

COMPLETE ECOMMERCE SETUP GUIDE



1 Prologue

This guide is meant as a general overview of the steps taken to set up an ecommerce webstore. It is not an exhaustive list nor, is it the only way to set up a store. However, If you follow the points outlined, in the order stated, by the end you should have a fully functional ecommerce store that will make sales.

I realise that this is not a detailed guide that is where eCommerce North West comes in. If you need help implementing any of the sections or would like them all taken care of for you then drop us a line at eCommerceNorthWest@gmail.com or check out our website eCommerceNorthwest.com

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3 Start / setup

If you are planning to start an online business selling products or services it pays to do some preparatory work before start bashing away at the keyboard inputting products. In order to make a successful business consider the next two pre website building sections of this guide. Like most things a good business is based on solid foundations.

3.1 Product(s) - What and Why are you selling?



**Having the right product at the right time is half the battle.
Even if you sell the best and cheapest tank tops in the UK
you wont sell as many in the Winter as Summer.**

Below is an article from Shopify on choosing a great product. <https://www.shopify.co.uk/blog/12932121-what-to-sell-online-8-strategies-for-finding-your-first-product>

- Is your product unique?
- Are you differentiating your product from your competitors?
- Add value to your product
- Have you checked your pricing against competitors?
- Does your price justify being higher than competitors?
- Are you priced low? Why?
- Don't get into a low selling price bidding war - you will lose.
- Have you factored in true cost of selling: Shipping, taxes, packaging materials, electricity etc?
- Find a niche, get rooted and then expand
- Go find a big market and try to break in

3.2 Market - Who is your target audience?



It's a good idea to gather as much information about the people who you want to sell to as possible. This will help in later areas of creating your store. The more detailed information you have the easier it will be to design your store and to setup your marketing strategies.

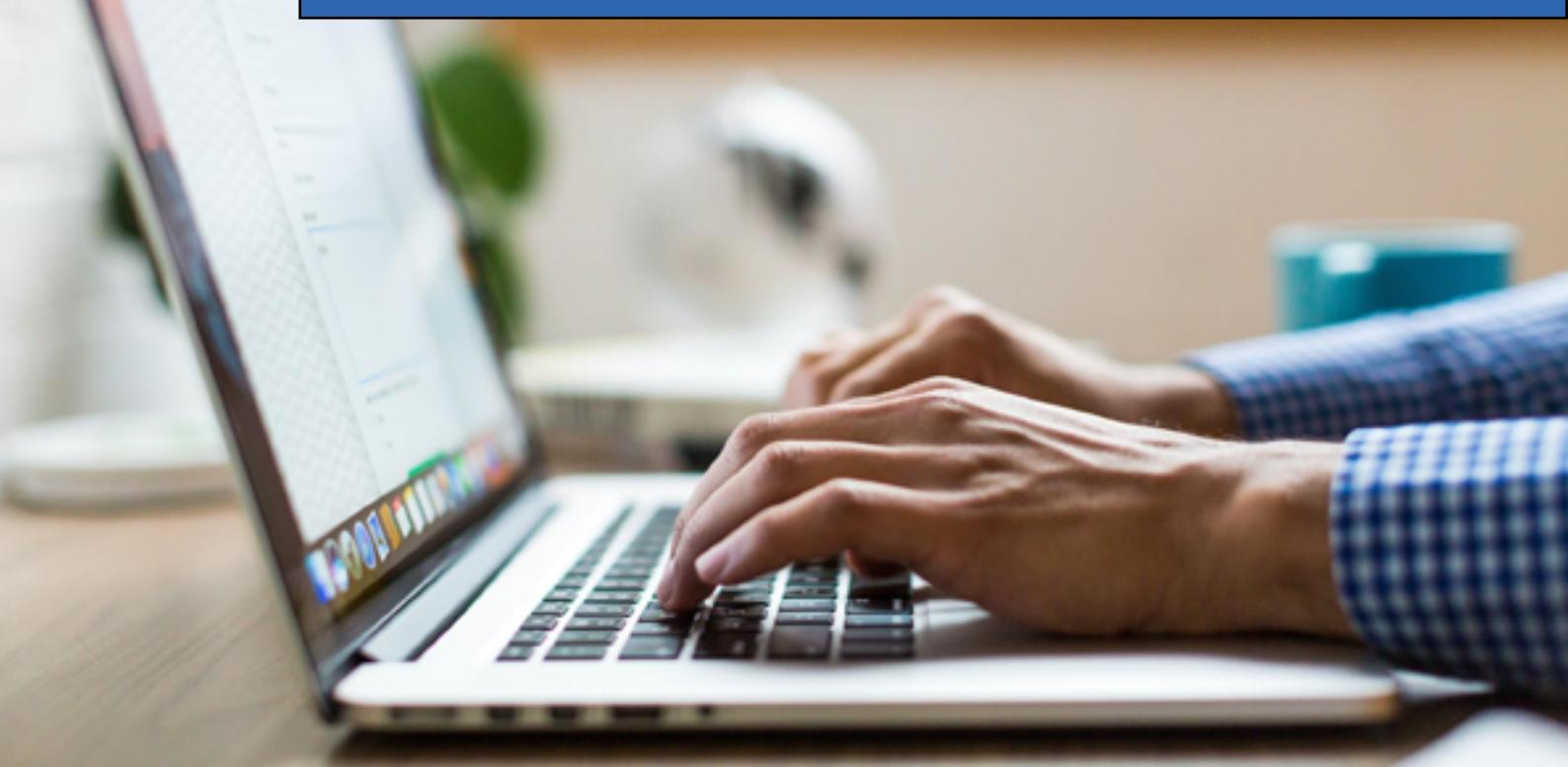
Think of a potential customer as someone who wants what you have and values what you've put into it

- Gender
- Age range
- Location

- Hobbies / books / magazines / websites
- Brands they like
- Visit the competition



3.3 Domain - choosing the right name for your store



A domain name is an extremely important part of an online business. So much so, that if the domain name you want has been taken, it may be better to rename your business than choose a different domain name. B & Q's website is diy.com. This one is still a little strange, even if it's a great domain name. The first time I visited I wasn't sure I was where I wanted to be or if I was on a scam page.

Choose your domain name wisely. You may incur penalties changing it at a later date.

- Choose a name that accurately describes your store
- Choose a name that includes keywords
- Short and catchy is better than long
- Check the domain name is available before you register your company

- You may also want to check the company name is available before buying a domain, but it generally is.
- Check Google Domains or GoDaddy. Domains should cost about 10 pounds per year to register.

3.4 Company - Choose the type of company and register



There are a few ways to register a company in the UK. One is through a broker and the other is on the government's website. It doesn't make much difference which you choose. If you go with a broker some offer extra services that you may wish to use: virtual offices and business telephone numbers, for example. Prices vary and I'm not sure all are legitimate. So be careful. The easiest way is to register directly on the government's website:

