

# Checklist For Starting An E-Commerce Store

## Website

- Domain & DNS Settings (CNAME/A Records)
- Email Settings (MX Servers)
- SSL Certificates
- URL Structure
- Logo & Artwork
- Branding Assets

## Basic Pages

- About Us
- Shipping Policy
- Privacy Policy
- Contact Information
- Live Chat

## Product Setup

- Main Keywords
- Titles & H1
- Descriptions
- Pricing & Options
- Meta Descriptions
- Images & ALT Tags
- Product Categories
- SKU/UPC/EAN
- Rich Snippets

## Marketing

- Email Marketing Setup
- Social Media Accounts
- Google Shopping Feed
- Google Retargeting
- Google Webmaster Tools
- Google Analytics
- Facebook Retargeting
- SumoMe Heatmaps
- SumoMe Content Analytics

## Logistics

- Payment Gateways
- Shipping Policy
- Return Policy
- Domestic Shipping Rates
- International Shipping Rates
- Fulfillment & Warehouse Setup