



eCommerce checklist – how to start selling online

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

[Build your online store with IONOS](#)



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 do your products meet?



Do you need to refine your product descriptions at all?



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'll sell in different countries and offer multiple currencies.
- 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 which payment methods are relevant for your customers – credit cards, PayPal etc.
- Decide how you want to deliver items. For example, you can choose your own courier or use one that's integrated in your shop solution.
- Offer your customers a range of different shipping rates, e.g. express, standard, international.
- 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 you can't get the .co.uk or .com you want, think about registering a domain that reflects what you're selling, like .fashion or .bike.

Marketing and multiple channels

- Look for engaging ways to promote your products, like email marketing, vouchers, or customer loyalty programmes.
- Bring more traffic to your shop by listing your products on price comparison websites.

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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