

THE ULTIMATE E-COMMERCE LAUNCH CHECKLIST



**Practical steps, timelines, templates
& quick wins to launch a profitable
online store.**

For modern retailers, D2C founders, and
small business owners

INTRODUCTION

Why this checklist matters?

E-commerce is growing rapidly: online retail continues to take share from physical stores, mobile commerce drives a large portion of traffic, and cart abandonment remains a major revenue leak for many merchants. This checklist gives you a tactical plan to go from idea → live store → first customers and recurring revenue.

How to use this guide:

- Follow the chapters in order for your first launch
- Use the Pre-Launch checklist as your final gating board before going live
- Bookmark or print the pages you need to assign tasks across your team

💡 How Bizzilo Helps?

- Provides an all-in-one D2C platform: e-commerce, POS, inventory, marketplace integrations, content management
- Allows small businesses to launch mobile-friendly online stores without coding

CHAPTER 1 — DOMAIN, HOSTING & STORE SETTINGS

Buy a Domain and Integrate

Buy a memorable domain, configure DNS, set up SSL, and choose store-level settings (currency, language, taxes, locale, time zone).

1. Pick a short, brandable domain (avoid long hyphenated names).
2. Register domain with a trusted registrar and configure DNS (A, CNAME, MX records).
3. Set up HTTPS/SSL (Let's Encrypt or provider-managed certificate).
4. Configure store currency, locale, weight units, and tax origin address.
5. Add business details (legal name, address, return address) and contact email.
6. Verify email sending domain (SPF/DKIM) to avoid transactional email deliverability issues.

Quick tip: Point your payment & notification emails to a monitored address — 80% of early customer issues come from missed emails or invisible transactional errors.

💡 How Bizzilo Helps?

- Step-by-step guide domain linking and DNS hints for common registrars.
- Auto-provisioned SSL and managed email verification for transactional emails.

CHAPTER 2 — PRODUCT CATALOG & INVENTORY

Prepare your catalogue for listing

Create accurate product data, images, SKUs, categories, attributes, pricing and inventory levels so customers find and buy with confidence.

1. Define product taxonomy: category → subcategory → attributes (size, color, material).
2. Create a single CSV import with: SKU, title, description, price, compare-at price, inventory quantity, weight, primary image, extra images, barcode/GTIN, and attributes.
3. Take clean product photos: 3–6 shots per product, 1000×1000 px for thumbnails, lifestyle shots for hero banners.
4. Write short product descriptions (100–200 words) and 3–5 bullets that answer ‘why buy’.
5. Set clear inventory locations (warehouse/store) and enable reorder points.
6. Run a SKU-level QA pass — verify prices, variants, and shipping weights.

💡 How Bizzilo Helps?

- Bulk CSV/Excel importer with error reporting and sample templates to reduce import time.
- Product attribute templates and image manager with automatic resizing for thumbnails and hero images.

CHAPTER 3 — PAYMENTS, TAX & LEGAL

Personalization = Higher Conversions

Enable multiple payment methods, ensure tax compliance, and publish clear legal pages to build trust.

1. Integrate at least two payment gateways (card + UPI/wallet or local alternative) and test sandbox transactions.
2. Display pricing inclusive or exclusive of tax (consistent throughout checkout).
3. Create legal pages: Terms of Service, Privacy Policy, Refund Policy, Shipping Policy.
4. Set up tax rules for states / provinces and enable GST/VAT collection where required.
5. Test refunds, partial refunds and gateway fee calculations.
6. Comply with local consumer protection rules (cooling period, return window disclosures)

How Bizzilo Helps:

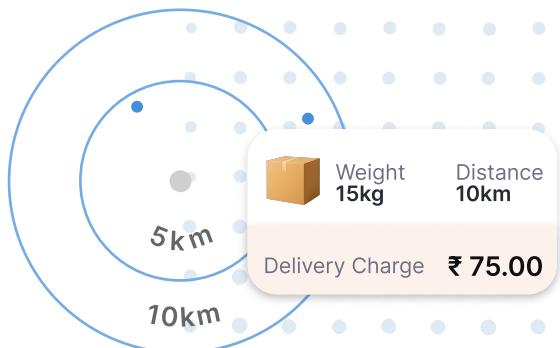
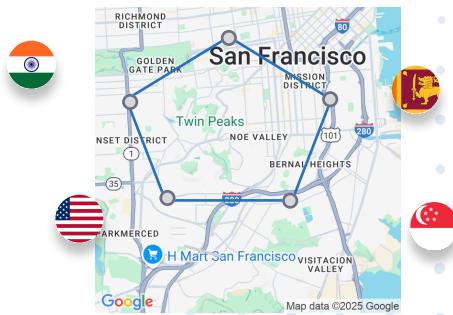
- Pre-built integrations with major payment gateways.
- Tax configuration and automatic GST/VAT line items for invoices.
- Auto-generated legal page and policies templates you can customize for your business and locale.

CHAPTER 4 — SHIPPING, FULFILLMENT & LOGISTICS

Sell Everywhere Your Customers Are

Decide shipping zones, courier partners, rates (flat, weight, or real-time), and set fulfillment rules for same-day / next-day orders.

1. Define shipping zones and rules.
2. Compare shipping rates between multiple courier partners.
3. Integrate one or more courier partners and enable label printing and tracking updates.
4. Provide estimated delivery dates.
5. Hyperlocal Delivery for Metro.
6. Order fulfilment flow — from order created → pick/pack → Shipping label → tracking update to customer.



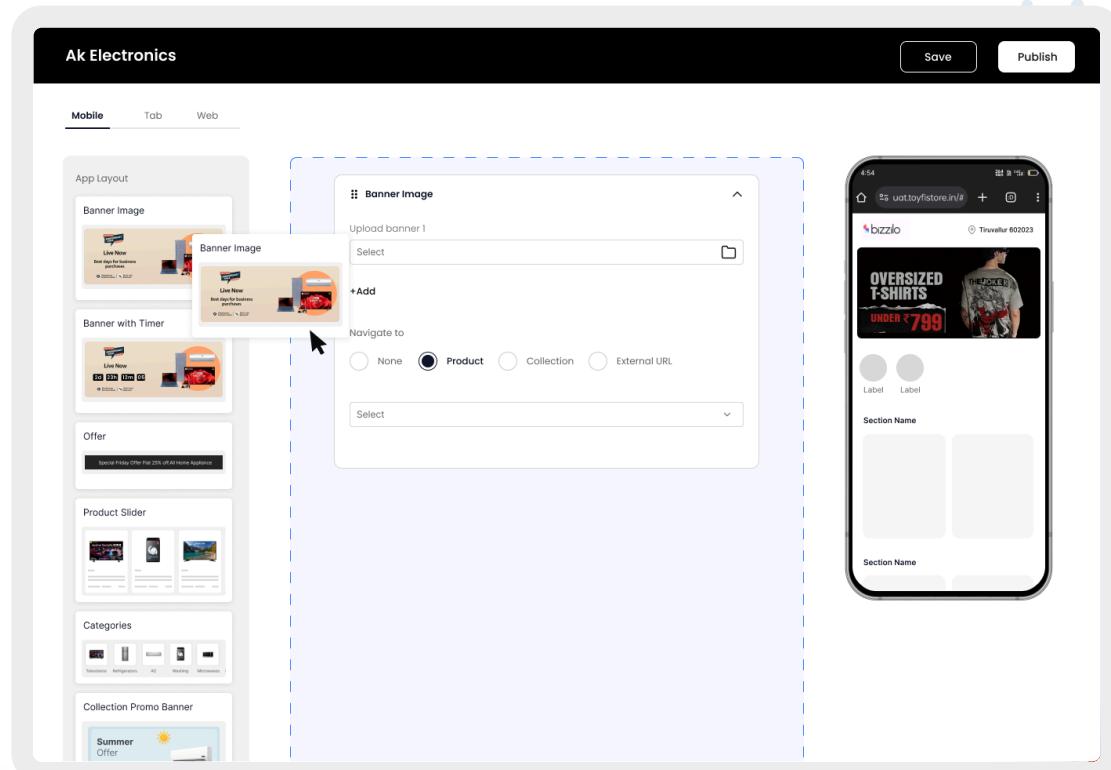
💡 How Bizzilo Helps?