<https://www.gov.uk/set-up-business>

■ Setup a company



3.5 Bank account - Create a company bank account (optional)



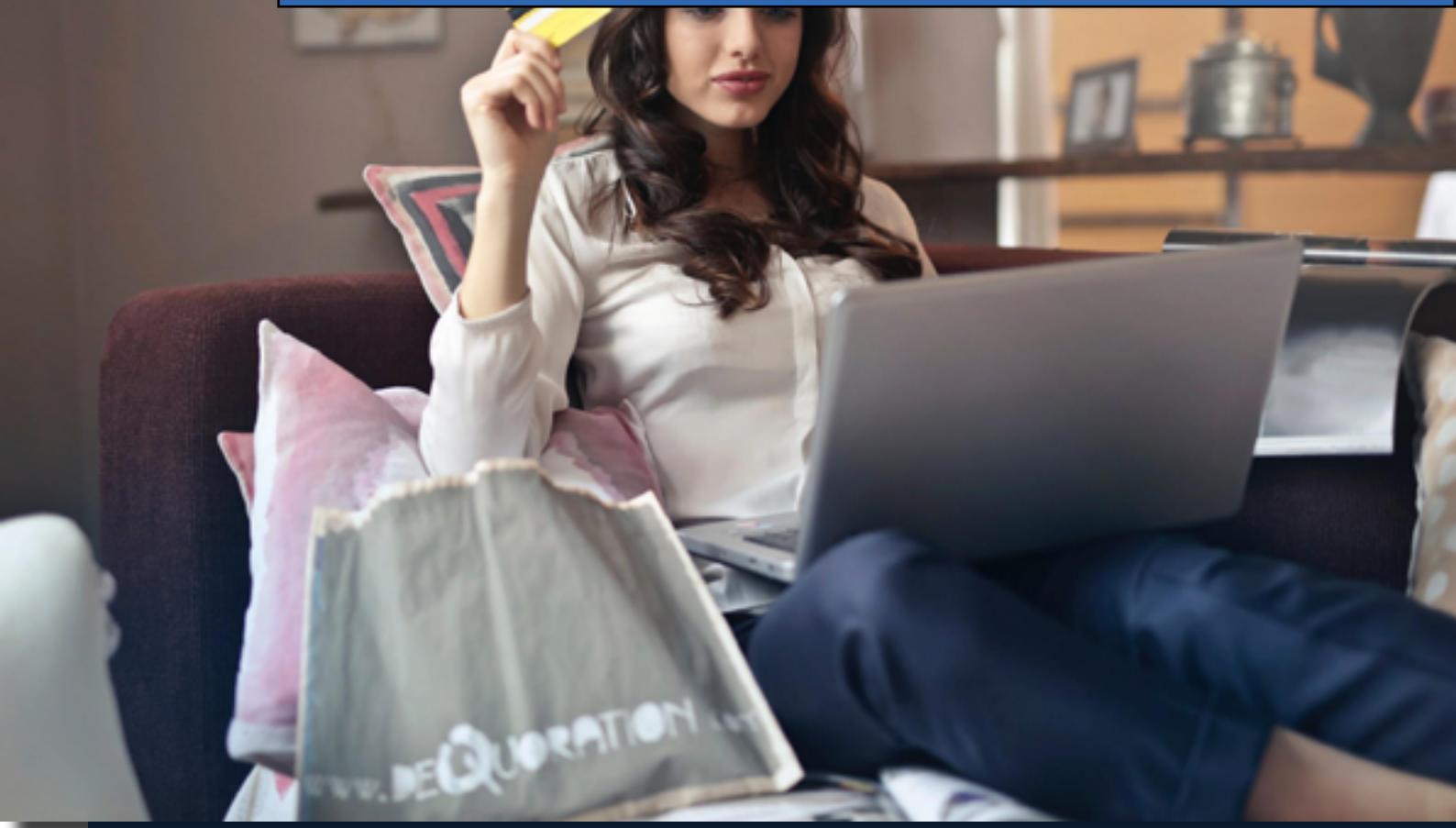
It is optional when starting up a company to open a business bank account. Some of the brokers offer this as a free service. I will leave it to you which to choose, as this doesn't have much effect on setting up the store. You will need a bank account though. It can be a business or personal account at this stage.

Personal accounts are generally free, where as business accounts incur costs, though some banks waive the fees for a while.

- Business bank account
- Personal bank account



3.6 Payment Gateways - Register with providers



A payment gateway is a method of retrieving payments from goods or services rendered.

The more flexible you are with the number of payment gateways the more potential customers you are likely to get.

Most platforms have at least one method prebaked in and use the same method of payment taken to register on their platform to pay you with. This is normally STRIPE in the UK.

I would suggest registering for other platforms too:

- Facebook
- Instagram

- Google
- PayPal



4 Pre build

In this section you will start building assets for your shop. They will all slot in to place in the following section when you start building the site. It's a much quicker and smoother process having decided upon everything in this section before you start building.

4.1 SEO - Keywords, naming pictures and headings



Before you start to build your site, you should be thinking of what your site will look and feel like. At this early point you should try to get about 10 keywords that describe what you sell and what your site is about.

You should also think about the pages you will have on your site and headings for the sections on each page. Try to use the keywords in each.

Finally you should be collecting images that you wish to use for your site and changing the file names to include your keywords.

■ 10 keywords

■ Page titles with keywords

■ Sections with keywords

■ Image file names include keywords

4.2 Selling points - text for website



Think of unique selling points of your products and start writing the text for the pages. This just needs to be a draft at this point but you should still be thinking about SEO and using keywords as much as possible , butnot over using them so that your site does not read well.

■ Draft of the text for your site



4.3 Product Photos and Text - Take quality photos and write compelling sales copy



It is not necessary for you to have a photography studio to take shots of your product but you will need good quality pictures. Nowadays, smartphones have excellent cameras and with patience, perhaps a light box and some editing excellent results can be achieved on a budget. Ensure you have multiple shots of all angles of the product. Shoot the products on a plain background white is usually best. You can also include lifestyle photos to help sell the product.

Likewise, if your photography is good, but your sales copy is poor, you may capture someone's interest but turn them off with spelling mistakes or a plain/boring product description.

You can use a word processor or Google Docs for the text. This will help with spelling and grammar. It's a good idea to make a folder for each product.

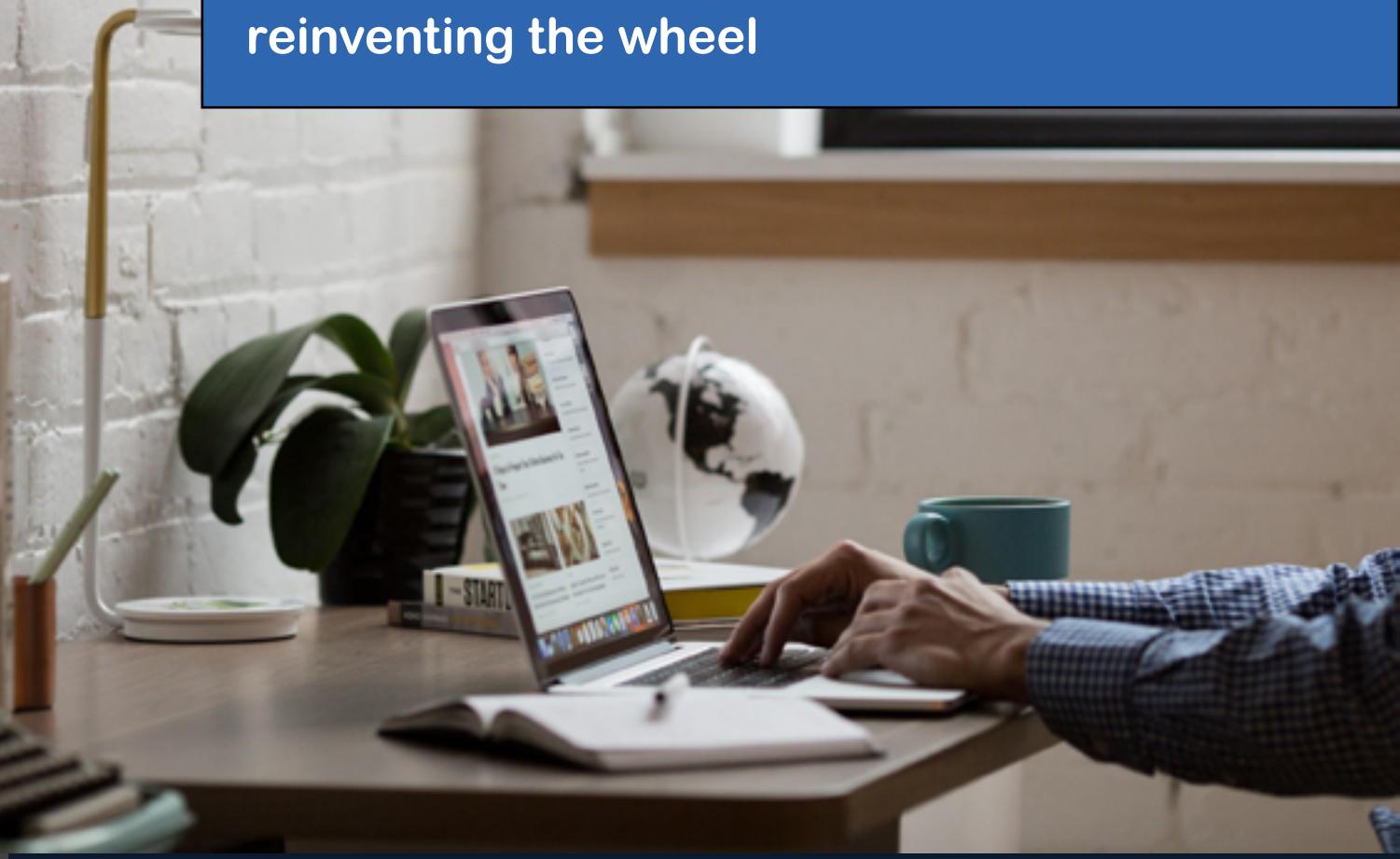
- Quality product photos
- Compelling sales copy



