ONLINE STORE CHECKLIST

*Industry focus – Ecommerce*

upreports

Report objectives

This document from Team Upreports aims to simplify the task of building an online store that impresses shoppers, generate sales, and multiply profits. Our team of analysts, designers, and marketers sat together to jot down the best branding, sales, design, and feature pointers that come together to make the best a future-ready online store.

Here they are!

Start with logo – This little thingy is part of your brand identity. So, give some time to creating a logo. Don't go running to Fiverr to get it made at the cheapest rate. Spare some time to come up with a unique design.

Photos matter a LOT – Whatever you are selling will sell only if the images will impress. Bad product images leave a really bad impression. So, getting high quality product images should top your list of online store checklist.

Make space for Most Popular – There will some products that will sell like hot cakes for their pricing, quality, market demand, or whatever reason. So, don't forget to create a 'Most Popular' or 'Top Selling' section on your ecommerce store.
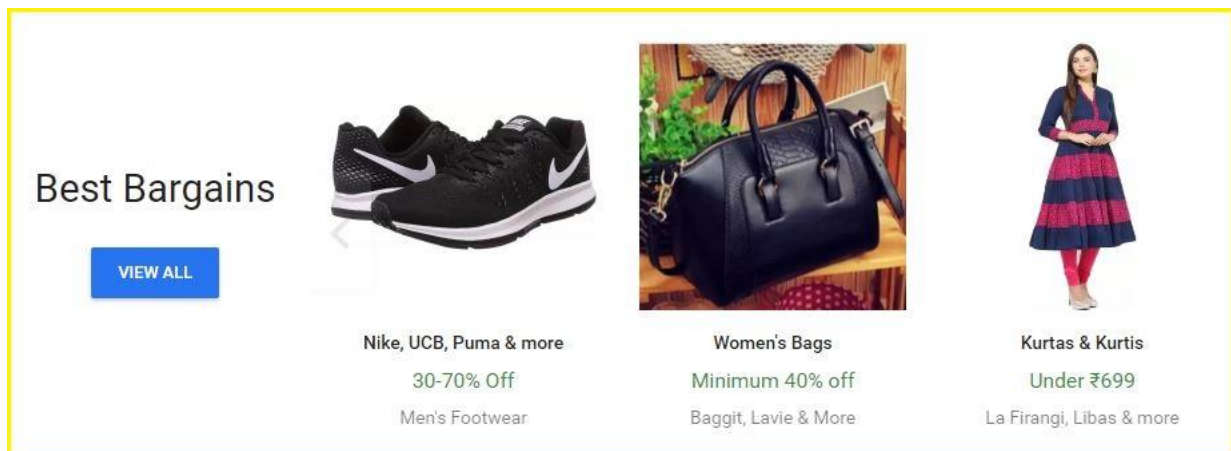
Think about mobile – Online store checklists that miss this definitely suck. More than half of the people who know about internet access it through smartphones and mobile devices. So, make sure your online shop is built for smart devices.
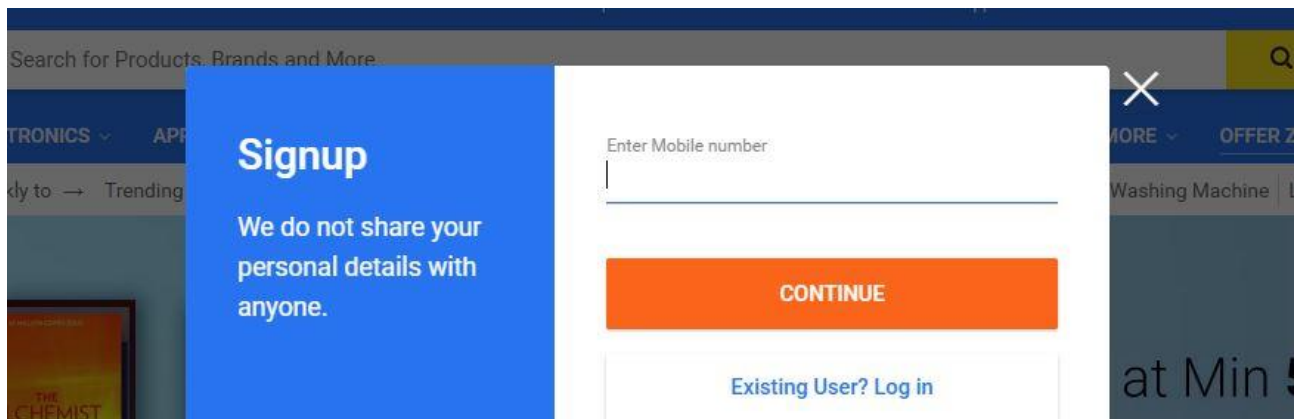
Arrange engaging copy – If you are selling unique products, then, your copy (or product descriptions) got to be engaging. Boring ones won't hold visitor's attention. Also, make sure there are no grammar blunders. Not a online store feature but something worth getting.

