

Congratulations!

Now that you have completed your on-boarding sessions you can use this checklist to help determine if you are ready to launch your site! Now remember, you do not need to have all of your catalogue ready for online sale all at once. You can select a group or collection of items that you want to put online first (maybe 10-100 products, depending on the size of your business) and prepare these products so that you can get your site public as soon as possible.



Checklist

1. Products

- Created categories/sub-categories
- Added descriptive *content* to your products
- Added images to your products
- Made your products visible
- Added filters to your products (if applicable)
- Added product tags (if applicable)
- Selected which brands you would like to be visible

2. Content, Design & Marketing

Content

- Updated your content pages
- Added a *shipping & refund* policy

Design

- Chosen a theme
- Customize your theme settings
- Explored options for custom development (if applicable)
- Created a headline
- Added some featured products
- Added some featured categories

Marketing

- Created a discount code (and discount rule, if applicable)
- Selected a couple of products to upsell (if applicable)

3. Payments, Shipping & Taxes

- Configured your taxes
- Selected and configured at least one payment provider
- Setup at least one shipping method

4. Other Settings

- Configured your Domain and enabled your SSL Certificate
- Configured your Store Country preferences
- Configured order notifications
- Updated your notification emails
- Updated your company information
- Added any additional users

5. Processing orders & returns

- Make a test transaction (actually buy something from your own site)
- Run through the actions as if you were actually processing those transactions
- Look up the transaction in your RETAIL account
- Refund the transaction

Key Resources:

- **Lightspeed Customer Success:** To schedule your Orientation Session: **1.866.932.1801 ext. 8000.**
- **Lightspeed Support:** Contact us for technical support: **1.866.932.1801, ext. 2** for support.