



**Your Complete
Checklist to launch your
first eCommerce
platform.**

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Over the past months during COVID-19 we applied to dozens of companies and helped many of business owners through building eCommerce platforms for them. This gave us a huge opportunity to measure, analyze, and test the effectiveness of different eCommerce strategies at scale.

This checklist gives you an easy way to remember the 10 most important things to do before you launch your first eCommerce platform

- ITFAQ DEVS Team

- Prepare your Brand identity: logo, fonts, color pallet, guidelines.
- List the eCommerce websites or mobile apps you like and don't.
- List the pages you want to see on your eCommerce platform.
- Prepare a Content text content for all the pages, in all the languages you want your platform to be. Tips: hire a professional copywriter, if needed.
- Prepare high-resolution images of products you're going to sell. Tips: hire a professional photographer, who already did a photoshooting for the same or similar products.
- Categorize your products: list all your products and map with categories. Tips: each category can have 1 or more subcategories.
For example: Dairy -> Cheese -> Soft / Hard -> Goat milk/Cow milk/Sheep milk/Vegan->
- Write a description and all the attributes for each product. Such as country of origin, size, options, measurements etc.
- Define business rules: working hours, delivery charges and rules, refund policy.
- Plan your marketing strategy. Be specific with your goals and target audience.
- Build the platform: hire a programming agency or use existing platforms.
Get the domain name, hosting and Payment Gateway for online payments.

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Need help to start selling Online?

We'll show you how to start selling in 4 weeks when you book your first call with via the form:

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