

The Ultimate Checklist for Every New Ecommerce Site

Everything you need to do when launching your first online store.

Pre-Launch Preparation

Design

- ☐ Reduce clutter and maximize whitespace
- ☐ Utilize drop-down menus for product categories
- ☐ Include clear basket status e.g. empty, 1 item etc

First Impressions

- ☐ Include 'hero' image on home page
- ☐ Divide products into categories for easy navigation
- ☐ Ensure entire product catalogue is fully searchable

Photography

- ☐ Professional product photography
- ☐ High resolution product images
- ☐ Multiple images of individual products

Conversion Optimization

- ☐ Use contrasting colors for all 'buy now' buttons
- ☐ Use actionable text on all buttons e.g. "Buy Now"
- ☐ Enable purchases without creating an account
- ☐ Reduce number of steps during checkout
- ☐ Include 'similar products' prior to checkout

Call to Action

A checklist should act as a stepping stone towards some of your paid products or services. Use this call to action to nudge prospects in the right direction.

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