

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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