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REVOLUTION.COM

Step-by-Step Guides by

ULTIMATE A TO Z CHECKLIST

OF BUILDING YOUR ONLINE STORE

OPEN

ULTIMATE CHECKLIST
TO BUILD YOUR DREAM STORE

Do you want to sell online and not sure where to start? Or perhaps you're an experienced merchant looking for an extra edge. Either way, there will be something in this mega-list that you haven't yet applied to your own store.

Should you do everything in the list? Yes, and no...

eCommerce is a highly competitive industry, and there is no magic bullet to get you to the top of the pile. Instead, there are many small steps that add up to eventually convert your store into a sales machine. However, it's a long road. Every little thing you can do to give get that extra edge is going to get you closer to your dream of having your own online store.

How To Use The Ultimate List

The tasks can be reordered, or removed, depending on whether you see your store as a hobby or as a business. Not everything is required, but if you've run out of ideas or you just don't know how to get started then this list could be the trigger that helps you win the race.

Many of the tasks have a useful how-to guide, available to members of Small Revolution. Clicking the link will take you either to the *step-by-step instructions if you're a member*, or to a "join us" page if you're not.

Feel welcome to reach out to us and ask for a coupon code to get a discount. We're a friendly bunch of people and will often say "Yes!" if you tell us a bit about yourself.

JUMP START NOW

Unlock the full package of step-by-step eCommerce guides that will enable you to:

- ✓ Learn which eCommerce cart is best and why
- ✓ Discover the best products to sell
- ✓ Find the best quality manufacturers
- ✓ Create your store for less than $100
- ✓ Write search engine friendly content
- ✓ Hire the best and cheapest experts
- ✓ Attract customers and make sales

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STAGE 1:

RESEARCH & PLAN YOUR STORE

First, prepare yourself for the journey ahead. Is this a hobby or a business? What are your expectations in terms of lifestyle and income? Your journey will be easier if you understand a few basic eCommerce concepts and examine your own suitability before you embark on the road ahead.

Get Business Ready

Skip this section if you've already procrastinated for long enough!

- ❏ **Should you start an online store?**
    - ❏ Do you have the monetary funds set aside to pay for assistance?
    - ❏ Do you have enough time set aside, every week?
    - ❏ Is this a hobby or a business?
    - ❏ Do you know someone who is already selling online? You may need their help.
    - ❏ What are your strengths that make you suited to being an entrepreneur?
    - ❏ What are your weaker areas that may require you to hire someone to help?

- ❏ **Watch interviews with eCommerce entrepreneurs,** like this one.

- ❏ **Participate in** eCommerce communities and get a feel for the problems and successes that people have.

- ❏ **Review your revenue expectations.**
    - ❏ Are you expecting a full-time income or do you just want to make a few thousand dollars on the side?
    - ❏ Set down some realistic profit and loss projections.

❏ **Is there a market for your product?**
  ❏ **Test real-world product demand** at your local flea markets, with postcards, an online survey, a quick online advertising campaign and online polls. The feedback from some basic market testing will help you understand the problems that customers have, and how/whether they want those problems solved.
  ❏ **Research your Keyword Data Trends** and uncover the best keywords for your niche.

❏ **Research your online competitors.**
  ❏ What is it that they are doing well in terms of customer service, product and delivery?
  ❏ How strong are they in the search engine indexes? Do they dominate the top search positions?
  ❏ Where are they getting their customers from? Advertising or relationships?
  ❏ What could they do better?
  ❏ Make a list of ideas that you want to undertake and ideas that you want to avoid. This 'hindsight list' will be valuable later on when you are up to your elbows in tiny details.

❏ **Write a customer marketing profile so you know exactly who you're selling to.**
  ❏ Who is your ideal customer?
  ❏ Where do they hang out online? Blogs, forums, social media channels?
  ❏ What are they also interested in?
  ❏ How can you attract their attention?

❏ **Set up a business bank account and merchant account** with your favourite bank.

