



# Website Client Handbook

By Glo Lamden-McCollough, Project Manager CPM CPMM  
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## Introduction

Hello and thank you for joining one of the world's best website development and e-commerce solutions!

The purpose of this workbook is to assist you in all aspects of your website development and supply tips and tricks of the trade as your site is being fully realized.



## How this workbook “works”

This workbook is broken down into stages:

Stage	Name	Description	Page #
1	The basics	Basic information needed to begin the website process	4
2	Design Initiation	What inspires you, inspires us	6
3	Products/Category/Images	An informal look at product and category spreadsheets as well as the supporting imagery needed	7
4	Attributes & Variants	What is an attributes? What is a variant? How do they link and how do I control them?	11
5	Design Approval	You love it! We'll build it	12
6	Data receipt	Completed product and category sheets imported to the Miva Merchant software, along with imagery	13
7	Informational Pages	Pages that contain information that are usually unrelated to products such as “About Us”, “Privacy Policy” etc	13
8	Methods of Shipping, Handling, & Payments	You sell it, we will want to confirm how you will get paid as well as how you would prefer shipping your product	14
9	Development, Modules & Website Review	Throughout this process, all parties should be reviewing the build/development site for functionality and accuracy.	15
10	Training	We'll set up a meeting to train on how your new e-commerce platform works	15
11	Launch	You are now open for business	15
	Web Development Checklist	A great way for you to track progress of your site	16



## Stage 1: The Basics

### 1a – Access

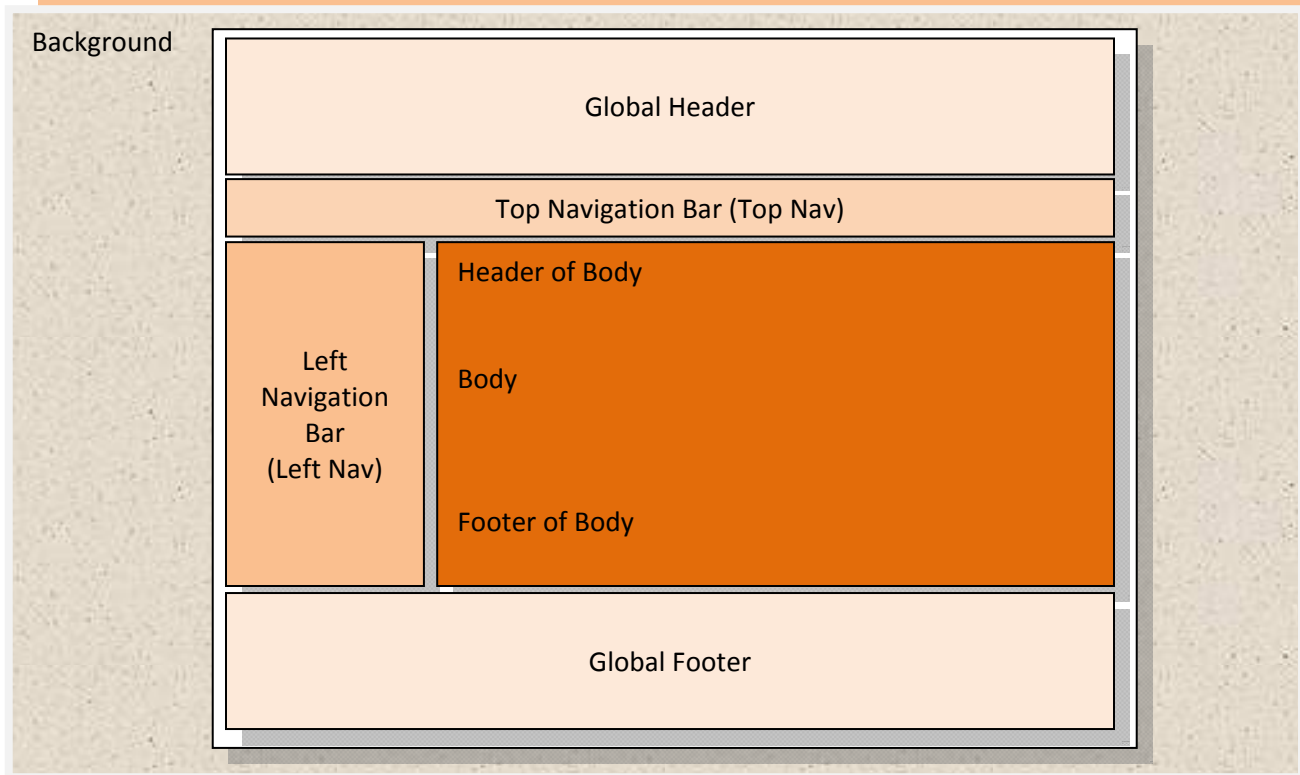
When you meet your new Project Manager, they will request access via a secure URL to your existing e-commerce store. If you do not currently have a Miva Merchant store, simply fill in areas that are applicable to your business. Remember that we cannot move data without credentials and having access to all types of data from your Facebook account to Google analytics to your current store make transition of code and data seamless.