5 Build site

It's finally time to start building your online store. It's quite a long process but you have completed the groundwork in the previous sections. By now, you should have a good idea of how your site will look and feel. It should just be a case of entering your previously generated assets in the correct place.

5.1 Choose a platform - There is no point reinventing the wheel



There are many businesses out there whose sole purpose is to provide a ready built platform on which to develop an ecommerce business. Without these platforms it would cost thousands of pounds and take many weeks to develop your a bespoke solution. You would also have to fix bugs and patch security flaws. Luckily, you can assess each of the platforms and choose the best platform available at the time you want to make your store. The platform developers will keep everything secure and bug free and provide a simple to use CMS for taking care of your online business.

Choose one of the following platforms:

Wix

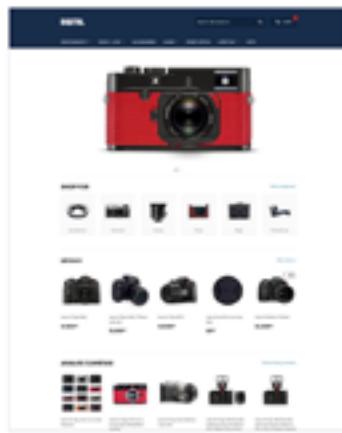
Shopify

Bigcommerce

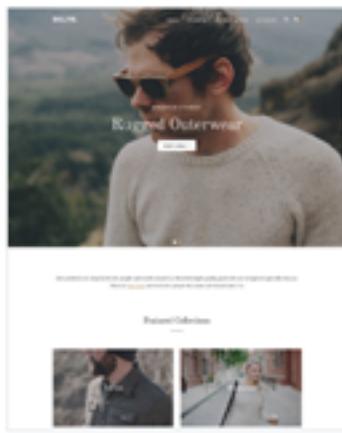
Other



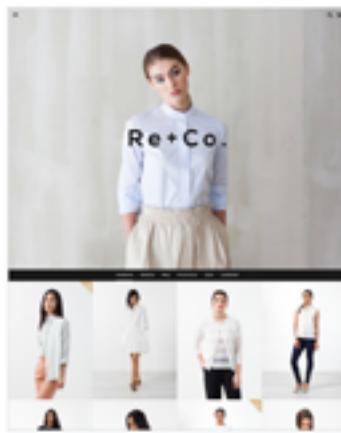
5.2 Choose a Template - Select an appropriate template for your business type



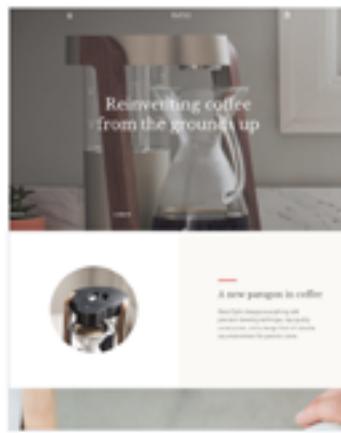
[Supply](#) • Free
2 styles



[Brooklyn](#) • Free
2 styles



[Boundless](#) • Free
2 styles



[Narrative](#) • Free
3 styles

Once you have chosen your platform, you will need a template on which to base your shop. There are free and paid templates. Paid templates sometimes offer more features, but it is very possible to design a professional looking store with a free template. Choose one that you think suits the style of your store. Paid templates are said to convert better and have more bells and whistles. You have to decide if the paid templates are worth the extra cash. It maybe a big time consuming job to change templates at a later date.

- Choose a free template
- Choose a paid template



5.3 Important Information Pages - Returns/ Shipping / Privacy



It is important your store complies with regulations and legal terms and conditions to sell online in the UK or wherever you are based. It is a good idea to ensure your store has a returns and exchanges, shipping details and privacy policy page. This should be accessible from the landing page and easy to see.

This will enable you to comply with legal requirements. It may also help you rank higher in search, and give your customers more confidence in shopping with you.

- Returns and exchanges page
- Shipping details page
- Privacy policy page



5.4 About Page & Contact Us - Build trust with information about your business



Potential customers will be put off buying from your store, if there is not a clear way to contact you with problems. Ensure your customers know where you are physically located. You can register on Google Maps and display a map if you would like. A telephone number, address, email address and contact form are pretty standard on most shops. You can also supply social media contact points. You can't have too many ways to contact you.

- Contact details added to your store.



5.5 Customise Your Ecommerce Template - Add information to the front page



At this point, you are ready to design your landing page. This is the first page your customers will see. It needs to highlight the products you sell and other important selling points, such as: shipping times, return information, unique selling points and a call to action.

Above the fold is seen when the page loads, and is the most important part of your store. It is very important to have eye catching information and a call to action here.

- Unique selling points
- Highlight products - Galleries or featured products
- Links to important information
Sales or offers
- Consider using a fullscreen slideshow or video above the fold
- Add navigation to other pages
- Add a call to action

5.6 Add Your Products - Add prewritten text, images, pricing and inventory



It's now time to add your products to the site. You should have already written the sales copy in the last section. You should have also taken quality photographs of each product. Now it's time to put it all together.

Create a new product in the CMS of your website platform. Add the photos and sales copy. You will also need to add the price. This should have been established in the very first section 3.1 when choosing your product. Add the size and weight of the product, so that shipping can be calculated later. Finally, add the stock level to the site.

Add your products to your store



5.7 Set Up Payment Gateways - Add your payment gateways to your site



With so many different ways to pay, the more options you give your customers the better. After you signed up in the previous section, you now need to link those accounts to your store, so that you can offer the gateways to your customers and receive payments through them.

In most cases, this will mean clicking a link in your ecommerce platform and logging in to your payment gateway account.

Add at least one of the payment gateways below in order to be able to take payments and make sales.

