ECOM CHECKLIST

SHOPIFY SET UP CORRECTLY:

A screenshot of a chat

AI-generated content may be incorrect.

* IN SHOPIFY
  + DESCRIPTION IS CORRECT
  + SALES CHANNELS – ALL SELECTED EXCEPT FOR GOOGLE & YOUTUBE (FOR LATER)
  + MARKETS – ALL SELECTED (FOR LATER)

A screenshot of a computer

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* + IMAGES:
    - GHOST
    - ON MODEL FORWARD STYLED
    - ON MODEL FORWARD NOT STYLED
    - SIDE
    - BACK
    - CLOSE UP
  + PRODUCT ORGANIZATION – TYPE AND VENDOR FILLED OUT (VENDOR IS ALWAYS ALTUZARRA) THIS SHOULD BE ALREADY THERE

A screenshot of a computer

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* + TAGS:
    - style\_[STYLE NAME]
    - [SEASON NAME] – THIS SHOULD BE THERE ALREADY
    - Collection\_[CATEGORY TYPE – DRESSES/JACKETS, ETC]
    - Collection\_[CATEGORY- RTW/HB/ACC/SHOES]

A screenshot of a computer

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* + PRODUCT METAFIELDS
    - SWATCH: IMAGE - ATTACHED
    - COLOR - IS FILLED IN
    - DETAILS – CONTENT AND COUNTRY OF ORIGIN
    - SIZE BUIDE PAGE –
    - GET THE LOOK –
    - GET THE LOOK IMAGE –SHOULD BE THE ON MODEL FRONT SHOT STYLED

ONCE LIVE:

* CHECK ON DESKTOP
  + IMAGES – QUICKLY SCAN TO MAKE SURE THESE LOOK CORRECT AGAINST DESCRIPTION AND ARE IN THE CORRECT ORDER
  + COLOR SWATCHES ARE SHOWING
  + DESCRIPTION
  + DETAILS
  + SIZE GUIDE (MATCHES SIZES THAT CAN BE SELECTED)
  + TRY 1 STYLE – TRY TO CHECK OUT
* CHECK ON IPHONE FOR FORMATTING