<https://www.mivamerchant.com/ecommerce-web-design/client-access-form>

### 1b –Your Miva Merchant contacts

Sales Rep: \_\_\_\_\_  
Sales Rep email: \_\_\_\_\_  
Sales Rep phone number: \_\_\_\_\_  
Project Manager: \_\_\_\_\_  
Project Manager's email: \_\_\_\_\_  
Project Manager's phone number: \_\_\_\_\_

### 1c – What are the most common descriptors when speaking about areas of websites?





## Stage 1: The Basics (continued)

### 1d – What are the most common pages called?

- Storefront / SFNT / Index / home: This is first landing page when a potential customer enters your URL into a browser's address bar
- Category Page / CTGY: This page displays categories and sub-categories
- Product Page / PROD: This page displays products for purchase along with its cost, description, and specifications
- Checkout Pages: These are a series of consecutive pages that move your customer from the add-to-cart button to the payment page

### 1e – What is a “development site” or “build site”?

A development site is a website/url to which your new site is built on. We must use a development site to build your website as all coding is “live”.

In theory, if you already have a working website, and with the addition of a development site, you will now have two. This is where hosting comes in. If you are not using Miva Merchant as your hosting solution, you will need to set up a development site with whoever your host is. If you plan, at launch, to move your hosting to Miva Merchant, we will most-likely create a development site for you. Contractual specifics usually dictate this particular step.

### 1f – What will you need to provide to Miva Merchant as they create your website?

(Note these are not required at the same time)

- a) Design inspiration
- b) A list of products, specifics, and pricing
- c) A list of categories
- d) Images for
  - a. Categories
  - b. Products
  - c. Swatches (if applicable)
  - d. Logo's
  - e. etc
- e) Copy for static pages covered within your contract
- f) How you want to ship product
- g) How you will accept payment
- h) Do you charge tax and how
- i) Various credentials from social media to payment gateways

### 1g – Proactive items to accomplish that fall outside of Miva Merchant's scope:

- a) Make sure you have a payment gateway and know what types of payments you will accept
- b) Make sure you know how you will ship items and start your relationships with those providers such as USPS, UPS, & FedEx
- c) Understand tax laws applicable to the states you have as a nexus.



## Stage 2: Design Initiation

### 2a – What is Design Initiation?

One of the first steps to developing any website is understanding not only it's functionally and best practices, but also who is your demographic, what are they seeking, and what your competitors are doing.

It is with this understanding that your Miva Merchant team will develop several graphic concept pages for you. These graphic concepts take into consideration several components:

- Your recommendations
- Your competitors
- Your business
- Standard website e-commerce best practices

We gather this information using a form called “The Design Questionnaire” which is delivered to you via your Project Manager.

Once completed your Project Manager will set up a “Design Kick-Off Meeting” with your Web Designer. During this meeting each party will discuss points within the form and other items such as existing graphic elements, logo's, and look / feel requirements.



### Stage 3: Products/Category/Images

3a - To sell product online, 3 major data points are required. These are products, categories, and images.

The best way to enter data into your store is to use what we call a “flat file”. The flat file contains information that will be displayed as well as managed by the website. If needed, your Project Manager will supply you with a template for each.