Stripe

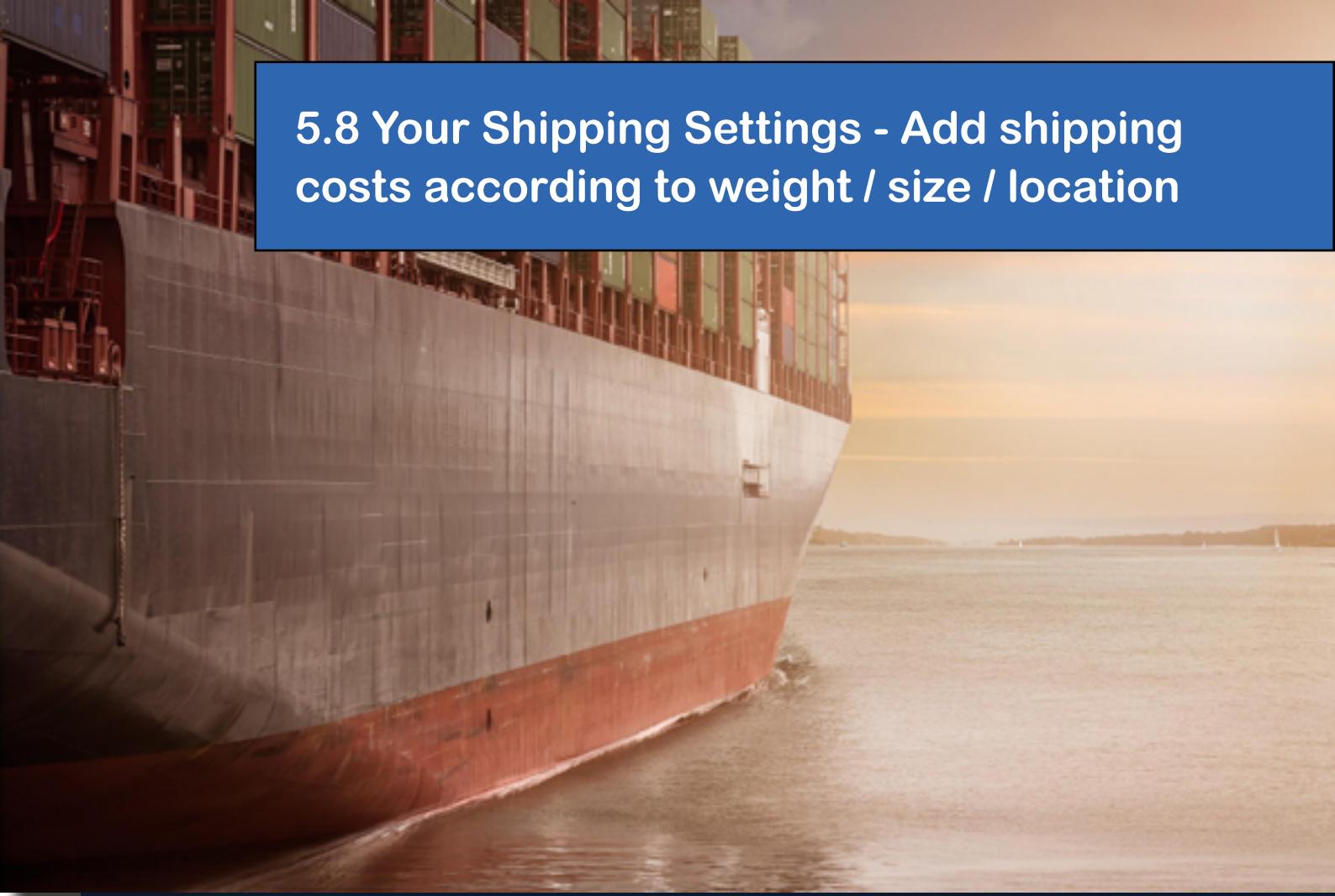
Paypal

Facebook business

Google business



5.8 Your Shipping Settings - Add shipping costs according to weight / size / location



Shipping is a major consideration when potential customers are going through the process of purchasing your product. Your site needs to show details of how long shipping will take and how much it will cost. Many potential customers may leave, if there is a last minute increase in price when shipping is added without prior warning. It may be worth considering increasing your selling price so you can advertise free shipping.

It is possible to set up shipping rules for differing rates to multiple or individual countries or even zones. You can calculate the cost by number of products or weight.

Ensure your customers are made aware of the costs before checkout, or expect many abandoned carts.

- Add shipping time
- Add shipping cost



5.9 Your Store's Settings - email address, billing, etc.



There is plenty of information you still need to add to your store. Perhaps the most important is to add your domain name to your site. This will allow people visiting your web address to land on your store rather than a blank page.

You will also need to add information such as your address, telephone number, billing information, time zone, currency, and plenty of other options. Go through each of the menu options in settings, and complete all the relevant information. This will be slightly different for each platform, but the information you supply will be the same.

■ Completed all sections of settings

■ Add your domain name



5.10 SEO 2 - Visitor friendly URLs, custom META tags and image ALT tags

```
94  
95  
96  
97  
98  
99  
100  
101 </div>  
102 </div>  
103 </div>  
104 <a class="left carousel-control" href="#myCarousel" role="button" data-slide="prev">  
105   <span class="glyphicon glyphicon-chevron-left" aria-hidden="true"></span>  
106   <span class="sr-only">Previous</span>  
107 </a>  
108 <a class="right carousel-control" href="#myCarousel" role="button" data-slide="next">  
109   <span class="glyphicon glyphicon-chevron-right" aria-hidden="true"></span>  
110   <span class="sr-only">Next</span>  
111 </a>  
112 </div><!-- /.carousel -->  
113 <!--Featured Content Section-->  
114 <div class="container">  
115   <div class="row">  
116     <div class="col-md-4"></div>
```

Here we will speed up the load times of your website. You will need to go through all your images and ensure they are compressed to their lowest file size without a reduction in quality. Paid add-on apps can do this or you can do it manually in Photoshop or other software. Combining and minifying your CSS and Javascript will also aid in speeding up your site.

Adding Metadata with a description of your site's pages and optional keywords will help your site rank higher in search. Ensure all titles, pages and sections have keywords in them and are visitor-friendly. Check all your images have keywords in their ALT tags and links are not broken.

■ Compression of images

■ ALT tags, broken internal or external image links

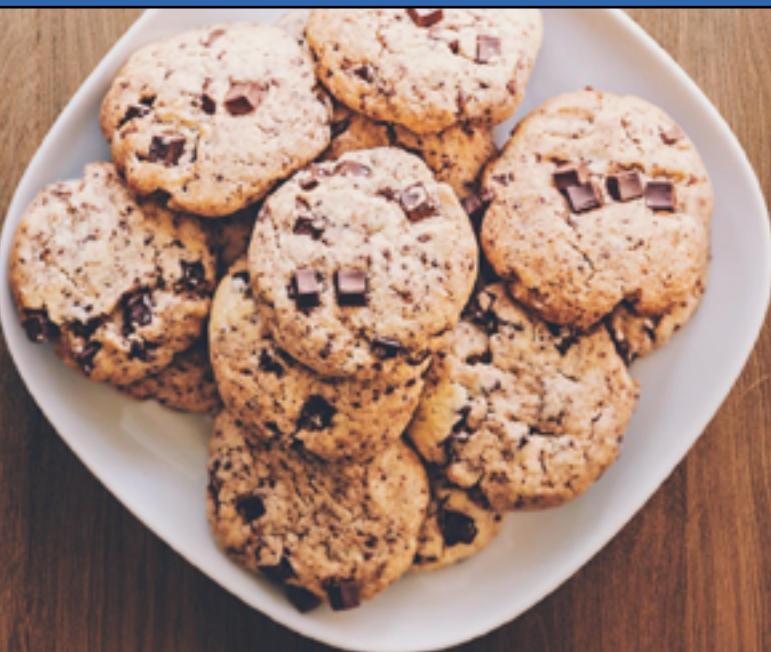
■ Compression of CSS

■ Compression of CSS Javascript

■ Metadata for each page

■ Titles and headings are SEO and visitor friendly

5.11 EU Cookies compliance - Tell customers how you use cookies.



If you plan to sell your products in Europe, then you will need to add information to your landing page, stating that you use cookies and what they do on your site. Also, you will need to give your website visitors an option to delete their stored data if they request it.

This is normally really easy with a plug-in on the platform you are using.