- Integrations with major logistics partners and automated label generation.
- Auto-assign fulfillment instructions based on product weight, size or seller location; multi-warehouse routing logic.
- Customer tracking page with automatic tracking number updates and delivery status notifications via SMS/WhatsApp.

CHAPTER 5 — STORE DESIGN & USER EXPERIENCE

Create a fast, clear, mobile-optimized storefront with good product discovery and accessible checkout.

1. Drag and drop a responsive layout for your storefront.
2. Design clear product listing pages (filters for price, brand, attributes) and ensure search works with synonyms.
3. Create a simple 2–3 step checkout and enable guest checkout.
4. Ensure mobile first — simulate on multiple device sizes and slow network speeds.
5. Set up basic accessibility: alt tags for images, semantic headings and keyboard focus for forms.



CHAPTER 6 — MARKETING, ADS & GROWTH OPS

Build channels to acquire customers cost-efficiently — organic, paid, and retention marketing with measurement.

1. Install analytics (GA4 or equivalent) and configure e-commerce events: view_item, add_to_cart, begin_checkout, purchase.
2. Create product feed for Google Merchant, Meta Catalog and marketplace listing sync.
3. Plan first paid campaigns: prospecting (broad interest), retargeting (cart abandoners), and catalog dynamic ads.
4. Build email & WhatsApp flows: welcome series, abandoned cart reminders, post-purchase follow up.
5. Set early acquisition KPIs: CAC target, ROAS target, and 30/90 day retention rates.
6. Run an early promo (launch discount + free shipping threshold) and measure uplift.

💡 How Bizzilo Helps?

- Auto-generated product feeds for Google & Meta and scheduled syncs to keep catalog fresh.
- Built-in email and WhatsApp campaign templates (welcome, cart recovery, order updates) and triggers based on events.
- Pre-configured analytics event mapping and a dashboard for CAC, AOV and conversion funnel metrics.

CHAPTER 7 — MARKETPLACES & CHANNEL EXPANSION

Why It Matters ?

In 2025, social media isn't just a place for branding—it's a primary sales channel for D2C businesses. Platforms like Instagram, Facebook, and YouTube drive product discovery, while WhatsApp and direct messaging fuel conversions. For small businesses, social media provides the reach and influence once available only to big brands, all at a fraction of the cost.

1. Platform-Specific Content – Instagram thrives on short, visual content, YouTube on tutorials and reviews, and LinkedIn on B2B credibility.
2. Interactive Engagement – Stories, polls, live sessions, and reels foster two-way interaction and boost brand loyalty.
3. User-Generated Content (UGC) – Encourage happy customers to share product photos, reviews, and testimonials that amplify trust.
4. Influencer Partnerships – Collaborating with micro-influencers helps you reach niche audiences more authentically.
5. Shoppable Social Stores – Facebook Shops and Instagram Shops let customers browse and buy without leaving the app.

Bizzilo simplifies social selling by syncing your product catalog directly to Facebook and Instagram shops. Our built-in content management system lets you create blogs, case studies, and product posts in one place, while our WhatsApp commerce integration helps convert social leads into buyers instantly.



Payments



Shipping



Analytics



Communication

Take the Next Step Today

Don't just plan—start building your e-commerce success story now

- Launch your online store with custom domains and layout.
- Integrate payments, shipping across POS, online, and marketplace channels.
- Automate customer engagement via WhatsApp, loyalty programs, coupons, and reviews.
- Access real-time analytics to measure performance and make data-driven decisions.



→ Register on Bizzilo and launch your store in minutes. →

→ Or contact our team at sales@bizzilo.com or WhatsApp us @ 95666750555 to book a personalized demo. →

Your first 100 orders are waiting—let's make it happen together with Bizzilo.