❏ Or, if you prefer **you can use Paypal** instead of a merchant account.

Test Your Idea

Get your feet wet before you dive into the pool!

❏ **Buy or make a handful of your products.** Don't worry too much about your initial purchase cost, in terms of whether it is going to be profitable or not. The aim is to test the eCommerce process with a handful of products and learn from mistakes, not necessarily make money.

❏ **Buy some packaging materials.**
   ❏ How much will it cost to ship your product locally, nationally and internationally? Work out how you're going to get your product to your customer without it breaking or costing you more than you need to pay.
   ❏ If your product is particularly fragile, post it to yourself until you learn how to package it so you get it back in one piece.

❏ **Set up an eBay account** (if you are reselling a manufactured product) **or Etsy store** (if you are making it yourself).
   ❏ Add your handful of products, shipping costs, profile information and start selling. The idea is to get used to picking, packing, shipping and basic customer service.
   ❏ Make a test purchase to yourself so you understand exactly which steps a customer will go through, and what emails they receive.
   ❏ Tell everyone you know that you're selling via eBay/Etsy and ask for some feedback on your product listings.
   ❏ Respond to customer email enquiries and get a feel for what customers want, typical questions and answers, how much demand there may be and, if you're lucky, you'll sell a few products and get that first thrill from an online sale!

Product Procurement & Delivery

Many merchants start out by shipping from their own garage, but this can become tedious and inefficient very quickly. To be a serious eCommerce seller you need to understand the differences between dropshipping, warehousing and pick'n'pack services.

Skip this section if you are making your own product and/or using your home as a warehouse.

❏ **Understand what dropshipping means**

❏ **Research manufacturers and distributors online.**
- ❏ Use a checklist to compare not only price, but responsiveness and communication as well.
- ❏ Understand industry jargon such as MAP.
- ❏ Meet them in person and begin your price negotiations.

❏ **Order sample products.**
- ❏ Sell these on eBay/Etsy to discover problems and improvements that you can make to future orders.

❏ **Set up your delivery accounts** with a fast and efficient courier service and also your local post office.
- ❏ Get a list of costs.
- ❏ Get a list of pick-up/drop-off deadlines.

Choose Your Shopping Cart

You can either build your own store or work with a professional team to build it for you. However, unless you're a large retailer/wholesaler with 1,000 SKUs and brand recognition in the marketplace, start with your own installation as it's easier than you think and will give you a good feel for the technology.

❏ **Decide which eCommerce cart is best** for your business and budget. Get a feel for the initial and ongoing costs for the cart, and also how much web developers will charge for maintaining your software.

❏ **Set up a Shopify store in a matter of minutes**, ideal if you're making your own product and the look-and-feel is ultra important.

❏ **Configure Bigcommerce in a matter of hours**, ideal if you're selling manufactured products and there are more than 100 of them.

❏ **Install Woocommerce for Wordpress in a weekend**, ideal if you are technically-able and a large fan-base is important.

❏ **Search for an eCommerce Professional who can guide you along the way,** if you're not in the mood to set up your own cart.
   ❏ **Make a list of questions to ask the web developer** before you hire them (and the answers you want to hear).

❏ **Make your own Service Level Agreement** so you can save time and money later on.
   ❏ Consider such things as how quickly your store can be fixed if it breaks,
   ❏ who is responsible for creating back ups,
   ❏ who bears the costs for bugs and
   ❏ how to identify responsibility,
   ❏ expected ongoing costs and
   ❏ how to part ways amicably if it comes to that.

STAGE 2:

BUILD YOUR STORE

Building your store can be the most fun you have sitting down, but it's important to work through this stage quickly. Building your store is NOT the same as selling product and too many people get to the end of this stage and run out of puff.

Domain & Email

❏ **Choose a store name that resonates well with customers.** This will be your first impression on customers. Is it easy to understand over the phone? Is it easy to spell? Is any part of it associated with a highly competitive or branded keyword? Does it need a product or category keyword included in the domain?