- Added EU Cookies compliance information.



5.12 Preview, Test...And Publish Your Online Store



Now you have built your site. Congratulations! So, you've finished? Not quite. There is still work to do. Start with previewing your site. How does it look? Try all the buttons/links and pages. Try to order a product. Does it all work as expected? If there are no problems, you can now publish your site. This will push it to live status on the web. When you have done this, check the domain name you have bought in a browser. All being well, you should see your new store at your domain name. Finally, repeat the tests you did in preview. The most important is actually ordering and paying for one of your own products.

- Preview your site
- Test all features in preview
- Publish the site
- Test your domain name works
- Test again especially buying a product

6 Packaging

Don't be caught short when the orders start rolling in and you don't have the necessary supplies to package them up and send them out.

6 Packaging



If you are selling physical products, you need to be prepared, when orders start rolling in. Ensure you have all the packaging and labels you need. eBay is a great place to buy cheap supplies. Think ahead, but don't buy a ridiculous amount of stock before you know your product will sell well.

If you are based in the UK, a Royal Mail business account can save you time and allow you to quickly print prepaid sticky labels, saving time at the post office.

You may wish to create a business account with other couriers. However, generally I have found Royal Mail to be the cheapest and generally reliable.

- Ordered adequate packaging materials
- Sign up for business accounts for delivery



7 Marketing

Build it and they will come. Perhaps that works with rock concerts, but in today's ecommerce driven world, you will need a little more than faith to get your products seen by the correct people. There are many styles of marketing and many books written on each. Below, are some of the more cost effective means to bring targeted customers to your site.

7.1 Social Media



Social media is a great way to spread the word of new product launches, sales, events and other business details. Having social media accounts gives your business more authenticity and makes your business look trustworthy. It gives you a place to comment and interact with your customers. If your accounts get a large following, you can get a steady stream of potential customers from social media to your site. You can even sell directly on the social media platform. Social media is one of the most important parts of building a business. And the best part... it's totally free!

- Make a Facebook business page
- Make a Pinterest business page
- Make an Instagram business account
- Make other social media pages

7.2 PPC - Google ads / Facebook / Instagram



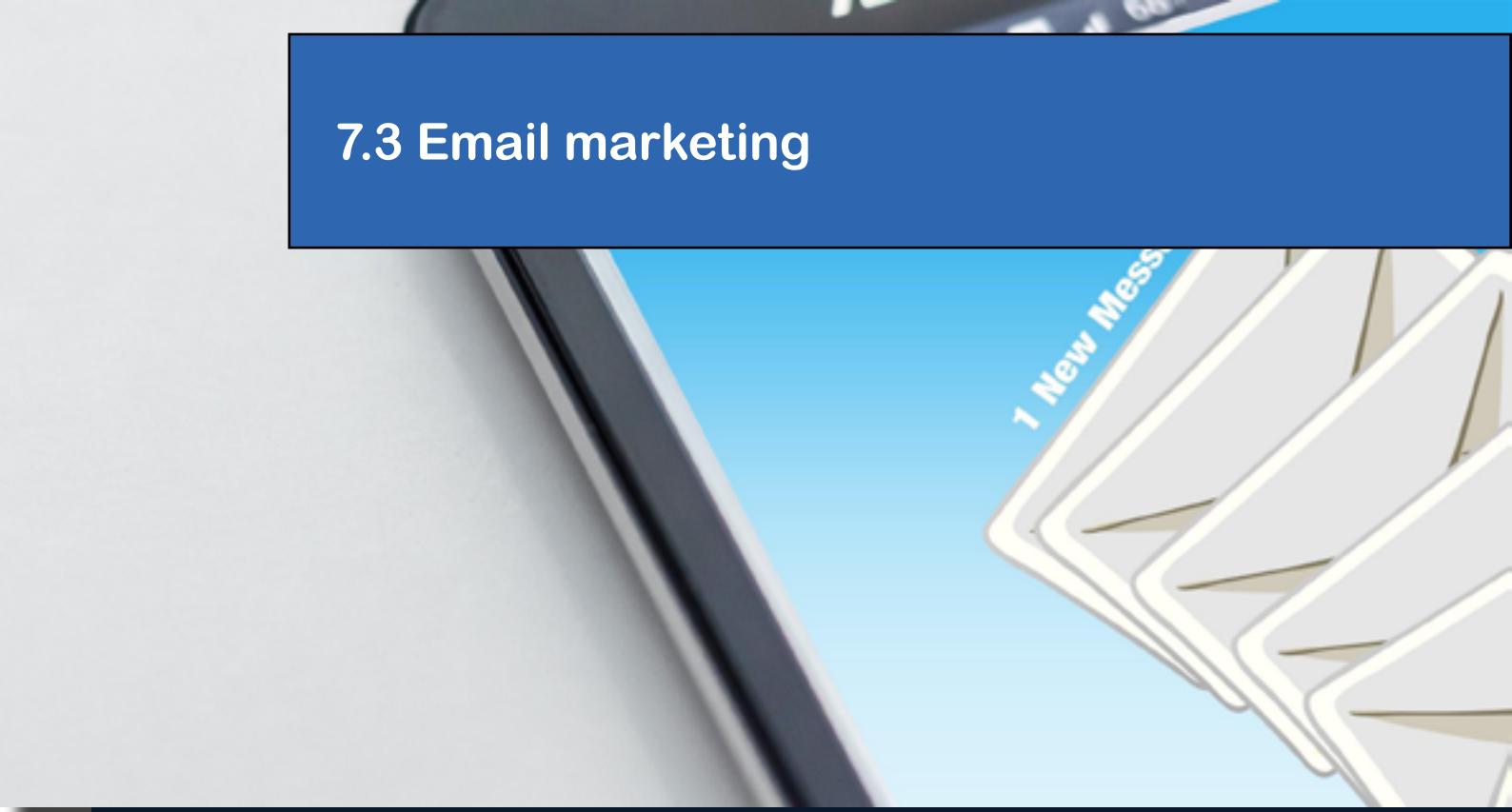
Haven't we just done social media? Yes, but this is not social media. This is advertising on social media and Google. In the past perhaps you had the only online store selling print on demand t-shirts and you would be ranked number one in Google for the search term 'print my own design t-shirt'. Nowadays, there are 50 companies all vying for the coveted first page on Google. Didn't we do SEO in order to get on the first page? Yes, but SEO is a long term strategy, unless you are in a very specific niche.

So, how do I make sales then? I'm glad you asked. The answer is PPC (Pay per click) campaigns. Basically, you target people by keywords they are searching for (Google) or by demographics (Facebook) and show these people your advert. It is quite a specialised topic and is far too in depth for this guide. Suffice to say, if you want traffic quickly, you will need to pay for it.

- Google ads setup
- Facebook ads setup



7.3 Email marketing



1 New Message

I assume that from the previous sections on contact information that your store has a form where potential customers can send you a message. If not, please implement one now. On every means of collecting contact information from your site's visitors, you should have a check box to ask if they want to join your mailing list. If they do, save these emails in a database. This is done automatically for you in most platforms via your contact form.

You can send powerful email marketing campaigns to your mailing list. Mailing lists have a higher conversion rate than cold traffic as the people behind the emails have already expressed an interest in your product.

There are plenty of free and paid apps / plug-ins to help you with email marketing.

- Create an email list
- Send your first email marketing project



7.4 Discount codes



At any given time, if you look hard enough, it's possible to find a discount. People love discounts and to believe they are getting more value for money than the next person.

Discount codes are an easy way to entice potential customers to your store. They can also entice existing customers back to your store with exclusive, next order discounts. Discount codes are normally built in to the platform you use and are quite easy to set up.

You could set up an pre-opening sale for your first x amount of customers to get those first sales.