We suggest reviewing the following links that detail most of the specifics:

#### Products:

<https://support.mivamerchant.com/supportsuite/index.php?/Knowledgebase/Article/View/959>

#### Categories:

<http://blog.mivamerchant.com/564/getting-started-with-the-category-spreadsheet/>

### 3b – Products and the basic product import

The Miva Merchant Admin accepts product data two ways. The first is individually, each product entered in with its appropriate product code, name, description, and price. The second way is via flatfile (xls, csv, txt. Etc.)

The blog posts listed above are invaluable. Please review them in their entirety as this grid is heavily truncated.

#	Column Name	Description	What this means to you
1	Product_Code	This is the unique code that the database will use any time the product is present or referenced. All information for the product, be it price, weight, description all tie to the Product Code	Most often, this is your sku/order number
2	Product_Name	This field identifies the product name that the user will see on the website. To improve the search feature of your website, make sure the name contains words that a potential customer may use when looking for it within your “search” bar.	Try to be specific and not overly wordy. It is best to keep product names under 50 characters which includes spaces
3	Product_Description	This field showcases the product description. Make sure to use words that a potential customer may use when looking for it within your “search” bar.	Talk about your product, how it will serve the customer, its specifications and whatever else you think will sell this product.
4	Categories_Assigned_To	This field assigns a product to the appropriate category code. (covered in the category spreadsheet section). Products can list in multiple categories.	Let us say you sell shovels. You can display a shovel product in both a “shovel” and “landscaping” categories.
5	Product_Price	This is your MSRP. Please use decimals and do not include monetary symbols such as “\$”.	This is the price to which your customers will see on your website
6	Product_Cost	This is what you paid for the item. If supplied, the system can gauge profit against the listed Product_Price	Not shown on the front end of your website
7	Product_Weight	This is the weight of the product out of box. Weight is required if you choose to use specialized shipping methods offered by Miva Merchant	This can display on the website if you wish.
8	Product_Taxable	If your product is taxable, please list 1 for yes and 0 for no	Typically, customers see the tax line added towards the end of their checkout process
9	Product_Active	If your product is active, please list 1 for yes and 0 for no	You can list products that you do not currently have in stock but plan to order later.
10	Product_Thumbnail	These two columns are somewhat difficult. This field needs to contain a valid image filename, as well as the directory path to the location of the image on your server. The default folder for images in a Miva cart is graphics/00000001/. If you are not familiar with the structure of your server, it is highly recommended that you stick with the default image folder and not change the image location.	Small image of product
11	Product_Image		Large image of product
12	Custom Fields	There is no limit to additional fields that can be associated with each product. Remember when adding custom fields that they will be applied to all products. If you add a “manufacturer” custom field, this field will then apply to all products. There are some advanced conditional statements that will hide a field if there is no value in it, but that’s a different topic. Similar to the product description, custom fields can contain HTML tags and therefore come with all the warnings and recommendations mentioned above.	



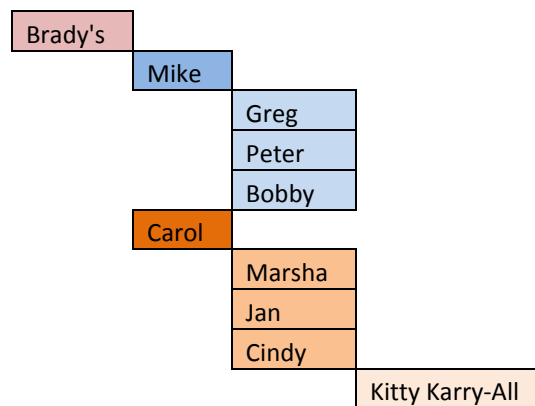
### Stage 3: Products/Category/Images (continued)

#### 3c – What are categories?

Categories are a vital when developing a clearly defined website. One can look at categories like sections within a brick and mortar retail store. Examples would be toys, women's, men's, sporting goods, electronics and so on. Customers are used to looking for sections within physical stores; they will assume that your online store will supply them with the same meaningful structured experience. Remember, the easier it is to sub-divide your product into categories the easier it will be for your customers to find what they are looking for and then buy the product they seek.

