

Ecommerce Checklist

1	PRODUCTS	
1.1	STRUCTURE	
	<p>Product organisation – how are products categorised/grouped, what is the structure. Think about it from the customer perspective – how will they be trying to locate a specific product.</p> <p>This is usually multi-level eg Men/Women/Children – then Coats/Tops/Trousers/etc – then Coats breaks down further etc etc</p>	
1.2	PRODUCTS (individual)	
	Title – include brand, product name, product codes/serial number and variation.	
	<p>Descriptions – avoid copying supplier or a competitor as this is going to prevent you getting anywhere in the search engines if they are already there.</p> <p>You will need 2 descriptions, a SHORT one and a FULL one which should be comprehensive (at least 2 good paragraphs). Unique, useful information is helpful in getting your site well ranked in the search engines.</p>	
	<p>Pictures – large good quality preferably on clear or white background – professional quality photos sell, poor photos turn buyers off. Depending on products multiple photos of each may be needed.</p> <p>File names should be descriptive eg blue-widget.jpg not images34567.jpg and send images separately, do not embed in any document.</p> <p>Make sure you have the right to use them and will not be subject to copyright infringement.</p>	
	Videos – if possible include a video of something useful about the product	
	Variable Product Attributes – does the product come in various sizes, quantities, colours, flavours	
	Prices (Regular Price, Sale Price)	
	Dimensions, Sizes, Weights – are these relevant to customer (or shipping?)	
1.3	COMBINED OR GROUPED PRODUCTS ASSOCIATED PRODUCTS	
	Are products grouped together and sold as a single item. Can customer build their own product from a range of options.	
1.4	LINKED PRODUCTS - CROSS SELLING	

	If a customer buys product A, might they also be interested in products B and C	
1.5	LINKED PRODUCTS - UP-SELLING	
	Promoting better (more profitable) versions of the current product	
1.6	FEATURED PRODUCTS	
	Products you want to promote more prominently, offers etc	
1.7	SKU (Product Identity Number)	
	Do you want to use a SKU – what basis?	
1.8	STOCK	
	Do you want to use in stock control counts?	
2	UK or INTERNATIONAL?	
	Outside UK may add complications in terms of taxes, shipping and currencies	
3	TAXES	
	In UK is VAT relevant? Does it need to be shown in prices etc. Are prices ex or incl VAT?	
4	SHIPPING	
	Options and Calculations? Zones? Weight calculations, flat rate, free above a given value? Local Delivery? Express delivery/normal delivery. Pick-up?	
5	INVOICES AND PACKING LISTS*	
	This sort of feature maybe available as an optional extra	
6	PAYMENT METHODS*	
	Online payment/BACs/Invoice/Cash on Delivery? Credit Card Processing – There will be charges for this depending on service provider and transaction volumes (Typically 3.4% +20p). There may also be an annual software licence charge for the gateway software. Online Service Providers are numerous and include SagePay, Worldpay, NoChex, and/or Paypal or Amazon	
7	CUSTOMER ACCOUNTS	

	Do you want people to set up an account with you so they get remembered or just buy anonymously?	
8	DISCOUNT COUPONS/PROMOTIONAL CODES	
	Do you want to offer discount codes?	
9	REVIEWS	
	Do you want a reviews system included – Positive reviews help sales significantly.	
10	RETURNS POLICY	
	<p>Statistically the Returns Policy is the most important feature of an ecommerce site. A good Returns Policy helps establish Trust and allows customers to feel more comfortable about doing business with you if it is clear they can get their money back without fuss if they are unhappy.</p> <p>Clear customer service policies are going to help you sell successfully.</p>	
11	TERMS AND CONDITIONS/PRIVACY POLICY/COOKIES	
	<p>Proper trading Terms and Conditions are vital and there are a number of legal requirements.</p> <p>https://www.gov.uk/online-and-distance-selling-for-businesses</p> <p>A Privacy Policy states what you will and won't do with people's data – it helps to reassure people.</p> <p>There is a European requirement that use of Cookies are explained.</p> <p>Don't use the T&C to hide information – no one reads them, so information customers should be aware of needs to be put in front of them. The aim is to sell products to a satisfied customer who's expectations are managed – not to encourage dissatisfaction.</p>	
12	MARKETING	
12.1	NEWSLETTERS	
	Do you want some sort marketing email integration – MAILCHIMP is a popular online service. Regular contact with people who have bought your products is going to sell more products especially if there are offers or something new to introduce them to.	
12.2	SOCIAL MEDIA	

	<p>Effective use of Social Media will help your marketing reach. Encourage people to follow you and regularly publish interesting content on suitable Social Media channels.</p> <p>Facebook is probably the best place to concentrate for shops targeting end consumers. Content must not be Sales based, it needs to be more subtle. Publishing interesting content and getting a dialogue going is the key.</p>	
12.3	PAY PER CLICK ADVERTISING	
	Can be very effective, it definitely puts you in front of people in the Search Engines but it can cost a lot.	
12.4	SEO and OTHER CONTENT	
	<p>You are looking to provide more useful information than your average online shop. The reason for this is 2 fold:</p> <ol style="list-style-type: none"> 1. it adds interest for visitors and shows them you are more than just a shop. 2. The search engines are always on the look-out for original, useful and new content. Posting regular updates on a website and blog providing news, comment, helpful information, hints, tips, guidance etc is key to a good search engine ranking. 	