factors, including your audience, unique value proposition (UVP), set business goals, branding, choosing an ecommerce platform, on-page, technical SEO, and design consistency to optimize content for SEO and ensure usability and accessibility across platforms. Defining your target audience is crucial in creating a successful ecommerce website. Your target audience is the people most likely to be interested in your products or services. Consider demographics, interests, behaviors, and pain points to define your audience. Demographics include age, gender, income level, education level, and occupation. Interests encompass hobbies, passions, and lifestyle choices. Behaviors involve purchasing habits, browsing habits, and engagement with your brand. Pain points are the challenges, needs, and desires that your products or services can address. Understanding your audience will help you create content, products, and marketing strategies that resonate with them. It will also help you optimize your ecommerce website for search engines, as you can use keywords and phrases your target audience is searching for. For example, if you're selling outdoor gear, your audience might be people who enjoy hiking, camping, and outdoor activities. To optimize your website for search engines, you can use keywords like "hiking gear," "camping equipment," and "outdoor apparel." A Unique Value Proposition (UVP) is a statement that explains how your ecommerce website is different from others in the market. It's a promise you make to your customers about the value they'll receive from shopping with you. Your UVP should be clear, concise, and compelling. It should explain what sets your website apart, your benefits, and why customers should choose you over your competitors. For example, if you're selling eco-friendly products, your UVP might be "Shop with us for sustainable products that are good for you and the planet." This UVP explains your unique value proposition and sets you apart from other ecommerce websites that may not prioritize sustainability. Setting business goals and objectives is essential for creating a successful ecommerce website. Your goals and objectives should be specific, measurable, achievable, relevant, and time-bound (SMART). Examples of business goals and objectives for an ecommerce website might include: Increase sales by 20% within the next six months Improve customer satisfaction ratings by 15% within the next 3 months Increase website traffic by 50% within the next year Reduce cart abandonment rates by 10% within the next quarter Having clear business goals and objectives will help you create a roadmap for your ecommerce website and make informed decisions about marketing, product development, and customer service. If you are still operating your business on something like "bobs-superstore.myshopify.com" to "www.bobs-superstore.com," you need to change that before you launch. Use one of the many domain registration services available to you to set up a custom branded domain. You can usually get this for a relatively low yearly fee, and that's a small price to pay to ensure that you are presenting your business professionally. These high-level things must be addressed to ensure a smooth and successful website launch. Once you've laid the groundwork for your business, you want to make sure you have a firm handle on your competitive market. Remember, you are not just launching a website - you are launching an online business. Planning and execution are crucial for ecommerce success, ensuring a smooth customer experience and effective inventory management. Before you start to build your ecommerce site, you'll also want to think about your ecommerce platform. For the most part, you can't go wrong with BigCommerce, Shopify, or WooCommerce. However, there are some nuances between them. If you go with a POD or dropship site and do not use sales funnels, Shopify and BigCommerce are the right solutions, as they have more integrations and plugins. If you use sales funnels, like ClickFunnels, landing pages, sales pages, or 1-click upsells, Shopify or WooCommerce are a better fit. If you want to grow your site with SEO and content marketing, BigCommerce and Woocommerce are slightly better than Shopify. Review Competitor's Website Design, Content & Offers Develop Your Core Branding & Logo Plan/Draft Your Key Messages / Sales Content Research Keywords & Content Ideas to Reach Your Target Audience Obtain Product Samples and Finalize Logistics Plan Obtain High-Quality Product and Lifestyle Images Choose and Set Up Ecommerce Platform Secure A Custom Domain Install Essential Apps Set Up Email Forwarding If your ecommerce business is set up through Shopify, you can create an email with your domain handle so that your customers can contact you. This email can be forwarded to your personal address. However, email hosting is separate from your ecommerce platform, so you'll need to use a service like Google Apps for Business to reply to your customers using that branded email. This allows you to maintain professional communication and continuity throughout the customer's journey. Use an email helpdesk to manage and organize your support emails. You should set up an email like "support@yourbusinessdomain.com" and forward that to your helpdesk email. Many ecommerce businesses use social media channels and blogs to sell their products. If you plan on doing this, you must ensure the proper sales channels are activated. There are Pinterest Buyable Pins, Facebook Shop tabs, Instagram Shoppable Posts, Twitter Buy Buttons, and the Buy Button for your WordPress blog - you should review these and understand the ones you need to maximize your success. When a prospective customer visits your online store, you want to make sure that you are leaving your mark. Your site's overall design should be attention-grabbing and effectively highlight your products. Having consistent branding on your website helps to maintain continuity for the customer. To maintain the consistency of your site design, ensure you look through every page of the site—be on the lookout for fonts, colors, and other primary style elements. You want them all to match and create a consistent feel across the website. Your ecommerce site is a tool for you to sell your products, so you need to make sure that your customers know how and where to make a purchase. The button colors on your site should be visible, and make sure you are