❏ If you don't have any ideas of your own **use shortcuts that auto-suggest a store domain.** It's fast and will give you 100s of ideas.

❏ **Register your domain name with a reliable registrar.** Do not use your eCommerce cart's service; it's better to keep your domain name separate so that both email and store aren't at risk at the same time.

❏ **Set up eCommerce-appropriate email accounts** for the varying departments and access you'll need in the future.
   ❏ Configure your email signatures to put your best foot forward and give email access to team members who need them.

Store Design

❏ Designing the perfect look-and-feel can be time consuming and expensive so, to get started fast, **use a temporary store template and logo**. It's more important to start selling than to have a perfect looking store.

❏ When you do get to the point of customizing your design you'll need to ensure that you have all the **major conversion tactics of a successful eCommerce template covered**. Learn what these are.

❏ **Write a cost-saving logo brief for a graphic designer**.

❏ **Tell the designer how you want the final logo files delivered and stored**.

❏ **Write a cost-saving store template brief for a graphic designer**.

❏ Ask them to **create a store style guide** and make sure you know how to use it. A style guide is essentially a short-cut document that guides you and other graphic designers in the future.

❏ **Convert the final design files to your cart's HTML template system** and install the new templates into your cart. You'll need to get a web developer to do this for you. Otherwise refer to the point regarding using a pre-built template.

❏ If you're feeling fancy you can design a store favicon and upload to your store. These don't have any significant benefit, but they look nice in customers' bookmarks.

❏ **Customize your cart's email templates** with up-sell messages and great branding. This helps create a good relationship.

❏ **Customize gift certificate templates** for every occasion.

❏ **Customize and check mobile and tablet-specific design templates.** Mobile commerce is becoming more important. You can check your Google Analytics reports to find out what percentage of your customers use mobile to access your store, and then plan accordingly.

❏ **Check for design and implementation bugs** and know how to get them fixed and which ones to pay a web developer to do. Do this regularly so your store always looks in good shape.

Shopping Cart Configuration

❏ **Quickly configure your cart** for currency, SSL, shipping and tax rules. This will enable you to immediately start selling online.

❏ **Buy and set up an SSL certificate** appropriate to your risk profile. You can either buy through your cart seller or create your own SSL certificate. This is essential if are completing transactions within your cart.

❏ **Limit sales to country specific regions**, if you don't sell internationally.

❏ **Add Google Maps API for order locations** for internal tracking. Especially useful for Bigcommerce stores.

❏ **Configure your custom 404 error page**.

Store Content Pages

❏   **Write About page that makes your store shine** above the rest.

❏   **Add a Live Sales Map** to show an active business that can be trusted.

❏   **Create a Contact page that saves everyone time.** You'll more than just your phone number and email address. Don't forget to add in your business hours, a link to frequently asked questions, a link to your Returns and Refunds policy and a little bit of information about your store.

❏   **Write Help pages** for Shipping, Returns, Privacy, Terms of Sale, Warranty and Frequently Asked Questions. Remember, the more answers you cover in the Help section the less time you'll spend answering them via phone and email.

❏   **Write geo-targeted keyword location pages** to show the search engines that you're a physical store too.

❏   **Write custom brand pages** for products you sell on behalf of others, and attract the search engines to good quality content.

❏   **Write meta data for each content page**. Remember that your Title and Description tags act as 'free' advertisements in the Google search results pages. So, make them enticing!

❏   **Add Holiday Shipping Deadline information for major dates**. Keep your customers up-to-date with the latest shipping information so they don't call in and complain early. Add it to your site and also email your customers well before the rush.

Product Pages

❏ **Write product category pages**. This is an excellent opportunity to briefly describe what you sell, why you're a good store to buy from and what will help customers make their purchasing decision.

❏ **Write product titles that help you in the search engines**. Include the best keywords (without keyword stuffing) and stay within the character limits for meta title tags.

❏ **Write product descriptions**, that work for search engines and customers.

