

eCommerce Checklist

You won't get estimates from web developers until you have done a little homework yourself. These items will be asked for at some point in your ecommerce venture.

- 1 Product List**
Assemble detailed product information in a Word document. Each product needs a title, price, shipping weight and brief description.
- 2 Product Photos**
Get professional photos of your products either from the manufacturer or a photographer. Bad photos kill confidence with your customers.
- 3 Shipping**
Decide how you will ship our products and get some sample prices for each weight category. Shipping methods include USPS, UPS and FedEx. Determine if you will be shipping overseas, outside the continental US and get pricing samples.
- 4 Retail Tax**
Find out what your local retail privilege use tax is. You are required to get a privilege use tax id and report in-state sales for tax purposes. Understand your city and state tax rules.
- 5 Refund Policy**
Write a refund policy statement. It can be as simple as "No Refunds" or you might want to give your customers detailed instructions on how to ship items back to you for a refund. Some retailers use "re-stocking" fees. Let you customers know how long it will take for them to get credit for their return.
- 6 Incorporate**
Get your business in order. This might as well be the very first thing you do. Establish a business entity such as sole proprietor, limited liability or Subchapter S. File papers with your state's corporation commission and get a federal tax id if you need one. Consult your business attorney or accountant for entity formation.
- 7 Support Phone Number**
Will you have a dedicated customer support number that is separate from your personal or business line? Consider getting an "800" number to help make your online store as "customer-friendly" as possible.
- 8 3rd Party Accreditation**
Find industry groups that fit your business and sign up. The Better Business Bureau is a good example and a good place to start. It is good to have accreditation logos to show that you are established.



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