

# Launching an eCommerce business.

Kickstart your success with this essential 10-tip checklist



**NAKED  
DIGITAL  
MARKETER**

FIND ME ON: [f](#) [@](#) [p](#) [in](#)  
@nakeddigitalmarketer  
nakeddigitalmarketer.com.au

## Research your keywords

Choosing the right words will help Google and other search engines find your site, and learn what products you sell. This is SEO (Search Engine Customisation). Keyword research is one of the most basic and crucial elements of SEO.

## Set up a 'coming soon' page

Building excitement is a key strategy to a successful business launch. Potential customers can submit their interest on a landing page, also known as a 'coming soon' page, on your site before it launches. You can utilise this strategy to collect genuine contacts for marketing via email. An email list is one of the few online marketing assets you truly own.

## Automate Email Marketing

You may have heard of email marketing programs like MailChimp, Aweber and Constant Contact. You can automate emails to be sent to your customers when they initiate an action, such as welcome emails (when they subscribe), abandoned cart emails (when they click away without buying), and product launches (showing them new stuff). It is imperative to keep your brand current and relevant to your subscribers.

## Set up Social Media

Identifying and creating social media accounts and linking them to your eCommerce website is one of the fastest and most cost-effective ways to create a tribe of loyal followers even before you launch. Target your market by creating accounts within the social media platforms your demographic would most likely use.

## Google Analytics and Search Console

Establish Google Analytics and Search Console for your site by using your Gmail account. These will run in the background, gathering information and equipping you with insight into what your users do while visiting, including the keywords they use (this can help you refine down your SEO). Google will also tell you if it picks up any errors on your site, which is invaluable information.

Set up a pixel through Facebook and add this to your site. The data your pixel collects can assist in building acutely targeted ads, based on what your visitors are doing. In particular, retargeting campaigns based on visitors who have already visited your site and reminding them about the products they have viewed.

## Shipping Plan

Your shipping plan should take into consideration:

- > Packaging materials
- > Shipping carriers
- > Shipping time and costs

There is much to learn, and more to consider, when preparing your shipping plan. Profitability is difficult to achieve. It is important to ensure all aspects of shipping costs are covered.

## KPIs (Key Performance Indicators)

It may not be the most fun part of eCommerce, but KPIs will give your business something to aim for, and also help to keep you focused. These could include:

### Sales:

- Monthly Sales
- Average Order Size
- Average Margin
- Conversion Rate
- Shopping Cart
- Abandonment Rates

### Marketing:

- Site Traffic
- Unique Visitors vs. Returning Visitors
- Time On Site
- Page Views Per Visit
- Traffic Source and Referrals
- Newsletter Subscribers
- Social Media Followers or Fans

## Meta Content

Meta descriptions, titles and content are all critically important as far as Google and other search engines are concerned. If all title, description and meta fields are filled in as part of your process of adding products, not only will your ranking improve, but the task will seem less daunting.

- > Keep titles to a maximum of 70 characters. This includes spaces.
- > The content on pages should consist of at least 300 words.
- > Limit meta descriptions to less than 320 characters. This includes spaces.

## Test, test, and then test some more

Take your time, look through your entire store, purchase something and assess the entire process.

Once you are satisfied with the process and think you are ready to launch, send your site to your close family and friends. Ask them for their feedback and critique if necessary. You can NEVER do enough testing.

And lastly...

## Don't rush to launch

Rushing a launch before your site is ready just to start generating sales can often be detrimental to the store and brand. Put in substantial groundwork with SEO, marketing and testing before you unveil your masterpiece.

### Uncomplicated. Personal. Transparent.

I can help you build, launch and market an eCommerce business. Certified Shopify Partner.

GET IN TOUCH

 *shopify partner*

**NAKED  
DIGITAL  
MARKETER**

@nakeddigitalmarketer  
nakeddigitalmarketer.com.au