❏ **Add products to your store**. Really think about what you want to tell customers about your product AND also about your store. Each product page is a sales page so use it to sell the whole package, not just that single widget.

❏ **Write meta data for all product pages**. Again, don't forget! Your meta title and description give you an opportunity to 'sell' in the search engines. You can work out which pages have the best conversion rate via your Google Webmasters account.

❏ **Choose your 'favourite' products that will be highlighted on the home page**. If your store has been running for a while then you'll know which products either have the best profit margin or are natural best-sellers.

❏ **Enable bulk order discounts**

Product Photos & Videos

*If you would like to fast-track this entire section, you can get the **Complete Guide To Do-It-Yourself Product Photography** for eCommerce ebook. We step you through how to set up a studio in your home so you can save $1,000s on photography fees.*

❏ **Set up your own DIY Photography Studio at home**. No need to spend thousands of dollars on professional photography, especially when you're just starting out.

❏ **Take photos of products from multiple angles**. This helps customers 'feel' the product, every inch of it.

❏ **Find photo processing and retouching experts**. They can process 100s of photos quickly, making them all look consistently high quality, removing any scratches and improving the brightness of your photos.

❏ **Create a task template for photo processing** that can be repeated each time you have anything new. Add this to your Knowledge Base so you can email it to photo retouchers and get the same consistent results for every new product added to your store.

❏ **Watermark every product photo** to make it easy to find your store via social media reposting. This protect your copyright on product images from competitors.

❏ **Add product photos to your store** so search engines and screen readers love them. Name each photo file with search engine-friendly keywords and descriptors. You can even edit the EXIF data within the photo.

❏ In a hurry? Use a **photo editing iPhone app** to grab quick product shots.
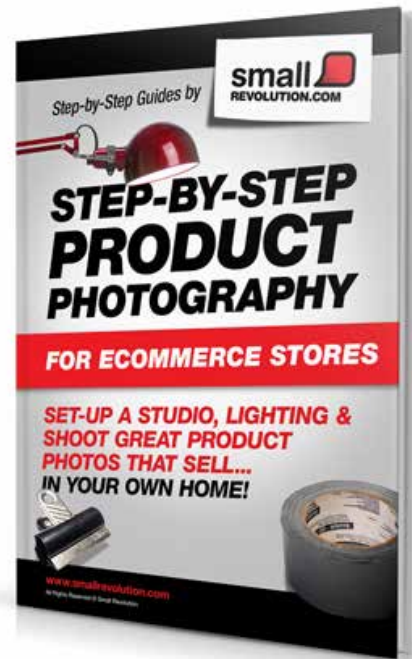
❏ **Use an easy video editing app to grab quick product walk-throughs**. Customers love video. It is well-known that using videos to sell a product consistently outperforms still photos. Try it in your store.

Super Tweaks

❏ **Add Amazon or affiliate products** to test new opportunities.
❏ **Seed customer reviews** into product pages to help buyers decide what to buy.

Analytics

❏ **Set up Google Analytics with eCommerce tracking and Goals.** You can get a simple understanding, every month, on how well your store is tracking. Google Analytics is free to use.
    ❏ **Create Filters to remove unwanted Referrals** such as your own team, robots and false data.
    ❏ **Enable Demographics and Interest reports** so you can understand gender, age and interest of your visitors.
    ❏ **Add Raw view** in case you need it as a backup for your filtered data.
    ❏ **Add Test view**, which you can use when thinking about applying new filters.
    ❏ **Track all conversion types** so you have a separate goal for every action you want to track, such as transactions, newsletter opt-in, freebie downloads etc.
    ❏ U**se annotations to add 'highlight' notes** for a certain date that coincides with marketing events. Eg. new home page design, started online advertising, new Facebook promotion)
    ❏ A**dd Alerts to give you peace of mind.** A notification can be sent every time something big changes in your account. This helps pro-actively check for issues and helps prevent problems.

❏ **Set up Google Webmaster Tools**. This helps Google 'read' through your website. Google will provide you with notices concerning any problems with your store.

