HBIC GUIDE'S

FROM IDEA TO EXECUTION

in 30 days

Checklist: Day 23-27

Day 23-27

☐ Make a final list of the products you approve upon receiving samples.

☐ Take professional pictures of all approved items.

☐ Create product listings in your online store.

☐ Create clear, unique descriptions.

★ More on this -> next page.

notes:

final thoughts

Many businesses developing their first eCommerce website seriously underestimate the amount of time required to properly develop the site. In actual fact, the technical side of things is quite straightforward, and it's the creation of high quality images and writing of good product descriptions that really takes the time.

While writing all your own descriptions can be daunting, the sheer amount of text required for product descriptions actually provides a substantial benefit as well as all the work. If you have a small static site with just a few pages, it's really difficult to optimise it for more than a few words, but with a reasonable number of products you can optimise your site for a much greater number of keywords and phrases and significantly increase your Google footprint, and thus, increase your site's traffic.

Just think of all that work as an opportunity to build a successful ecommerce website - and a potentially thriving business!

All in all, pay attention to your listings and create them with great care.

3 days till launch, HBIC! Keep on keeping on!

Success and Blessings,
The HBIC GUIDE