

# Ultimate Checklist

to Starting an E-commerce Store

## **E-commerce is taking over in 2020**

In the US it has been growing on average **7-9%** per year for the past 10 years, but with the lockdown start 8 weeks ago the e-commerce market in the US has shown **27% growth**.

### **For new businesses it means 2 things:**

- The demand is increasing and there will be more buyers online = more income potential;
- Competition is increasing as well = more marketing is required to stay in the business.

### **In this PDF,**

You'll find actionable items that will help you plan out your route and not get lost on the digital road in 2020.

### **Choose a domain and business name.**

You want your domain name, business name and social media accounts to be the same. Make sure you can use it across social media channels.

Once you've found a name and it's readable and memorable, register your accounts on social media. We recommend getting a domain name from a well-known provider like GoDaddy or Namecheap.

### **Consider experimenting with expired domain names.**

For example, look for one at [expirreddomains.net](https://expirreddomains.net). But don't hurry getting one. Consult with an SEO specialist or learn more about promoting expired domains first.

### **Evaluate your competitive landscape.**

Use digital marketing analysis tools like Ahrefs, SemRush, SimilarWeb. For competitive analysis we recommend to pay special attention to [spyfu.com](https://spyfu.com).

Analyse what's their main traffic channel, who is their audience, how they use social media. Look for supply and demand gaps in the market.

### **Create your e-commerce platform.**

Use proven instruments to build a reliable, comfortable and a good-looking website for your store. Shopify, woo-commerce and, of course, a Wordpress CMS are going to become your best friends.

**Create your visual identity.**

Your logo, fonts, colors and what they convey should remain consistent and recognizable everywhere. No need for fancy expensive branding yet, but you need a visual system because it's a great way to support the emotional part of buyers' journey.

**Set up online payment gateways available in your country.**

For most countries PayPal and Stripe would do, but there are many alternatives as well (e.g. 2checkout).

**Delivery tracking.**

If you plan selling physical products you'll need a delivery tracking system like the ones from DHL or UPS.

**Create visual content.**

You're going to need to have good product images in place. Make sure they're optimized for web use.

**Do onsite SEO.**

Onsite SEO is especially important at the beginning to help search engines fetch your website as a good one. This step should also include an SEO plan.

### ☑ **Set up analytics.**

Use Google Analytics, Tag Manager, and Hotjar is a 'minimum requirement' stack. Luckily, they're free and more than enough to analyze how your website is performing.

### ☑ **Plan campaigns.**

Just creating a website and leaving it alone won't create a business. It's vitally important to run traffic when you're starting out so you can calibrate and get revenue streams going.

#### **Try these:**

- Chat discount groups;
- Discount websites;
- Social Media targeting;
- Google Ads;
- Retargeting Campaigns;
- Quora Campaigns.

### ☑ **Create content plans.**

Both for social media and your website. For social media, at least a 1month plan would be a great start.

For the website, you'll also need unique product descriptions, preferably product-related blog content.

*\* Beware of running lead generation / conversion campaigns from the very start (before you have at least 10-50 conversions). This is a popular beginner's mistake that can drain the budget and not give any results.*

### **Create and distribute content.**

Creating new content can be a very daunting task.

Especially, when you don't see any movement.

If you're new to creating website blog content but you plan to do so from time to time to grow your business online you should take this Blogging for Business course by Ahrefs. It's free, no upsales.

### **Manage your stock and operate calls quickly.**

Once you get traffic, you may start getting orders faster than you'd expect. Make sure you're ready to react fast to your customers and treat them well.

### **Create loyalty programs.**

If a person makes 4 purchases, it's a **~75%** higher probability that they will continue buying from you. Make sure you encourage this behavior.

### **Spread the word.**

You can achieve the word of mouth advertising by overdelivering on buyers' expectations and provoking an emotion.

**E.g.** *If you sell a physical item, dedicate a special attention to packaging. Awesome packaging creates emotion at the 1st contact and makes people want to share their new purchase on social media.*

## **For small businesses**

Trying to jump into e-commerce speed and marketing focus will mean everything in 2020.

It might take a while to build a convenient e-commerce platform and fill it with the products (especially, if there thousands of them), but it shouldn't be a blocker for business development.

## **GTM Plus**

Can develop a working, clean, optimized e-commerce platform in a week and improve it as you go.

And you can work on your business at the same time, which will create a strong competitive advantage on local markets.

**For more information visit:**

[ecommerce.gtm-plus.com](https://ecommerce.gtm-plus.com)

**To discuss your project drop us a line:**

[partnership@gtm-plus.com](mailto:partnership@gtm-plus.com)