Get ace products – Lame or low quality products will gather you terrible reviews in the very beginning. So, pledge to deal only in quality products that will make shopper recommend your online store to others as well.

Master color scheme – Embrace a color palate that is soothing to the eyes. Ask the designer to keep color psychology in mind while creating the initial design drafts of your online store.

Put data on duty – If you have spent some time analysing top online store features, you must have noticed the 'Recently Seen' section. Such features will put you in league of top online stores and of course generate more sales.

Make sign up easy – Simplifying sign up for your ecommerce store will help in getting more registered shoppers and give you more data to analyze. So, make it as simple as possible. Social media signup is an online shop feature worth having.

Set priorities right – The prime objective of a first time shopper is to get their hands on what they are after. So, asking people to sign-up before they reach checklist is bad idea. So, set your priorities right.

Gather user generated reviews –Your online store checklist must make space for a reviews functionality that makes it easy for shoppers to leave a product review. Social media logins can definitely help here as well.

Think brand identity – Some online stores deploy a design that stay with the visitors for a long time. There are various other elements to the brand identity. Here's a blog we wrote that will help get more clarity on brand identity and help you in establishing the same online.

Make checkout easy – Making the shopper struggle at the very last step is a recipe of disaster. Request your designer to create a smooth checkout funnel and check card abandonments. This online store feature is a must-have.

Add Bought Together section – Every product page should include a 'Related Items' and 'Bought Together' section to help shoppers discover new and similar products. Highlight this point in your ecommerce shop checklist.

Add security affiliations – Do you have any special security features that makes shopping more secure? If yes, don't be shy to show it off during the shopping cart funnel. Again, not really a online store feature but something that will assist conversions.

Add social sharing – If your products are amazing, then, social sharing is must for you. It introduces your products to a new audience and creates social buzz. It can be said that it is a free way of marketing your online shop.
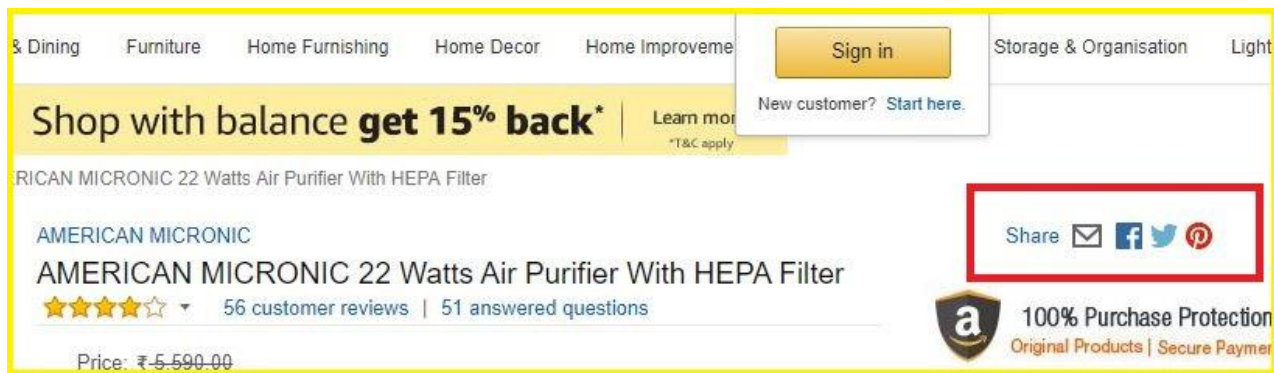
Make shipping provisions – Shoppers in developing countries like India prefer paying on receiving the products. Similarly the concept of store pickup can also be used. So, keep multiple ways to purchase and add website features to support this.

Chalk out Return Policy – Returns policy has to be carefully shared along with the products so that shoppers have a clear understanding while they buy. Most people leave this out from their online store checklist but don't.

Provide wishlist creation – To keep people engaged to your online store, add the feature of saving products in a wishlist. Pretty simple thing but can go a long way in generating second time visitors and also push sales.

Plan special offers – Stay fresh in the minds of shoppers by coming up with special offers. These can come during season festivities or also once a month to give the sales an additional push. Again, not an online store feature but worth your time.

Elaborate on products – Shoppers want to know everything about the product before they buy. So, don't forget to make space for product size, type, dimension, and of course price while designing your online store.

