

Onboarding Checklist

We hear you're ready to setup your Online Store! This checklist will help ensure that you have everything you need to start. And by the end, you'll be on your way - ready to make that first sale!



Create Your Online Store

Congratulations! You've completed the first step of your new online store journey!



Product Launch

Make sure your products have [high-quality images](#), [detailed descriptions](#), and [pricing assignments](#).



Tax Preparation

[Set up tax rates](#) in your store according to requirements for your country, state, and local jurisdictions.



Shipping Considerations

Determine [how & where you will ship](#) your products. Some merchants choose to build shipping into the overall price, others ship by [flat rate or carrier calculated rates](#).



Accepting Payments

Credit cards, phone ordering, cash on delivery — [choose the options](#) that best fit your needs.



Email Notifications & Order Communication

[Set up order emails](#) so customers receive purchase confirmations and updates about their orders.



Storefront Placement

Choose your online selling location(s). Sell your products on your [existing website](#), from your new online "[Instant Site](#)" or simultaneously on multiple websites and [social media channels](#).



Marketing and Promotions

[Spread the news](#) and invite shoppers to explore your products. Set up [discounts and promotions](#) to entice customers.

Need Help?

Check out our helpful [knowledge center](#) where you can find walkthrough articles, FAQs and more on how to set up your Online Store.