❏ **Submit an XML sitemap.** This is kind of like a roadmap for your store. It helps Google know which products are new.

❏ **Set up Bing Webmaster Tools**. Very similar to Google, and an easy thing to set up. It just gives you more visibility in the Bing search engine.

❏ **Install eCommerce dashboards into Google Analytics** so you can easily check your progress. Get these emailed automatically to yourself once a month. It's like getting a regular health check, but for your store.

Easy Timeline Reports

❏ Measure effectiveness of store blogging with a simple dashboard.
❏ Track top keywords to find new opportunities in your market.
❏ Monitor your monthly store budget.
❏ Monitor your monthly store statistics.

STAGE 3:

GROW YOUR STORE

In this stage we show you how to grow your store from being nothing to something. You can use a wide range of tools and services but our aim is to show you which ones you ought to focus on.

Customer Relations

❏ **Install live chat software on your store** to provide instant customer service and create more sales. You'll be able to learn which problems are most common for your customers, and adapt your products and service to suit.

❏ **Set-up knowledge base with live chat tool guidelines.** Create three tiers of support - low, medium and critical - so you can respond appropriately to each customer, and then eventually outsource this to your team.

❏ **Write training and escalation rules for live chat support.** Show your team how to use live chat and what to do if there is a crisis such as a very very unhappy customer who starts making threats.

❏ **Policy for helping unhappy customers including returns**, warranty claims, refunds, who pays for return shipping and identification of faulty products.

❏ **Set-up a 'Thank You for Your Order' email template.** Following up with customers creates a better long-term relationship.

❏ **Get post sale testimonials.** Learn from other store owners how they've used post-sale testimonials to grow sales in the future.

❏ Create a process to keep your inbox for help@storename at a manageable level. We call this '**Inbox Zero'**.

- ❏ **Improve your cart abandonment rate**.
- ❏ **Enable a customer loyalty programme**, usually via email newsletters
- ❏ **Create a schedule of regular sales** and remind your customers each month

Blogging

- ❏ Understand why eCommerce blogging is your top priority.
- ❏ **Choose your blog platform** - either within your cart or use Wordpress.
- ❏ Set up an easy eCommerce blog.
- ❏ Write your store's blog strategy and then stick to it - time is money!
- ❏ **Create blog editorial schedule** in your task management tool.
- ❏ **Learn effective copywriting** and teach your copywriters.
- ❏ Create your store's content style guide.
- ❏ Learn how to **write effective blog headlines**.
- ❏ Create a content production machine with trained freelancers.
- ❏ **Write checklist for blog writing basics** everyone must follow.
- ❏ **Write short blog posts** for social media fodder.
- ❏ **Write list-based blog posts**.
- ❏ **Write curated collection blog posts**.
- ❏ **Write how-to blog posts for products**.
- ❏ **Write newsjacking blog posts** based on your industry.
- ❏ **Create product inspiration galleries**.
- ❏ **Create call-to-action banners** for the end of each blog post.
- ❏ Create infographics that help promote and sell your products.
- ❏ **Understand copyright compliance** so you and your staff **stay out of trouble**.
- ❏ **Find cheap and free images** for your blogging.
- ❏ **Crop and edit images** for use in blog posts.
- ❏ Use Tumblr to improve reposting outreach.

Facebook for eCommerce

- ❏ **Learn the difference** between Facebook Pages and Facebook Profiles.
- ❏ **Create and configure** your store's Facebook Fan Page.
- ❏ **Set a cover photo** for your store's Facebook Fan Page.
- ❏ **Add About information** to your Facebook Fan Page to increase trust and click-throughs.
- ❏ **Customize your Facebook Fan Page URL** so it's easy to remember.
- ❏ Get your Facebook Fan Page **indexed by Google**.
- ❏ Write a brief Facebook strategy so you're not just blindly spending money on nothing.
- ❏ **Schedule Facebook Milestones, Pins and Highlight posts** based on your Facebook strategy.
- ❏ Insert Facebook widget into your store to lend credibility.