Keep improving with insights – Just building a store and leave it to rot won't do. You have to analyze data and see what's working & what's not. Here's a detailed blog that brings reports that will help you discover website leakages and fix them.

Flaunt your trust marks – Security affiliations, corporate tie-ups, and security enhancements must be flaunted to make the shoppers slide down the conversion funnel. Again, make a special mark of this in your online store design checklist.

Give awesome support – Shoppers sometimes need help to discuss their product queries and doubts. Hence, you must make space for email, call, and chat support. This will save you many a sales. Chat functionality would be a great online store feature to add.

Make search splendid – Sometimes shoppers are not sure exactly what they are looking for. So, your online store search has to guide their path by being intuitive and exhaustive. Search recommendations while shopper is adding query would be a great addition.

Get a killer navigation – While powerful search is a must, you shouldn't compromise on navigation. Get one that focuses on your catalog, audience, and of course usability. A must have for every online store if you ask Team Upreports.

Gather emails and insights – More data you have, greater the chances of sales growth. Make provision of newsletter subscription and surveys to gather insights from visitors. Simple online store feature with big returns!

Plan deals and freebies – Every major shopping store plans special deals, freebies and shopping marathons to create hype and generate more product sales. So, you must do that too to entice shopper to you online shop.

Get gift cards – If your dreams are to compete with the likes of eBay and Amazon or even launch local variants to them, then, gift cards are something to embrace. Make it part of your online store checklist.

Label like a boss – Top web designers and UX experts always recommend being traditional with labelling. So, labelling 'Buy Now' button as 'Steal It' or something of sorts won't do. Check out our case studies to gather more traffic and growth insights.

International pricing – If you have the vision to go international with your online shop, then, international pricing is something you have to figure out. Taxes, shipping, and similar details ought to documented and communicated carefully.

Integrate ace review system – Reviews play a gigantic role in buyer decision making. Stores like Amazon have verified reviews functionality to check spam and also encourage shoppers to leave a review. Make sure your to-do-list includes this.

Make product tracking easy – Buyers cannot wait to get their hands on products and hence they get the urge to track where their shipment has reached. That's why you must add a powerful product tracking functionality.

Social sharing buttons – This is a no-brainer but super important for your online store checklist. Social sharing helps generate additional traffic to your website and also spreads your brand name further. So, make sure it rocks.

Deploy a duper support – When products take longer to arrive and turn out to be not-what-I-wanted, your support team will come into picture. Amazing support helps in customer retention and also stops negative reviews from popping up.

Build a community – Attracting a shopper is easy but retaining him is difficult. That's why you need to focus on building a strong community around your online store. Special discounts, memberships, and similar activities will help.

Embrace new tech – If your goal is to become one of the top online store in your chosen category, then, technology is something you have to keep up with. Watch out for new shopping tech like virtual try-ons.

HOW TO CREATE YOUR VIRTUAL MODEL

1 Use your webcam to record a 5 second video
If you're wearing glasses, please remove them.

2 Place your head in the oval

3 Slowly move your face from left to right
While keeping your head centered

4 Your Virtual Model is ready!

START NOW

Deploy a referral program – Your current customers are the easiest way to connect with new ones. So, find time to create a referral program that rewards registered users to spread the message about you.

Optimize optimize optimize – Google can be a great driver of traffic for you online store but only if you optimize product pages correctly. Hence, make a note about search engine optimization in your online store checklist.
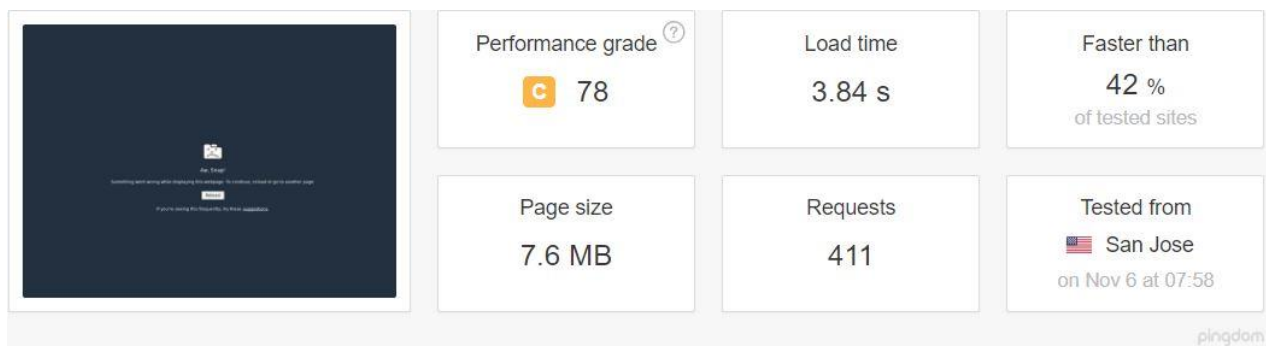
Think about app – Mobile apps provide a more seamless shopping experience which is the reason why major ecommerce giants are betting big on them. Don't forget to get one for your long term strategy.