■ Set up an introductory discount code



8 Apps

Just as smartphone apps or plug-ins provide additional functionality, the same applies to eCommerce apps and plug-ins. Apps come in two forms, free and paid. Some apps are partly free with additional features unlocked via payment. There are apps for just about everything, but some of the more popular things are SEO, marketing and design. We will cover some of the apps we think you will need. We won't cover the actual app to download, but rather the genre, as the brands vary from platform to platform, but the functionality remains the same.

8.1 Cross Sell App



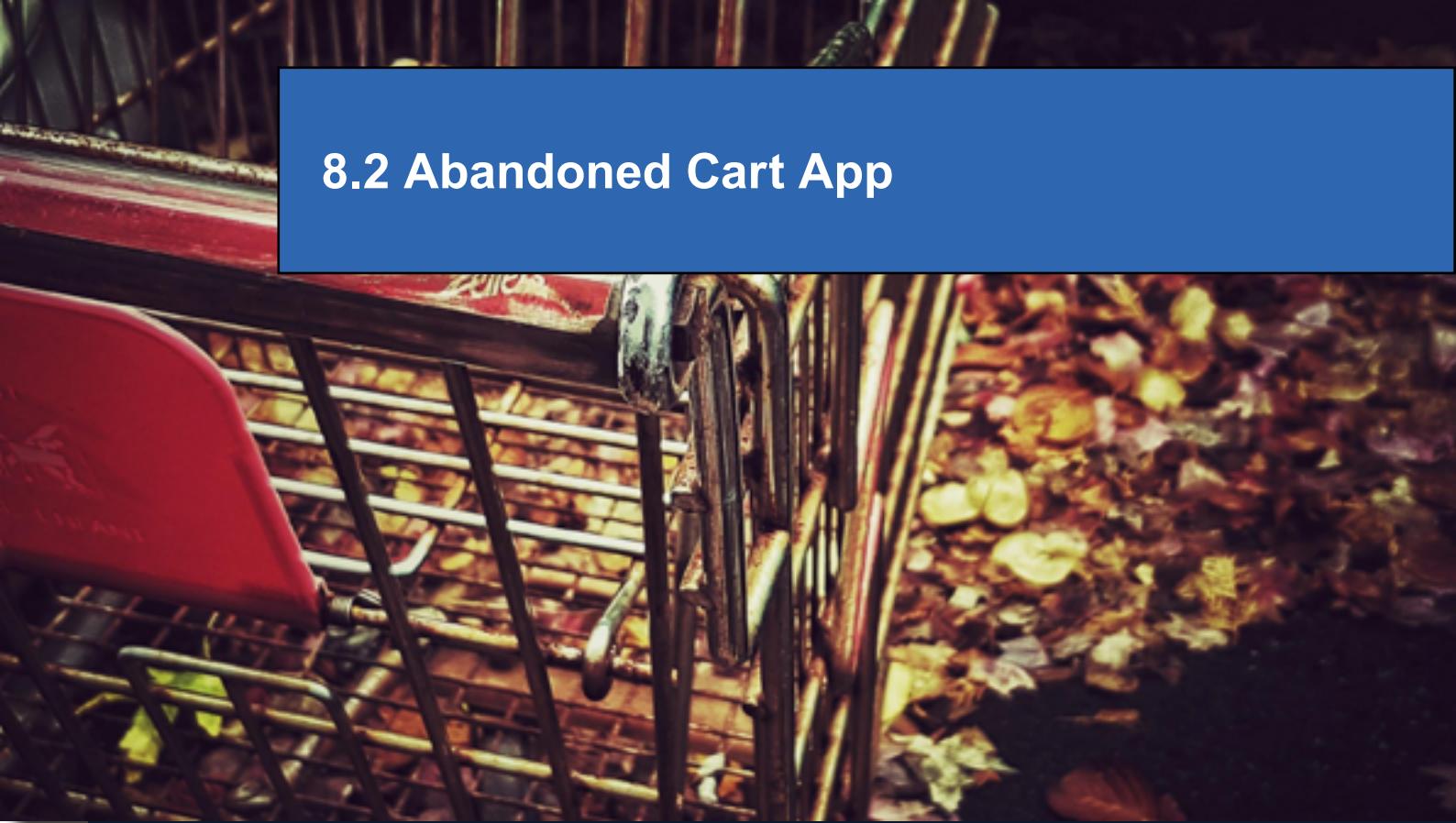
Cross Selling is an extremely powerful tool used on many websites. It's probably best known for its use on Amazon. It is used when a potential customer selects a product. Amazon then suggests other products that will go well with it, in the hope of cross selling. I'm sure Amazon has complex algorithms to choose which products sell well with others, but, you can choose which products match for yourself.

Make the most of every sale by displaying related products to customers. Cross sell is a great tool for getting your customers to place larger orders. Most platforms have an app for precisely this task

■ Setup cross selling



8.2 Abandoned Cart App



When purchasing products online, there are various stages of inputting details. A potential customer may added a product to their cart and got as far as inputting their email address. But, for one reason or another they may not complete the purchase. We call this an abandoned cart. Technically, if they add something to their cart and leave the site, that is an abandoned cart also, but there is no way to recover the sale without contact information.

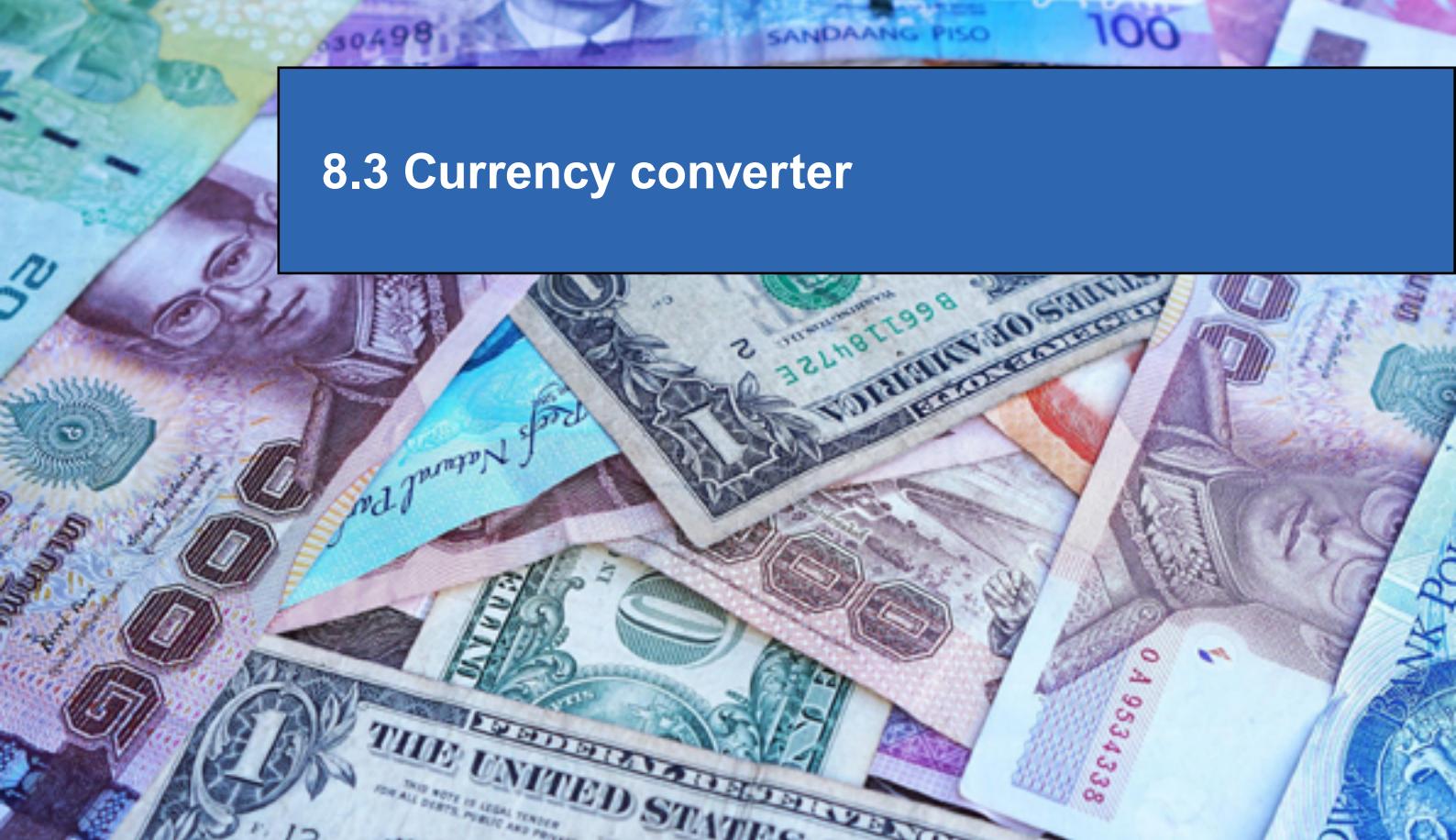
It is possible the cart was abandoned because of error or was left and forgotten about. Whatever the case, with a few strategically placed emails, it is possible to recover the sale. In fact, these are probably the hottest leads you will get.

