ECOMMERCE DESIGN & DEV.
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Shopify Checklist:

1. Shopify Store General Setup:

- ☐ Connect your personal domain for a professional touch.
- ☐ Add logo, brand colors, and fonts for a seamless customer experience.
- ☐ Add products with pricing.
- ☐ Familiarize yourself with abandoned checkouts and use email follow-ups.
- ☐ Import previous customers into the database.
- ☐ Set up payments for revenue collection.

2. Shopify Store Product Creation:

- ☐ Specify SEO-friendly details for each product.
- ☐ Add products to collections for cross-sales.
- ☐ Tag products with keywords for easy searching.
- ☐ Set up product specs like SKU, barcode, etc.
- ☐ Know per-unit cost for sales and margin tracking.
- ☐ Customize the "Transfers" section for easier inventory management.

3. Shopify Store Marketing Setup:

- ☐ Use keyword research for titles and descriptions.
- ☐ Utilize email marketing for lead capture.
- ☐ Have Instagram and Facebook profiles.
- ☐ Run ongoing discounts for conversions.
- ☐ Regularly post content on social media.
- ☐ Consider creating a Facebook group for dedicated fans.
- ☐ Utilize Facebook Live for promotions.
- ☐ Use Google Ads for keyword-based customer attraction.
- ☐ Employ various Facebook advertising strategies.

4. Shopify Apps Setup:

- ☐ Consider and install relevant apps for loyalty, marketing, dropshipping, etc.

5. E-commerce Marketing Plan:

- ☐ Incorporate SEO in product details.
- ☐ Engage in PR outreach for backlinks.
- ☐ Maintain professional social media profiles.
- ☐ Share content regularly with call-to-action messages.
- ☐ Utilize social media as a sales funnel.
- ☐ Showcase customer stories on various media.

6. Website Design:

- ☐ Build a user-friendly site.
- ☐ Provide clear contact options.
- ☐ Utilize impulse buys and upselling.
- ☐ Ensure store design aligns with brand values.

7. Marketing Strategy:

- ☐ Adapt marketing strategies as needed.
- ☐ Have funnels for potential and existing customers.
- ☐ Implement emotional appeal in design and content.
- ☐ Ensure logical justification for purchases.

Supply Chain Overview:

8. Supply Chain Steps:

- ☐ Plan for demand.
- ☐ Establish a continuous flow of information.
- ☐ Manage materials effectively.
- ☐ Implement robust inventory management.
- ☐ Handle manufacturing and production.
- ☐ Manage transportation.
- ☐ Establish warehousing and distribution.
- ☐ Streamline order fulfillment.
- ☐ Implement a returns management system.
- ☐ Prioritize customer experience.

Manufacturing:

- ☐ Sample products according to specifications.
- ☐ Visit or have boots on the ground at the manufacturer.
- ☐ Consider ways to reduce item weight and size.
- ☐ Hit minimum order quantity.
- ☐ Set up materials management in the supply chain.
- ☐ Obtain a barcode and include it on packaging.

Shipping:

- ☐ Check shipping rates.
- ☐ Include buffer time for manufacturing delays.
- ☐ Consider a freight forwarder for careful handling.
- ☐ Be aware of customs, tariffs, and regulations.
- ☐ Choose the mode of transport and packaging.
- ☐ Decide on inventory locations and delivery methods.

Fulfillment (If Doing On Your Own):

- ☐ Have a storage location for inventory.
- ☐ Implement a barcode system for tracking.
- ☐ Allocate time for quality control and packaging.
- ☐ Plan for marketing inserts and customer labels.
- ☐ Integrate the website for timely order processing.
- ☐ Establish a system for returns.

I hope you find this Shopify checklist helpful for setting up your store! Feel free to reach out if you have any questions. Also, stay tuned for our upcoming email with exciting content.