



## eCommerce checklist – How to start selling online

Ready to set up an online store? Make things easier with our eCommerce checklist.

[IONOS Online Store Builder — create your online store](#)



## What you need to think about when setting up your online store



### Let's start with the basics. Ask yourself...



What exactly do you want to achieve with your online shop?



Will you only sell online or in a physical store as well?



Do you already have a website that you want to connect with your store?



How can you use your local business to inform people about your online store?



What is your value proposition? Which customer needs to do your products meet?



Do your product descriptions need refining?



### Designing and structuring your store



Think mobile first – your shop's design needs to be responsive.



Decide how you'll display your products on your website.



Get impressive and eye-catching product photos.

- Make the checkout process as straightforward as possible.
- Decide if you want to sell internationally or just keep it local.
- Plan how customers will be able to contact you — via chat, phone, or email etc.

## **Don't forget the admin**

- Think about how you'll manage email communication to confirm orders, give delivery info, etc.
- Choose customer-friendly payment options — credit cards, PayPal, etc.
- If shipping isn't integrated in your online store builder, contact couriers and decide how you want to ship goods.
- Offer your customers shipping rate choices such as express, standard, international, etc.
- Set up tracking with Google Analytics and use the insights to improve your conversion rate.
- If you need inventory management, make sure it's included in your shop solution.



## Register a domain and go live

- Choose a domain name that fits your business. Ideally, it should be your business name or something similar.
- If your .ca or .com domain is taken, think about registering a domain that matches the industry you're in, like .music or .fashion.

## Marketing and multiple channels

- Look for engaging ways to promote your products, like email marketing, vouchers, or customer loyalty programs.
- Bring more traffic to your store by listing your products on price comparison or deal sites.

## Change things up and stay relevant

- Give people a reason to visit your store again by adding new content regularly.
- Embed YouTube videos and share them on social media.
- Get feedback from your customers and use it to improve your products and your store.

Need help with your online store? Check out our how-to guides for more eCommerce tips, or contact us by phone or chat anytime.

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## About IONOS

IONOS is the hosting and cloud partner of choice for small and medium-sized businesses. We are experts in IaaS and offer a portfolio of solutions to get businesses present online and working in the digital space. As the largest hosting company in Europe, we manage more than 8 million customer contracts and host more than 12 million domains in our own regional data centres around the globe.

We serve entrepreneurs taking their first steps online, business owners scaling up, large companies and partners who help them reach their ambitious goals. Whether building an online presence by securing a domain, a website, moving back-office processes to the cloud or orchestrating a container cluster, our comprehensive portfolio offers a best-in-class app, server or service.

Reliability and security are engineered into the core of our products. Our self-built data centre network delivers optimal performance and georedundancy. With headquarters in Germany, we at IONOS pride ourselves on state-of-the-art technology, strong privacy policies and airtight data security.

Customers are our focus. That is why we not only have dedicated local support teams, but we also offer an industry first: a personal consultant who provides expert advice tailored to your needs.

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