Abandoned cart apps are easy to install and setup. I suggest you get one.

- Setup an abandoned cart app



8.3 Currency converter



This is a simple one without much explanation. People are more likely to buy products if they are priced in their native currency. Therefore, if you are selling internationally, you should, at least, have the option to change to the most used currencies USD, EUR, GBP, AUD, CAD. Some apps are free but charge for additional services like offering automatic location based currency conversion and own currency checkout.

- Setup an currency conversion app



8.4 Email lists



Collecting emails for email marketing is one of the best ways you can increase your sales, as previously mentioned in the marketing section. If you have been using the web recently, you will have seen pop-up banners. Although, annoying in some cases, these are very effective at getting people to enter their email address. This will add potential customers to your email marketing sales funnel. There are many free and paid for apps that will let you custom design your pop-up. It can be as modest or as obtrusive as you wish.

■ Setup email list builder



8.5 Reviews



Reviews are the cornerstone for building trust on a website. Customers are far more likely to trust your site and make a purchase from you if you have reviews from genuine customers on your site. There are many plug-in / apps available for this exact procedure. They monitor when you make a sale and can automatically send an email after a specified time to ask for a review. This can be posted on your site in various places.

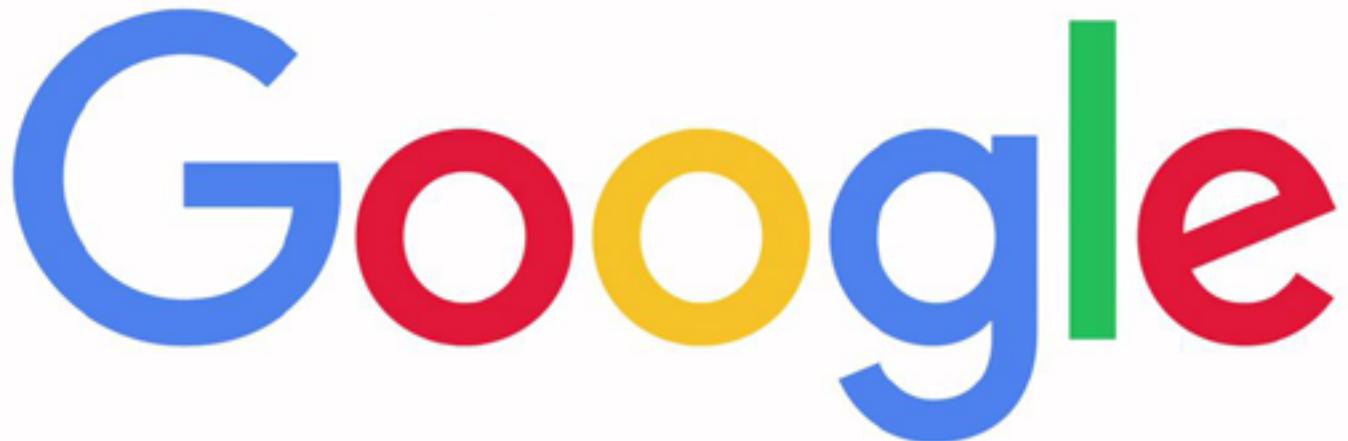
- Get a review app and setup



9 Analytics

Analytics are extremely important for your business. They show how your business is performing and where improvements are needed. Without Analytics, you would be guessing what needs to be changed on your site. This applies to your marketing campaigns as well as the design of your website. Analytics give you data of what is happening with your site or campaign, what is working and what isn't.

9.1 Google Search Console



Sign up for Google Search Console to get information on how well your website is regarded by Google and how to be higher ranked in its the search engine. It can give you data on the search terms for which your website appear, and how many impressions and clicks your site gets over a given time. It can also help with errors and SEO.

■ Sign up for Google Search Console



9.2 Google Analytics



Google Analytics can show you many data points including who visits your website. This can be very detailed information, such as which country and region the visitor is from, their age and gender and what time of day they visited. Analytics details which pages are popular, how long people stay on each page and, if set up correctly, whether they made a purchase or not.

This data can be very useful in adapting your marketing campaigns and testing new designs to improve conversion rates.

All in all, it's a must for your site.

■ Sign up for Google Analytics



9.3 Facebook pixel



You will need a Facebook Pixel if you do any Facebook marketing. From your Facebook business control panel, you can see detailed information of how well your marketing campaign is working. You also have access to detailed information on demographics of the people who purchase. This can be used to refine your website and your marketing campaigns.

