



Online Selling Checklist

✓ GET YOUR DOMAIN!

The domain land grab continues, so if you have one in mind, get it ASAP!

✓ Balance Budget vs. Bells & Whistles



eCommerce applications have built-in features. Modifications can eat up your development budget!

✓ What will you PROMOTE?



Name brands?
Manufacturer specials?
Loss leaders?

✓ Seasonal Promos



Thanksgiving
Black Friday
Christmas

ANY Holiday can be a PROMOTION!



✓ Photos

Good photos =
30% more sales!



✓ Product Copy

= Sales Pitch!



✓ Pricing

Be COMPETITIVE!

✓ Allow Ample Time!

The 3 Ps will take the most time & have the MOST IMPACT on your launch date!

Consider phased launches of a few products at a time!

✓ Branding

More than your logo...
Match the site theme!

✓ Payment Processing

NEVER store credit card info!

✓ SSL Certificate

Important for security & TRUST!

✓ Hosting

Should be reliable & scalable!

✓ Shipping

Define your costs.

✓ That Legal Stuff

Return policy, privacy, etc.

Your goal is not perfection, but PROMOTION!

Learn more at: <http://t2d.la/ecommerce2016>