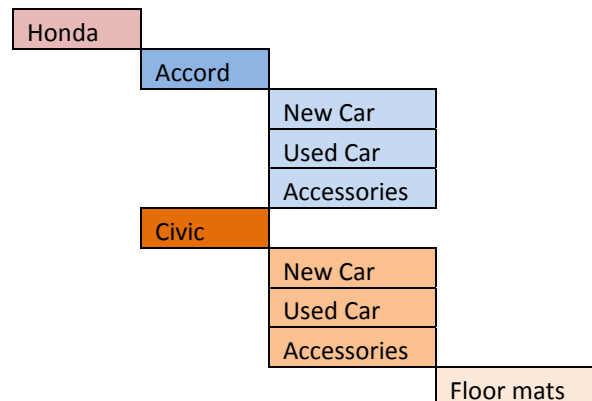
Your store may list categories in two sections, the Top Navigation Bar and the Left Navigation Bar (dependant on final graphic layout). Please refer to [1c](#) for a graphic example.

Below, please find what is affectionately known as “A Very Brady Category Tree”. It is a graphic representation of how categories flow into subcategories with the category page.



As you can see, the top line category is “Brady’s”. Under the “Brady’s” are “Mike” and “Carol” followed by their prospective children, and of course, Cindy’s doll.

Dependant on your business, your category tree may contain different data, but the principle remains the same. Please note example below.







### Stage 3: Products/Category/Images (continued)

#### 3d – How do I import Categories and Subcategories into my website?

Before we go over the flat file import, which for the record is not as detailed as the Product import version, we must stress this point. *Your website is a piece of software. All software requires that any information entered into it must follow a special and unique format.*

With that in mind, and again similarly to the Product Sheet, Categories require Category Codes and that these codes are what the Miva Merchant Software ties specific products to.

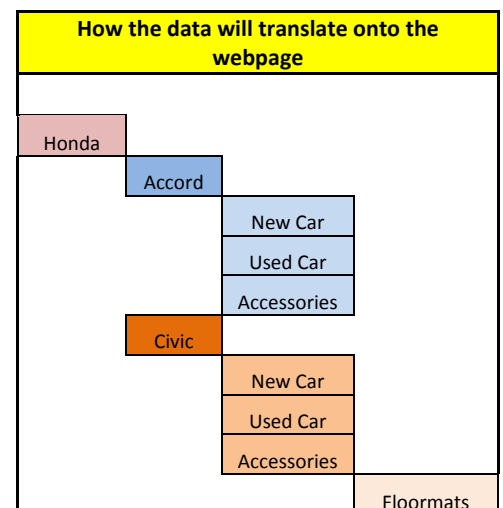
With that in mind, here are the columns within a category import

#	Column Name	Description	What this means to you
1	Category_Code	This is the unique code that the database will reference any time the category is present or referenced. This column can NOT CONTAIN SPECIAL CHARACTERS OR SPACES! If there are multiple words or phrases, use a dash "-" or an underscore "_" to separate	Avoid spaces
2	Category_Name	This is the word or phrase that will display on the public side of the website, typically in the category navigation. This column CAN contain special characters and spaces, and typically doesn't cause much of a stumbling block.	Try to be specific and not overly wordy. It is best to keep product names under 50 characters which includes spaces
3	Category_Active	If your category is active, please list 1 for yes and 0 for no	You can hide categories which is important if you have products attached to them. Some Merchants do this as a way to showcase Holiday Specials at certain times of the year
4	Category_Parent_Code	Sub-categories are, by far, the most confusing aspect of any category structure. Typically, I see 2 or 3 levels of sub-categories, but there is no limit to the amount of sub-categories. The most important thing to keep in mind is that all categories (sub-categories, parent categories, 3rd degree sub-categories, 8th degree sub-categories etc.), are listed as their own unique category. The relation between categories is created by listing the CODES or any applicable parent categories.	This is how you instruct the software what are top level categories and what are sub-categories.

