



Going Live in 7 Days*

Basic Checklist

Resources: [eCom Documentation](#) & [eCom Learning Center](#)

Following this guide will make sure all the basics are covered and you can start selling quickly. Try to stick with the order the steps are presented in as this is the most efficient way of setting up your shop!

Day 1

Topic: intro and planning

Products

Backoffice -> Products

- Choose 10 products**
 - Go for popular products
 - With a good profit margin
 - And easy to ship
- Make the products visible in eCom** [\[help\]](#)

Categories

Backoffice -> Products -> Categories

- Make relevant categories visible** [\[help\]](#)

Brands

Backoffice -> Products -> Brands

- Make relevant Brands visible**

Planning

- Choose a payment processor and get credentials** [\[help\]](#)
- Custom domain**
 - Have one? Cool, make sure you have the login

*Assuming the plan is followed.



- Don't have one? Go buy one
- Gather Images**
 - Find a good quality logo
 - Few images from your retail shop
 - Also extra images to be used as banners
 - Product images
 - Category images
 - Brand logos
- Shipping research**
 - Figure out if you want to offer a [flat rate](#) or connect to a [shipping carrier](#)

Day 2

Topic: Categories and product setup

Extra Reads:

- [How to write standout product descriptions](#)
- [9 tips to improve your eCom product photography](#)

Categories

- Add the images**
- Add the content and SEO information**

Brands

- Add brand logos**
- Add the brand description**

Products

- Add short description**
- Add detailed content**
- Add related products**
- Add product images and Category** (preferably added in Retail)
- Add the brand** (needs to be added in Retail)

Day 3

Topic: Design



- ❑ **Choose a theme** [\[help\]](#)
Backoffice -> Design -> Theme Store
- ❑ **Go through the theme settings**
Backoffice -> Design -> Theme Settings
 - ❑ Add the logo
 - ❑ Add links to social media
 - ❑ Add company information
 - ❑ Add banners
 - ❑ Pick your colors
- ❑ **Choose featured products** [\[help\]](#)
Backoffice -> Design -> Featured Products
- ❑ **Choose featured categories**
Backoffice -> Design -> Featured Categories
- ❑ **Add one or two headlines** [\[help\]](#)
Backoffice -> Design -> Headlines

Day 4

Topic: Website content

- ❑ **Write content pages** [\[help\]](#)
Backoffice -> Content
 - ❑ About Us
 - ❑ Customer Support [\[help\]](#)
 - ❑ General Terms and Conditions
 - ❑ Privacy Policy
 - ❑ Shipping & Returns
- ❑ **Fill in the Store SEO** [\[help\]](#)
Backoffice -> Settings -> General

Day 5

Topic: Shipping & Emails

- ❑ **Add weights and dimension to products**
- ❑ **Create either flat rate options** [\[help\]](#)
- ❑ **Or connect ShipStation/ Easypost** [\[help\]](#)
- ❑ **Test shipping options in the checkout**
- ❑ **Personalize notification emails** [\[help\]](#)

Day 6

Topic: Settings



- Add logo to emails and invoices**
Backoffice -> Settings -> Company
- Add Payment Credentials** [\[help\]](#)
- Verify taxes** [\[help\]](#)
- Create redirects** [\[help\]](#)
- Connect Google Webmaster** [\[help\]](#)
- Connect Google Analytics** [\[help\]](#)
- Submit sitemap to Google and Bing** [\[help\]](#)

Test the checkout, preferably have multiple people (outside of the company) test to find issues and points of confusion.

Day 7

Topic: Going Live

- CNAME setup** [\[help\]](#)
Backoffice -> Settings -> Domains
- SSL setup** [\[help\]](#)
Backoffice -> Settings -> SSL Certificates
- Final test transaction**

Going Forward

Your shop is now live but visitors will not magically appear. You will need to market the new shop.

- Announce the new shop on social media
- Send out newsletters to existing customers
- Promote your online shop in your retail location
- Have a launch sale, discount specific product(s) or shipping

After the initial launch

- Build an email list, offer a discount coupon for newsletter signups
- Start Blogging, write interesting articles to increase search engine ranking
- Experiment with AdWords and create an advertising campaign
- Advertise on Facebook
- Set up Google Shopping
- [Here more great ideas](#)



Keep an eye on your analytics to learn about your traffic sources, flow, content and conversion. You should read this [Beginner's Guide to Google Analytics](#). This will help you focus and decide on where to allocate advertising resources.

