



Checklist 17 - The E-commerce Store

Project Name: _____

Date: _____

Yes No

An e-commerce store can be the major source of earning for today's entrepreneurs. For such a store to work properly, it is essential to keep it working and fixing it time by time. Online shopping has become very famous these days, and an online store of your own can earn you a lot if you develop it wisely.

Here are the prime ways to establish an e-commerce store:

Responsive Site with Cart Button:

1

The first step is to ensure that your e-commerce site works properly and doesn't slow down.

2

Furthermore, a cart button should be displayed on every page of the site because this site is like a store, and your customers will be buying products, so they'll add items to cart whenever they want.

Clear Checkout Button and Search Bar:

3

Your online store must contain a search bar for your customers to search for any product that they want.

4

A checkout button must be visible to allow them to leave the store when they want or when they're done shopping.

Include Navigation Menus:

Notes



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5 Do not forget to categories every product into different types based on its features.

6 Provide contact information like phone number, email, and Address at the bottom of your store page.

Show Logos and CTAs:

7 If you're selling products of your own brand, do not forget to add logos to each product to provide proof of its authenticity.

8 Adding Call-To-Action buttons is also wise because it directs customers to the store's main page where promotions or sales are being displayed.

9 Make use of stunning photos of your products to attract the attention of your customers and persuade them to buy these.

Mention "Top Selling and Featured" products:

10 Include best sellers on the front page of your online store to let customers buy these.

11 You can mention "Recommended for You" with some products that you want your customers to purchase.

Include Reviews:

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12 Mentioning reviews about each product is very wise because it develops trust in new customers for buying these products.

13 Recommendations can also be made a part of your online store to help you gain an audience.

Add To Wishlist Button:

14 There are some customers who get interested in some products but can't buy it because they don't feel like buying it at the moment, include an Add To Wishlist Button for such customers.

15 This will let customers add their favorite products in their wishlist, which they'll buy later.

Use Up-Selling And Give Short Descriptions:

16 You may also add an option of "You May Also Like" with products so that your customers buy more than one product.

17 Short and clear descriptions must be given beneath each product.

18 You can also include discounted deals with each product to persuade customers to buy these deals instead of a single product.

Notes