For example, if the category "Honda" has 2 subcategories: "Accord" and "Civic", the category for "Accord" has the parent category of "Honda". The intended spreadsheet should reflect this by listing the CODE for the parent category (Honda) in this column.

Typically, category structures have more than just one level. To use the same example; If the "Honda" category has a sub-category of "Accord", which has its own sub-categories of "New Car" and "Used Car"; the "new Car" category would list the "Accord" category code for parent category column.

*Example of a Category Import Spreadsheet			
Category_Code	Category_Name	Category_Active	Category_Parent_Code
Honda	Honda	1	
Accord	Accord	1	Honda
Accord-newcar	New Cars	1	Accord
Accord-usedcar	Used Cars	1	Accord
Accord-accessories	Accessories	1	Accord
Civic	Civic	1	Honda
Civic-newcar	New Cars	1	Civic
Civic-usedcar	Used Cars	1	Civic
Civic-leaseoptions	Lease Options	0	Civic
Civic-accessories	Accessories	1	Civic
Civic-accessories_floor mats	Floor mats	1	Civic-accessories



\*Remember - "Lease Options" is not active, so it will be hidden from the webpage



## Stage 3: Products/Category/Images (continued)

### 3e – Imagery

There are several types of images that can be used on a website. Not to be confused with “graphics”, images sell not only your product, but also its value, and your message/brand.

Traditionally there are two ways to display product:

- 1 – Lifestyle shots
- 2 – Product showcase or studio shots

**Lifestyle** images feature products in use. If you sell clothing, it would mean that your model is displaying your clothing by wearing it. If your business is selling car floor mats, the picture would display the floor mat on the floor of a car.

**Product Only** images feature just the product. These images usually display the product in front of a white or light colored background. Product Images are good for highlighting the details of a particular product.

Within Miva Merchant, there are several places that images are displayed; each should be in a JPG or PNG format.

- Storefront body-header images – Traditionally these are “Lifestyle” images. The maximum size of these images should be 960 pixels wide however double check with your Project Manager before making alterations.
- Category Landing Page – Dependant on your business, the type of image placed to graphically depict a category can be either a “lifestyle” or “product only” JPG or PNG. The maximum size of these images should be 360 pixels on one side.
- Product Pages – Miva Merchant’s software has a unique feature called “image machine”.
  - “Image Machine” can take a singular product image and reconstruct it to various sizes to support the Product Page. These sizes include Zoom, Main Image, and Thumbnail. The option to add supplemental Zoom, Main, and Thumbnail images are also available via “Image Machine”.
  - The minimum size for a Product image, when using “Image Machine”, should be about 550 pixels on one side, while the maximum size should be 700 – 900 pixels on one side.
    - NOTE – Image Machine cannot scale up. Its purpose is to resize an image down.

A quick note about the importance of understanding image size:

The larger an image is the more disk space it uses.

Too much disk space can cause issues such as;

- 1 – Slow page load times which can translate to customers leaving your site
- 2 – Hosting overage charges because free disk space is being used up



## Stage 4: Attributes & Variants

### 4a – What is an attribute?

An attribute is a special or unique feature of the item. Most common attributes include, but are not limited to:

- Color
  - Red
  - Green
  - Blue
- Size
  - Small
  - Large
  - 32 x 36
  - 8'2"
- Scent
  - Strawberry
  - Orange
  - Lemon

You as the Merchant should have a clear understanding of your business and if attributes are important to you. Let us see an example of jackets.

“Jacket\_123 comes in 3 colors and 4 sizes”

If we listed this product out as line items, the attributes will become variants.