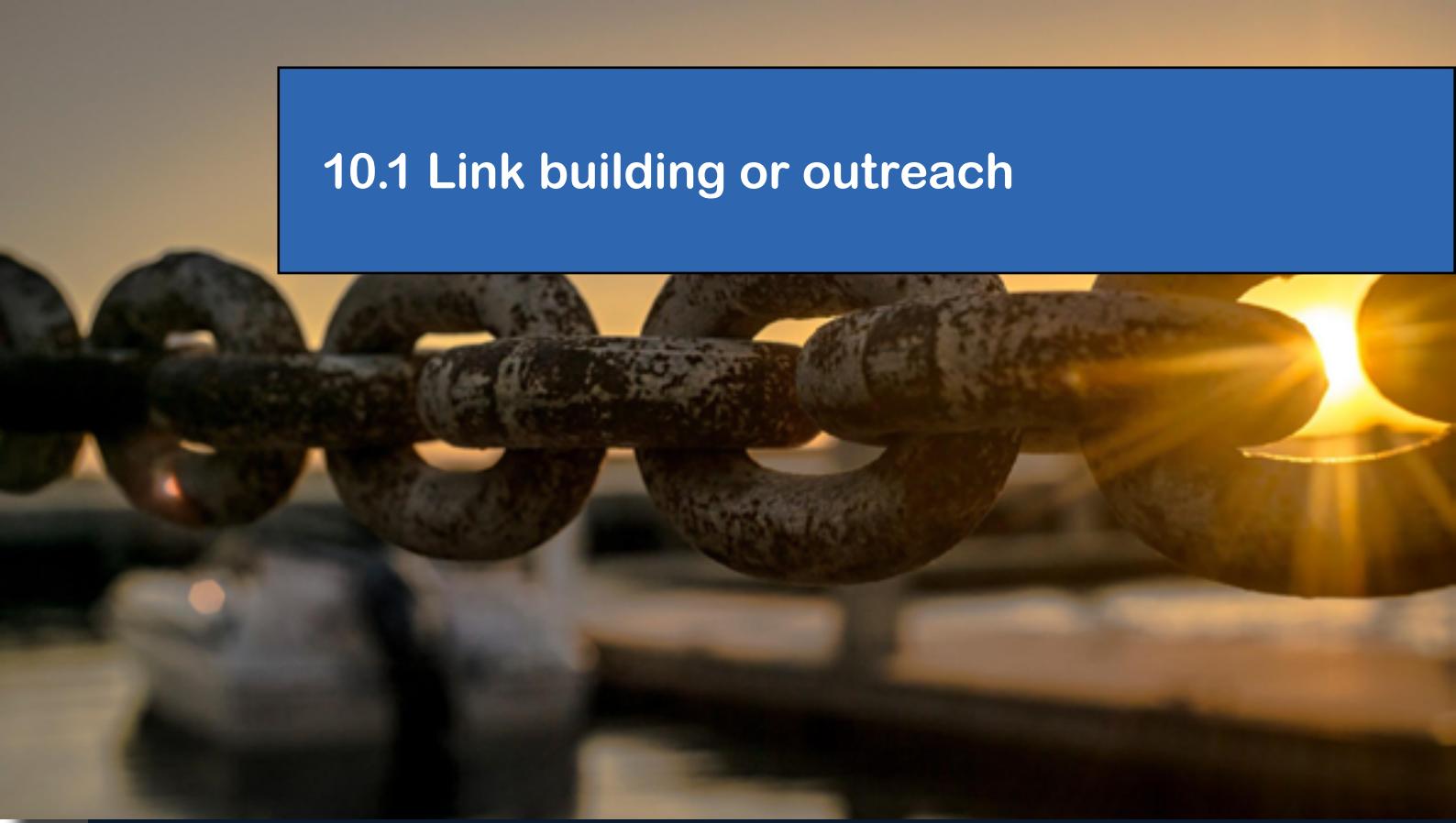
■ Setup a Facebook Pixel



10 SEO 3

More SEO? Yes, wouldn't it be nice if you didn't have to pay for marketing and still make sales? Well, if you rank in the top two or three positions in a Google search for your specific niche, then you will get free traffic to your website. The more traffic you get the higher you will rank. It's a snowball event, imagine pushing a small snowball up one side of a hill. It gets bigger and bigger but also harder and harder to push, but, if you persevere, eventually it reaches the top. At that point, it starts rolling down the other side of the hill, getting bigger and bigger without intervention from you, except for maybe just a little steering. This is exactly how SEO works. Work hard now and reap the rewards later.

10.1 Link building or outreach



Link building is a way to improve your site ranking on Google's search engine. It involves other websites having a link to your site on their site. The higher Google ranks the site which links to your site, the more valuable the link is to you. For example: a link from a major news corporation would be much more valuable than a link from a local blogger.

There are many ways to get links to your website, such as asking the owner of a site, or sending products to a review website. Maybe the easiest is to look for blogs related to your product and leave a relevant comment along with a link to your site.

■ Start link building



10.2 Article / Blog writing



Writing a blog for your website is a great way to get Google to notice your site. The more you write the more you will get noticed. You can promote your blog posts with your email list or write guest articles on other popular sites to get more readers. According to Hubspot, companies that blog have 97% more inbound links.

■ Start your blog



10.3 Press releases



Let the press know you are there and launching new products. Write a short and concise press release and send it to as many local publications as you can think of. Follow up with an email or phone call to get you on the journalists radar. Below is a guide to writing press releases.

<https://expresswriters.com/writing-a-press-release-sample/>

■ Start writing press releases



11 Summary

The end of a long journey. At this stage, if you have checked 90% or more of all the checkboxes, you should have a quality eCommerce website that is already making sales or soon will be. Well done! If you have any problems, or need any help, we are here for you. Send us a message: we can help with building, training or maintaining your ecommerce store. Check our website for more details.
eCommerceNorthWest.com

Summary of the checklist.

3 Start / setup

3.1 Product(s) - What and Why are you selling?

- Is your product unique?
- Are you differentiating your product from your competitors?
- Add value to your product
- Have you checked your pricing against competitors?
- Why does your price justify being higher?
- Are you priced too low? Why?
- Don't get into a low selling price bidding war - you will lose.
- Have you factored in true cost of selling: Shipping, taxes, packaging materials, electricity etc?
- Find a niche, get rooted and then expand
- Go find a big market and try to break in

3.2 Market - Who is your target audience?

- Gender
- Age range
- Location
- Hobbies / books / magazines / websites
- Brands they like
- Visit the competition

3.3 Domain - choosing the right name for your store

- Choose a name that accurately describes your store
- Choose a name that includes keywords
- Short and catchy is better than long
- Check the domain name is available before you register your company

You may want to check the company name is available before buying a domain also, but it generally is.

Check Google Domains or GoDaddy. They should cost about 10 pounds per year to register.

3.4 Company - Choose the type of company and register

- Setup a company

3.5 Bank account - Create a company bank account (optional)

- Business bank account
- Personal bank account

3.6 Payment gateways

- Facebook
- Instagram
- Google
- PayPal

4 Pre build

4.1 SEO - Keywords, Naming pictures, Headings

- 10 keywords
- Page titles with keywords
- Sections with keywords
- Image file names include keywords

4.2 Selling points - text for website

- Draft of the text for your site

4.3 Product Photos and Text - Take quality

photos and write compelling sales copy

- Quality product photos
- Compelling sales copy

5 Build site

5.1 Choose a platform - There is no point reinventing the wheel

- Wix
- Shopify
- Bigcommerce
- Other

5.2 Choose an appropriate template for your business

- Choose a free template
- Choose a paid template

5.3 Important Information Pages - Returns/Shipping / Privacy

- Returns and exchanges page
- Shipping details page
- Privacy policy page

5.4 About Page & Contact Us

- Contact details added to your store.

5.5 Customise Your Ecommerce Template

- Unique selling points
- Highlight products - Galleries or featured products
- Links to important information
- Sales or offers
- Consider using a fullscreen slideshow or video above the fold
- Add navigation to other pages

5.6 Add Your Products

- Add your products to your store

5.7 Set Up Payment Gateways

- Stripe
- Paypal
- Facebook business
- Google business

5.8 Sort Out Your Shipping Settings

- Add shipping time
- Add shipping cost

5.9 Sort Out Your Store's Settings

- Completed all sections of settings

5.10 SEO 2

- Compression of images
- ALT tags, broken internal or external image links
- Compression of CSS
- Compression of CSS Javascript
- Metadata for each page
- Titles and headings are SEO and visitor friendly

5.11 EU Cookies compliance

- Added EU Cookies compliance information.

5.12 Preview, Test...And Publish Your Online Store

- Preview your site
- Test all features in preview
- Publish the site
- Test your domain name works

Tested features - especially buying a product

6 Packaging

Ordered adequate packaging materials

Signed up for business accounts for delivery

7 Marketing

7.1 Social Media

Make a Facebook business page

Make an Instagram business account

Make a Pinterest business page

Make other social media pages

7.2 PPC - Google ads / Facebook / Instagram

Google ads setup

Facebook ads setup

7.3 Email marketing

Create an email list

Send your first email marketing project

7.4 Discount codes

Set up an introductory discount code

8 Apps

8.1 Cross sell app

Setup cross selling

8.2 Abandoned cart app

Setup an abandoned cart app

8.3 Currency converter

Setup an currency conversion app

8.4 Email lists

Setup email list builder

8.5 Reviews

Get a review app and setup

9 Analytics

9.1 Google Search Console

Sign up for Google Search Console

9.2 Google Analytics

Sign up for Google Analytics

9.3 Facebook pixel

Setup a Facebook Pixel

10 SEO 3

10.1 Link building or outreach

Start link building

10.2 Article / Blog writing

Start your blog

10.3 Press releases

Start writing press releases



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