using clear action phrases on the page - phrases like "Buy Now" and "Shop Here" are good places to start. People can touch, feel, and see products in person when they shop in person. When people shop online at an ecommerce store, they cannot do that. So, the images on the page need to be high quality and visually appealing. High-quality images can help to increase conversions, improve customer satisfaction, and enhance your brand's reputation. Make sure that the images show your products from various angles and include close-up images of product details. When selecting images for your ecommerce website, consider factors such as: Resolution and clarity Color and contrast Composition and layout Authenticity and relevance You can use high-quality images to showcase your products, demonstrate their features and benefits, and create a lifestyle or atmosphere that resonates with your target audience. For example, if you're selling fashion products, you might use high-quality images of models wearing your clothing or accessories. If you're selling home decor products, you might use high-quality images of beautifully decorated rooms or spaces. By following these tips and best practices, you can create a successful ecommerce website that attracts and retains customers, drives sales and revenue, and builds a strong brand reputation. You don't want customers to leave because they can't figure out how to buy one of your products! Your site design should include an easy-to-see cart icon. A good place for this is in the top right corner of your menu. This way, a customer can check out from any page of your ecommerce site. Make sure you can grab your customers' attention. When people shop on the internet, they don't want to spend too much time hunting for what they want. Your homepage should feature images of your core products and have text that can easily draw a user's attention. You want your site to make a great first impression. If your store's theme allows for it, for example, with Shopify, you can save themes for testing or publish them later. This way, you can quickly and easily switch between your theme options to alter the appearance of your store when you need it. You should have these set up and saved to use later with relatively little hassle. Your ecommerce site's menus should be easy for your customers to use. By creating clear and accessible menus, customers can have a seamless experience navigating your store. Before launching, test the menus out by having friends or family members try to search for products on your site. If they can't easily find what they're looking for, your potential customers will likely have trouble, too. You should adjust your menus accordingly. The most popular ecommerce platforms come with a fully customizable ecommerce theme. Customizing your website design is easy if you know what you're doing. When launching your online store, for example, on Shopify, it comes with a default theme that's already loaded. It is called the "Debut" theme so that you can get started immediately with minimal customization. Most ecommerce platforms have standard themes that you can pick from to fit your business needs. You may also visit their theme store or a third-party marketplace if you want to purchase a premium theme or can't find a standard theme. If you're looking for a more personalized ecommerce theme unique to your brand, you should hire a designer or developer who can help. Choosing a premium theme that you can customize is a more cost-effective way, saving hours of the time it would take to design it and reducing total website costs. However, customizing a theme comes with a range of difficulties. You can customize yourself, but most require an ecommerce designer or developer. You'll need to be careful and do your due diligence before diving into the source code. One small mistake can cause your theme to break. If you dive in and do it yourself, you'll need to consider a unique look and feel for the home page, including the header and footer design and each page template when customizing your ecommerce website. Home Page Header Design Footer Design Product Page Template Category Page Template Static Page Template Blog Post Template Optimize and Upload Images Save Theme Presets Customize the Cart and Checkout Page Each page on your ecommerce site serves a purpose for the user. Ensure each one does what it's supposed to do to ensure an optimal customer experience. You need to make sure that the images on the homepage work properly. Also, be aware of how quickly your site loads—users tend to leave sites that load too slowly, and one primary reason this happens is poorly optimized images. Don't forget to remove password protection so your customers can access your website. You need to remove password protection before you make your ecommerce store live for the public. You'll do this when you're ready for the world to see your store – so this should be one of the last things you do. For several reasons, your site should include an About Us page. First and foremost, visitors to your page can learn more about you and your business – and understand why your store may be the solution to their needs. And secondly, the About Us page is generally one of the most highly visited pages on any website. This is where you can engage with your customers truly humanly - let them know who you are. Obviously, you want to ensure that your customers can contact you whenever they need to. Depending on your business needs, you can offer email, phone, AI contact center, or live chat support options. You don't need to have all three, but you should have at least one, and make sure it's clear and easily accessible for your customers. We have already discussed setting up an email with your business domain. You can install a live chat support widget in your store using a program. You can also explore options like OpenPhone, which allows you to create a business phone number that you can operate from your personal device. Everyone has questions, and this is where they get answered. You may be new, so you don't know if you have any "frequently" asked questions yet, but you can anticipate things that your customers may need to know. Customers will generally check a FAQ page before they contact you, so having some helpful information here can make the entire process easier for everyone. Customers want to know what to expect before they make a purchase, and this is where you