### 4b – What is a variant?

A variant is a product broken down into inventory line items that include its unique attributes. Taking from the example “Jacket\_123 comes in 3 colors and three sizes”, we can create the following variants:

1. Jacket_123		Master Product	\$123.99 (SRP)
2. Jacket_123 Brown	Small	Variant Product	\$123.99 (SRP)
3. Jacket_123 Brown	Medium	Variant Product	\$123.99 (SRP)
4. Jacket_123 Brown	Large	Variant Product	+\$2.00 \$125.99 (SRP)**
5. Jacket_123 Orange	Small	Variant Product	\$123.99 (SRP)
6. Jacket_123 Orange	Medium	Variant Product	\$123.99 (SRP)
7. Jacket_123 Orange	Large	Variant Product	+\$2.00 \$125.99 (SRP)**
8. Jacket_123 Yellow	Small	Variant Product	\$123.99 (SRP)
9. Jacket_123 Yellow	Medium	Variant Product	\$123.99 (SRP)
10. Jacket_123 Yellow	Large	Variant Product	+\$2.00 \$125.99 (SRP)**

As you can see, the simple statement of “Jacket\_123 comes in 3 colors and three sizes” has broken down into 9 variables/variants under one master product that controls the master SRP price. \*\*Within Miva’s admin you can also control pricing variables to increase or decrease the Master Product SRP price by variant line item.

Because attributes and variants are unique to each business, they are not importable via the first [product sheet upload](#); however, after the original product sheet upload and manual manipulation of attributes and variants are entered into your Miva Merchant software, they are exportable and can be altered via the [flatfile](#).



## Stage 5: Design Approval

### 5a – Design

When you begin your relationship with Miva Merchant's software, you are building a relationship that is expandable and changeable as your business expands and grows.

As we work with you to design your site, we take into account all of the features that you desire and graphically build a concept for you based real-world-tested best practices. These concept designs go through numerous internal rounds before being sent to you for review.

Once a graphic design concept is approved by all parties, it is then forwarded to your personal Web Developer who will, from the ground up, will re-design your store from a Photoshop illustrated concept into a CSS/HTML base to which is directly connected to the Miva Merchant software.

This marriage between the website and Miva Merchant software is an important one as once it is completed, the website will feed information to the Miva Merchant software and the software will feed back information to the site.

Each Miva Merchant Website is independent and unique based on stored data, coding, and functionality. Remember, all of these items are catered completely to you, the store merchant.

The basic stages of Web-development are as follows:

- 1 – Concept graphic store development & approval
- 2 – Coding development into the Miva Merchant Software including special feature and module install
- 3 – Import of product/category/images into the Miva Merchant Software which will feed into the website
- 4 – Quality Testing
- 5 – Training
- 6 - Launch

The last page of this workbook will display a checklist to which you can use as you go through your website development. Note that due to various variables, some items will not be listed. Your Project and/or Account Manager will be responsible to fill in those gaps.



## Stage 6: Data Receipt

### 6a – Data Receipt

Within in [Stage 3](#) we spoke about Product and Category spreadsheets.

While your site is in full development, the Developer will require you to go into your Miva Merchant admin and upload your Category and Product spreadsheets.

The easiest import into the Miva Merchant software is a CSV or Comma Separated Value file. What makes this file type so easy is that it can be built in Excel and saved from an XLS to a CSV.

You do have the option, within the Miva Merchant Admin, to change the comma value. Some use the tilde "~", some use carrots "^", as long as the data is clean, it should upload fine.

### 6b – Images

Delivery of images, during the development stage can be done a few ways

1. Upload to your FTP client
2. Upload to a \*dropbox within Miva Merchant
3. Upload one at a time into the Miva Merchant Admin

For information on dropbox visit: [www.dropbox.com](http://www.dropbox.com)

## Stage 7: Informational Pages

### 7a – What are static pages?

Static pages are traditionally information pages. These pages do not sell product, instead they can give advice, instruct clients how to contact you, and build the bridge between the website and the standard face to face experience that one has when visiting a brick and mortar store.

The most common static pages on any given site are;

1. About Us
2. Contact Information
3. FAQs
4. Shipping & Returns
5. Privacy Policies

These pages can also be requirements of financial institutions to which you have acquired your internet merchant account.

Other types of static pages can be;

1. Promotions
2. Information sheets
3. Guarantees
4. Terms & Conditions
5. Exchange Policy
6. Bottling Policy
7. etc



## Stage 8: Methods of Shipping, Handling Charges, & Payment

8a – There are far too many shipping variations to mention here however, for our purposes, we will list the variables that come off-the-shelf with Miva Merchant.