Video Channel for Product Videos

- ❏ Choose between Wistia, Vimeo and YouTube for product video hosting.
- ❏ Create and configure your video channel.
- ❏ Customise YouTube header artwork and channel.
- ❏ Write About information for video channel.
- ❏ Create simple product demonstrations and upload to your video channel.
- ❏ Create backlinks to your videos to drive more attention.

Use Pinterest for Outreach

- ❏ **Decide on a Pinterest strategy** so you're not just blindly spending money.
- ❏ **Customize Pinterest header image and About content**.
- ❏ Set-up Pinterest Business Boards.
- ❏ Learn how to channel Pinterest fans into your email list.

Use Google+ for eCommerce

❏ **Create and configure your Google+ channel** so staff can use it too. Post from just one profile.
❏ Customize Google+ header image and summary information.
❏ Learn how to channel Google+ followers into your marketing.
❏ Create a posting schedule.

Twitter for eCommerce

❏ **Create and configure your Twitter channel.**
❏ Customize Twitter header and profile information.
❏ Create Follower lists.
❏ Learn how to eng**age with Fans and Friends on Twitter.**

Wanelo for eCommerce

❏ **Create a brief strategy plan for Wanelo** so you're not throwing money away.
❏ Create and configure Wanelo account.
❏ Customize your Wanelo profile.
❏ Connect with other Wanelo profiles.
❏ **Add products to Wanelo profiles**, but following a systemized approach.
❏ Create schedule for regular maintenance of Wanelo channel and community.

Polyvore for eCommerce

❏ **Copy our 1-page Polyvore strategy** that your Virtual Assistant can easily follow.
❏ **Create and configure your Polyvore account**.
❏ **Set-up weekly management** of Polyvore.

Super Growth Tweaks

- ❏ **Automate social media posting** with Buffer App, mindful of EdgeRank impact.
- ❏ **Set-up a Voting Brigade** and trigger on a monthly basis.
- ❏ **Set-up tracking goals in Google Analytics** to measure effectiveness of each social media channel.

Email Marketing

- ❏ **Write your email marketing strategy and goals.** Stay focused on the 'voice' and type of content you are going to share with your audience. For example, if you sell fashion accessories you probably shouldn't blog about food.

- ❏ **Choose your email marketing software.** Mailchimp and CampaignMonitor are both affordable and easy to use. You can migrate to either Ontraport, Aweber or InfusionSoft when you are making sales consistently.

- ❏ **Set-up and configure** your email marketing platform. Add your name, address, and About information. This will be included automatically in each email that is sent to your customers.

- ❏ **Customize your email newsletter templates** for web and mobile with your logo and branding.

- ❏ **Write general auto-responder sequence** for your general list. Make it interesting and entertaining.

- ❏ **Insert newsletter sign-up widget** into store template. Include it in a column and also during the checkout process.

- ❏ **Insert newsletter sign-up promotions into store content and blog pages.** Make it irresistible to sign up.

❏ **Create seasonal auto-responder schedule** so you can promote special "Spring" or "Winter" sales. These can be pre-loaded, but be careful to segment your list for northern and southern hemisphere locations.

❏ **Create a free digital download** that entices customers to sign up and join your newsletter.

❏ **Split test email sign-up form** to find the best text and image combination.

❏ **Create a "Welcome Mat"** to fix a cold email list if you haven't emailed your list in a long time. (These are also referred to as "Tripwire" emails, but we don't like the negative connotations of that particular label!)

Advertising

❏ **Add products to Google Shopping PLA** and aim to spend $100/month. Test the conversion with your Analytics goals.

❏ **Monitor Google PLA feed for bugs**, changes and fix regularly.

❏ **Understand Google Remarketing** and prepare to run a trial.

❏ **Create remarketing banner artwork** (leaderboard is best if you have a limited budget).

❏ **Set-up Google remarketing account**.

❏ **Set-up tracking in Google Analytics** to measure effectiveness of campaign artwork or messages.