Build on flexible technology – Build your online store on a technology that supports expansion unless you want to remain a tiny eshop all your life. Be wary of online store builders that are walled gardens.

Embrace agile while development – Top rated online stores are built by developers that follow agile methodology while development. So, collaborate with a team that supports modern development practices.

Make homepage grand – If your plans are to launch a super store, then, you must keep your homepage grand and which showcases your vision. Keep it minimal with fewer products on display, and visitors will think you are small-timer.

Check load time – To deliver a super shopping experience, performance of your website pages must load in a blink of an eye. So, make sure you optimize everything that ought to be optimized to check load time. Struggling with site speed and performance? Discuss your case.

	Performance grade ?	Load time	Faster than
	c 78	3.84 s	42 % of tested sites
	Page size	Requests	Tested from
	7.6 MB	411	🇺🇸 San Jose on Nov 6 at 07:58

pingdom

Confirm search engine friendliness – Not every online store builder or development technology is built to deliver an online store that Google will admire and rank on first page. So, don't forget to check this detail.

Multivendor with care – Websites like Amazon and eBay are not just online stores. They are actually huge online marketplaces where tens of thousands of merchants sell their products. So, if you want to build something like Amazon, firstly acquaint yourself with the multivendor complexities.

Work on product filters – Mega online stores have thousands of products in just one category. Filters help shopper find what they are looking for. Since every product category will have unique ones, you have to plan them all carefully.

Get comparison feature – Some product categories, especially gadgets, have so features that people need help in choosing the right one. A comparison feature helps in this task. This is a must-add to your online store checklist.

Get notification feature – Products run out of stock all the time, and the 'Notification' feature will give you a second chance to make the sale. Don't forget to add this in the list of website features you require in your online store.

Play mind games – Shoppers often get second thoughts before making a purchase and it is your duty to drive away the doubts by creating urgency. Adding a timer on deals and showing 'few items left' tag will encourage shoppers to shop on!
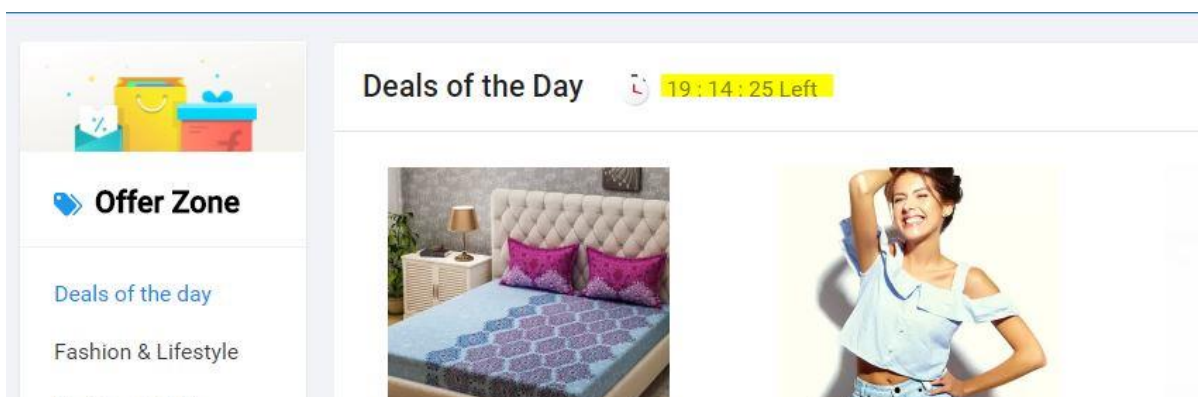
Create a Special Offers section – Some people just want stuff for cheap, and to cater them, you must create a dedicated section that will feature the best discounted products on your online store.

End note

Above online store checklist will give you a super ecommerce store that will generate sales, traffic, and profits. Already done making your online store but not sure if you got everything right? Request an audit report from our analysts.

Team Upreports has over 20 years of experience in branding building and generating business mileage for small businesses, big brands, and established organizations. We are consulted by entrepreneurs across the world for premium search visibility, social presence, and paid media.

Call +91 7307 681 818 or send an email at hello@upreports.com to discuss your business goals with top team of brand strategists and digital marketers. Follow us on Twitter for amazing tweets, growth insights, and cool resources.