

Online Boutique Launch Checklist

Launching is the last thing you have to do. But before you go live, what should you ensure is done? Here's a checklist to ensure you are not missing anything.

1 Is site monitoring working? It would help if you ensured that tracking tools, among other metric collectors, are in place to chart your progress.

3 Set up your social media platforms and make sure they are nicely tied into the site to funnel traffic.

5 Make sure that shipping options are all figured out and ready to go.

7 Plan how to make the announcement. You can start with a store-wide discount, a strong marketing campaign letting people know what they can get, and you are good to go.

2 Set up your newsletter, preferably using email. This will be one of your first marketing strategies, and it has to be functional from the get-go.

4 Ensure you have backup plans in place to be on the safe side. Without backups, if your site gets trashed, you will be taken back to zero.

6 Proof your website by checking and double-checking it for any errors in design, coding, and other important parts. If you have developers, they will do this for you.



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