lay out all of that information. Include information about your shipping process, refund policy, and return policy. Also, include a time frame for customers to return items. Customers may shop elsewhere if you don't have this information readily available. Many countries legally require a Terms & Conditions page on ecommerce websites. This is a legal document to inform customers of your business practices, and it can help protect your store in the event of some legal action. Another legal consideration required in many countries is the Privacy Policy page. For instance, if you are going to advertise on Facebook Ads, you must have a Privacy Policy page on your website. It may be a good idea to consult with legal counsel to create an adequate privacy policy for your business. All the pages of your ecommerce website need to work together to attract users and move them down your sales funnel. Your content has to showcase your brand, build customer trust, and sell your products. Search engine optimization (SEO) is crucial in driving traffic to your site. Make sure all of your pages have original content written for users and optimized for search engines. Double-check that all your pages have optimized SEO titles and descriptions. Make sure all your images have alt tags, and add schema and product metadata as needed. After loading all your content, set up your header and footer navigation and ensure you have clear links to terms and customer support information. If your site is especially large, information architecture will need special attention. Category pages are crucial for enhancing navigation and SEO, helping customers find products efficiently, and managing pagination and canonical URLs to combat duplicate content issues. Home & About Page Category and Product Pages Blog Posts Contact Us Page FAQ Page Shipping, Returns, & Refund Policy Pages Terms & Conditions Page Privacy Policy Page Finalize Header and Footer Navigation Remove "Powered By" Branding From Your Ecommerce Platform You must ensure your products and systems are organized properly on your ecommerce site. Keeping track of inventory can be a bit of a headache, but it's absolutely necessary. You don't want a product to keep selling long after you've sold out of it - that leads to unhappy customers and a lot of extra work for you. Ensure that you have accurate inventory cutoffs for your products. Ensure you've correctly entered the inventory integers so you don't have to encounter this issue. And, for good measure, double-check. When you create a Shopify store, the default tax rates are based on the area from which you are selling. Take this time to ensure they are correct and charge your customers the correct taxes. It's good to consult a tax professional to ensure everything is up to par. Most Shopify themes support currency customization. If you plan on selling outside your country, make sure that your theme is compatible - this will allow customers to view your ecommerce store in their currency. This is an easy accommodation that helps prevent customers from abandoning their shopping carts because they don't understand the prices. Double-check the weight of your products and ensure they are accurately inputted so that you don't run into any issues or mistakes determining shipping costs. This is especially true if you're using real-time carrier-calculated shipping. This will ensure a smoother launch of your ecommerce store and help avoid cart abandonments due to overpriced shipping rates. Ensure your customers can purchase from your store using their preferred payment method. Consider different payment gateways, such as Shopify Payments, PayPal, Stripe, or something similar. Generally, you can capture a customer's payment in one of two ways - either automatically or manually. A customer's credit card will be authorized and charged automatically if you choose the automatic option. The manual option means the card is not charged until you accept the payment. Which one you choose depends upon the way your business operates. So consider this option carefully. Your cart page should provide all the information you need about the customer without anything extra. You can include various options to improve your customers' experience. Please take the time to consider this before you launch. Be mindful that an overly complex checkout process may be overwhelming for customers. Please keep it simple and limit the form fields your customers must fill out during checkout. If you require a lot of information, it's a good idea to separate the form into several pages so customers don't have to do it all in one big step. When setting up email automation, it's essential to ship and package your products effectively and set the tone for your brand relationship. Lead magnet emails deliver valuable content to engage potential customers. Win-back emails aim to re-engage inactive subscribers with irresistible offers. New customer emails express gratitude and reinforce their purchase decision, while repeat customer emails reward loyalty and encourage further purchases. These automated sequences ensure you're nurturing customer relationships effectively. Abandoned carts are a reality for ecommerce businesses, but you can email these customers to try to bring them back. You can manually or automatically send abandoned cart emails to customers who have left your store before purchasing the items in their carts. 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Your store's fulfillment settings will differ depending on how you produce your products. You may make, manufacture, wholesale, or drop ship your products. You can set your fulfillment to occur manually or automatically. Ensure you have chosen this and have systems before your store launches. Integrate the service properly with your store before launching. Third-party fulfillment services like shipping or warehouse picking, packing, and shipping must be considered. Doing this will help ensure a smooth customer experience from the beginning. If you ship your products, ensure you have all the necessary materials before launching. Once the orders start coming in, know how to ship and package your products effectively and set the tone for your brand relationship. Lead magnet emails deliver valuable content to engage potential customers. Win-back emails aim to re-engage inactive subscribers with irresistible offers. 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