Miva Merchant has built in features that allow you, the merchant, to enter in your USPS, UPS, and/or FedEx customer number. When this is activated, Miva Merchant, in real-time, pull rates from these carriers onto your website. This tool is also used to estimate shipping costs for your customers while in the BASK page.

Miva also has one-dimensional built in features such as;

- Flat Rate – In this occurrence, there is one shipping price given no matter how many items are within the cart.
- Price Based – In this occurrence, the Merchant has created an itemized price table that breaks down shipping costs dependant on the price of the total of the basket.
- Weight Based – In this occurrence, the Merchant has created an itemized weight table that breaks down shipping costs dependant on the weight of the total of the basket.

With that said, pricing and weights are mandatory required fields within the product.csv upload. These mandatory fields allow Miva's admin to call for rates via the above-mentioned carriers.

If you choose not to use Miva's built-in carrier connections Miva can also calculate, shipping via either pricing or weight tables that you provide to us.

### 8b – Handling fees

Miva Merchant's core software allows a singular handling fee per cart.

### 8c – Payments

Though we had briefly covered merchant accounts in Stage 1, item G, we did not cover types of credit cards accepted. These choices are made with your merchant bank however, make Miva aware so that we can graphically display accepted cards on your Global Footer. Displaying icons that represent methods of payment give your clients a sense of trust.



## Stage 9: Development, Modules and Website Review

### 9a – What is the definition of “Development”?

Development is that stage to which your graphic concepts are turned into code and attached to a Miva Merchant backend.

- Coding
- Functionality
- Gateway processing
- Confirmation

### 9b – What is the definition of a “Module”?

A module is an “add-on” feature either created by Miva or a 3<sup>rd</sup> party. Modules can have a number of functions although core gateway functionality is already within Miva.

For more information about available Miva compatible modules visit Miva Central

<http://www.mivacentral.com/>

### 9c – What is the definition of a “Website Review”?

It is vital during development to review your site as its being built. Though Miva is responsible for the look/feel/functionality, it is your responsibility to validate copy/text category and product images and the general brand of the website.

## Stage 10: Training

### 10a – What can I expect from “Training”

Though your contract stipulates a certain amount of “training” hours allotted to your development time, training is ongoing.

There are various methods to learn about your backend admin gateway:

1. Miva Merchant’s Store Owners Course: <http://www.mivamerchant.com/training/soc>
2. Design Club: <http://www.mivamerchant.com/ecommerce-templates/MMDC>
3. Support: [support@mivamerchant.com](mailto:support@mivamerchant.com)

## Stage 11: Launch

### 11a – What can I expect from “Launch”

Your Launch date is determined by you and your Project Manager during the final stages of development and once your site has been reviews by our Quality Assurance Team.

Under normal circumstances, Launch is prepared by our Support Team and there is very little you need do sans the occasional DNS change. If other items are needed, your Project Manager or Support Team Associate will let you know.

Note that you have 7 consecutive days from Launch to verify that your full site is in working order. If something happens within the 7-day allotment, contact your Project Manager immediately.