❏ Work out whether you should run a trial on Google Adwords.

❏ **Find an Adwords expert** for either advice or to run your campaign.

❏   Insert an eCommerce-specific comprehensive **Negative Keyword Master List**.

❏   **Find niche blog advertising opportunities** for targeting.

❏   **Schedule and write niche blog reach-out campaign**.

❏   Use Campaign Tracking in Analytics to compare effectiveness of each channel.

❏   Test Facebook advertising to build Likes.

Store Promotions

❏   **Write store promotion schedule.** Know which sales dates are coming up in the calendar that could be useful for you. You just need an excuse to offer your customers a discount and some fun.

❏   **Schedule promotional artwork designs with your graphic designer.** Always give your graphic designer at least 2 weeks notice to create artwork to promote your upcoming sale.

❏   **Use in-site search to discover new home page promotion opportunities** and drive that valuable traffic to your products. You'll learn which products customers are regularly searching for, and this will tell you if there is a future opportunity.

Community Outreach

- ❏ **Understand how to do guest posting that adds value** to customers and doesn't aggravate Google.
- ❏ **Find and record guest posting opportunities** with easy tools and quick processes.
- ❏ **Use competitor backlink analysis** to find new opportunities.
- ❏ **Create a schedule for consistent outreach.**
- ❏ **Develop guest post articles** in multiple formats and variations.
- ❏ **Convert guest posts to HTML** with absolute paths back to your store.
- ❏ Add content page that **accepts guest post requests** on your store.

Niche Directory Listings

- ❏ **Understand good versus bad link building.** Never, ever engage in spam backlinking. This means avoiding this type of service offered by SEO companies.

- ❏ **Add stores to niche directories that are useful to customers.** If there is a shopping directory that only features craft stores, and you run a craft store, then that's a good opportunity. Avoid generic business directories - they just mean trouble!

- ❏ **Add "Supported by" page to your store.** This can be useful if you want to show other websites in your community who you support.

- ❏ **Submit site design to design galleries.** If you have a particularly attractive looking store you can get an easy backlink from design directories. The audience may not be your target customer, but it's nice to be recognized for a nicely designed store.

- ❏ **Monitor back-links for success and failure.** Keep your backlink profile clean. Never employ an SEO to obtain backlinks for you. It's a disaster waiting to happen.

❏ **Get easy links from websites within your local network.** Do you have a personal blog? Or another business you own? Or perhaps you know someone with a website that is relevant. You can reach out to people within your personal network and ask if they will feature your new store on their website.

Expand Your Reach To Other Marketplaces

This section is a little underwhelming at the moment. Why? Because we're focused on smaller merchants who want to sell their own goods, and a large marketplace is not necessarily the first thing you ought to be considering. More on this later…

❏ Understand why marketplaces can be good and bad opportunities.
❏ Set up an eBay Selling Account.
❏ Customize eBay template.
❏ Set-up Amazon Selling Account.
❏ Set-up Etsy Selling Account.
❏ Ensure you have your customer service available at all times.
❏ Start selling.

STAGE 4:
OPTIMIZE YOUR STORE AND PROCESSES

By now you'll have a fully functioning eCommerce store (hopefully your dream has come true) and now is the time to optimize it for further growth. We'll show you how to build a team, manage their time and knowledge effectively and then add super-tweaks to your store.

Team Management

❏ Are you ready to hire a team?

❏ **Choose the best outsourcing platform** for your needs.

❏ **Learn how to find the best employees** in the biggest employment marketplaces.

❏ **Learn how to 'look behind' an employee's profile** to see the truth.

❏ **Pre-write your hiring scripts** so you can save time.

❏ **Use experienced employers' hiring history** to find good staff.

❏ **Find a really good copywriter** and keep them forever.

❏ Add induction training to your Knowledge Base so they can get started quickly.

Employee Induction

❏ **Write your rules about Knowledge Management** so everyone is on the same page.

❏ **Write staff roles & responsibilities documents** so you can get new freelancers started super-fast.