## Website Development Checklist after contract has been signed

Check	Description	Notes or other answers
1 <input type="checkbox"/> -Yes <input type="checkbox"/> -No	Is my current site hosted with Miva? If not, where?	
2 <input type="checkbox"/> -Yes <input type="checkbox"/> -No	Will my new site be hosted with Miva? If not, where?	
3 <input type="checkbox"/> -Done	If I am hosting my new site with Miva Merchant, I have my hosting sheet handy that Support had sent to me. (Ignore statement if you are not going to host with Miva Merchant)	
4 <input type="checkbox"/> -Done	If I am not hosting my new site with Miva Merchant, I have contacted my current hosting provider and acquired a Development Site for Miva Merchant. (Ignore statement if you are going to host with Miva Merchant)	
5 <input type="checkbox"/> -Done	Have I met my new Project Manager?	
6 <input type="checkbox"/> -Done	Have I sent credentials and URLs needed to Miva via this URL? <a href="https://www.mivamerchant.com/ecommerce-web-design/client-access-form">https://www.mivamerchant.com/ecommerce-web-design/client-access-form</a>	
7 <input type="checkbox"/> -Done	Did I discuss my vision of the new store with my Project Manager? This may entail receiving, filling out, and returning a "Design Questionnaire" to my Project Manager	
8 <input type="checkbox"/> -Done	Have I read Stage 3 within this workbook pertaining to Product, Category, and Image uploads? I must also read the blogs as stated within this section.	
9 <input type="checkbox"/> -Done	Have I received a first draft graphic concepts of my Storefront? (Also known as Index or Home page). Check "Done" when I have approved it.	
10 <input type="checkbox"/> -Done	Have I <u>begun</u> to layout my product and category data on spreadsheets? If I need blank data sheets, I will advise my Project Manager.	
11 <input type="checkbox"/> -Done	If I have attributes, have I read Stage 4 within this workbook?	
12 <input type="checkbox"/> -Done	Have I received first draft graphic concepts of my Category and Product Pages? Check "Done" when I have approved each.	
13 <input type="checkbox"/> -Done	Do I have a payment gateway and I have informed my Project Manager?	
14 <input type="checkbox"/> -Done	Do I know how I am going to ship my product? What methods and costs I will use? Have I informed my Project Manager?	
15 <input type="checkbox"/> -Done	Do I know how I am going to tax products? Have I informed my Project Manager?	





Check		Description	Notes or other answers
16	<input type="checkbox"/> -Done	Have I begun collecting product images for my site? Do I know appropriate product image sizing? I can read about it in Stage 3, section 3e.	
17	<input type="checkbox"/> -Done	Has my Project Manager introduced me to my Development Site? Am I reviewing it often to make sure that it meets with my approval?	
18	<input type="checkbox"/> -Done	Have I been introduced to the backend of the Miva Software? Have received a bit of training on it?	
19	<input type="checkbox"/> -Done	To assist me, Miva Merchant has created two URL containing various types of training videos. Have I reviewed them? <a href="http://www.mivamerchant.com/videos">http://www.mivamerchant.com/videos</a> <a href="http://www.mivamerchant.com/videos/55-tutorials">http://www.mivamerchant.com/videos/55-tutorials</a>	
20	<input type="checkbox"/> -Done	Have I been trained on uploading Category and/or Product sheets or is this part of my contract package? Note that if it is part of your contract, your contract will state the line item "Datawork". Are my Categories and Products listed within the Development site?	
21	<input type="checkbox"/> -Done	Have I provided copy to my Project Manager for my static pages? (About us, Contact us, etc.) Alternatively, have I instructed them to pick up copy from an old site? See stage 7.	
22	<input type="checkbox"/> -Done	Have I provided URLs/Links to my Social Media platforms? If I have signed up to have Miva Merchant connect my store directly to "Likes", "Pins", and/or "+1's", have I provided credentials to my Project Manager?	
23	<input type="checkbox"/> -Done	Will I use Google Analytics to track my site? If so, have I supplied my Project Manager with credentials? <a href="http://www.google.com/analytics/index.html">http://www.google.com/analytics/index.html</a> <a href="http://www.youtube.com/user/googleanalytics">http://www.youtube.com/user/googleanalytics</a>	
24	<input type="checkbox"/> -Done	Have I been trained on the overall Admin, Custom Fields, and specialized modules that I had purchased with my contract?	
25	<input type="checkbox"/> -Done	Do I continue to review my Development Site? Am I continually working with my Project Manager on issues, bugs, and or fixes?	
26	<input type="checkbox"/> -Done	Do I continue to visit the Miva Merchant backend to familiarize myself with it?	
27	<input type="checkbox"/> -Done	Did I provide my Project Manager with a launch date keeping in mind that Miva Merchant typically launches Tuesdays and Wednesdays about 9:00am Pacific Time?	
28	<input type="checkbox"/> -Done	Has my site been QA'd by not only Miva Merchant but me as well?	
29	<input type="checkbox"/> -Done	Have I supplied 301 re-directs to my Project Manager? If I don't know what these are, my Project Manager can assist.	
30	<input type="checkbox"/> -Done	My site is Launched!	