❏ **Write task management rules** so everyone understands how things are done.

❏ **Write time management rules** so time gets recorded accurately and you can stay within your budget.

❏ **Write file storage rules** so everyone can find everything later on.

❏　**Write password security rules** so you'll feel comfortable sharing sensitive data with strangers/freelancers.

❏　**Write general obligations guidelines for staff** so everyone plays nicely.

Knowledge Management

❏　Understand **why you need a Knowledge Base**.

❏　**Copy the Small Revolution Knowledge Base template**, created specifically for merchants and their teams.

❏　**Structure your Knowledge Base** for your own business.

❏　**Learn how to write Standard Operating Procedures**.

❏　**Customize your Knowledge Base design** template to suit your brand.

❏　Decide on how you're going to **manage tasks with your team**.

❏　**Install your task management tool** and invite your team.

❏　Set-up a **secure password management tool**.

❏　**Learn how to create screenshots for quick communication**.

❏　Learn how to **make screencasts for thorough communication**.

Search Optimized

❏　**Understand the basics of keyword research and selection.** You don't need to be an SEO guru, but you do need to know which keywords will perform better than others.

❏　**Add rich snippets to product template.** Rich snippets help Google read your product pages and categorise the information.

❏　**Measure and improve page load speed via Analytics.** Sometimes you'll find that one page has a 'heavy' image on it and this is causing the overall load time of your website to be slower. It's a great way of quickly identifying these problems.

Regular Health Check

❏ **[Disavow bad backlinks](#)** if you've been paying an SEO service company to improve your SEO

❏ Login to your Google and Bing Webmaster Tools accounts and **check for broken links and error messages**.

❏ Check competitor opportunities for undercutting their prices.

❏ **Set up Google Alert to track mentions of your store and products.** If a problem crops up, you'll be one of the first to know about it.

❏ **Check your in-store search results.** What are the most popular keywords being searched? Do you have those products placed prominently on the home page, or if you don't offer them, should you?

Conversions

❏ **Create feedback survey with Google Docs.** Find out what your customers love or hate about your products and/or your service. Use this feedback to make changes in your business. Add feedback survey to shipping confirmation email as well as your About page.

❏ **Set-up abandoned cart notifications**, if you're using Bigcommerce.

❏ **Use A/B split testing on home page to improve engagement.** Find out what people are clicking on on your home page.

❏ **Use A/B split testing on top content pages** to increase stickiness and number of pageviews. Over time, if you are blogging regularly, you'll find that some content pages get more visitors from Google than others. You can use these higher-traffic pages to learn what makes a visitor stay for longer, and potentially buy your product.

❏ **Use A/B split testing on top product pages** to increase conversion rate. It's incredibly important to customize your product page template to encourage the most number of sales. Don't just rely on the template that came with your cart. Learn which changes result in more sales.

❏ **Solicit customer feedback via email.** Keep in contact with your customers and ask them to provide you with a testimonial. Expect around 10% to reply, which means you have to email everyone.

❏ **Solicit anonymous feedback via store survey.**

❏ **Install mouseflow and create a checklist of problem areas.** You can watch customers as they move around your store, and see where they hover their mouse. It's a fascinating insight into how your store is used from a customer's perspective.

❏ **Monitor your biggest competitors for price changes**, so you can respond quickly.

AND THERE YOU HAVE IT!

Run through the checklist to get new ideas for changes that will perhaps give you the edge you need to create a profitable online store.

If you want to fast-track your progress then simply join Small Revolution to get access to the full eCommerce guide for building your store.

![small REVOLUTION.COM]

NEXT STEPS:

Unlock the full package of step-by-step eCommerce guides that will enable you to:

- ✔ Learn which eCommerce cart is best and why
- ✔ Discover the best products to sell
- ✔ Find the best quality manufacturers
- ✔ Create your store for less than $100
- ✔ Write search engine friendly content
- ✔ Hire the best and cheapest experts
- ✔ Attract customers and make sales

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