

## Your website - let's make it look great

- ☐ **1) Premium Theme**  
"Pick a theme that works well with your content"
- ☐ **2) Custom Fonts**  
"Use a font that represents your business"
- ☐ **3) Products & Services Populated**  
"List all your services and products"
  - 3.1) Prices Defined**  
"Let your customers know your pricing"
  - 3.2) Images Provided**  
"Use awesome images"
  - 3.3) Descriptions Provided**  
"Tell your customers all about it - your sales pitch"
  - 3.4) Services Bookable**  
"Make it convenient for your customers"
  - 3.5) Paypal Enabled**  
"Make it convenient for your customers to pay by debit, credit or PayPal"
  - 3.6) Buy Button Enabled**  
"Let your customers buy!"
- ☐ **4) Shopping Cart Enabled**  
"Let your customers buy multiple products"
  - 4.1) Payment Methods Chosen**  
"Select PayPal to get paid online by credit card, debit card or through PayPal. Select pay at pickup on delivery for in person payment."
  - 4.2) Delivery Methods Chosen**  
"Let your customers know how they'll get it"
  - 4.3) Descriptions Provided**  
"Tell your customers all about it - your sales pitch"
  - 4.4) Return Policy Provided**  
"Return policy is mandatory!"

- ☐ **5) Description / About Us**
  - 5.1) Opening Hours**  
"Tell your customers when you're open for business"
  - 5.2) My Team Section - Hyperlinks To Bios/ LinkedIn**  
"Your bio - your customers want to know you better."
  - 5.3) Amenities - Critical During Social Distancing, Also Good For Accreditations**  
"Easily relay bullet points about your business"
  - 5.4) Blog - using a section as a blog**  
"Create a blog and get your page noticed!"
- ☐ **6) Contact Information Clear**  
"Your first sale is just a call/email/whatsapp away."
  - 6.1) Phone Number**
  - 6.2) Whatsapp**
  - 6.3) Email Address**
- ☐ **7) High Quality, Custom Images Used**  
"Looking awesome has a higher conversion rate"
  - 7.1) Videos**  
"A video tells a thousand pictures"
- ☐ **8) Merchant Policies**  
"Protect your business from fraud"
  - 8.1) Terms & Conditions**
  - 8.2) Privacy Policy**
  - 8.3) Processing Time**  
"Keep customers informed"
- ☐ **9) Promotion & Fomo**  
"Use this tactic to enhance sales"
- ☐ **10) Custom Domain Name, Email Address & Logo**  
"Look professional immediately, Increase trust with professional communication & create your brand"

## Make your site work for you

- ☐ **11) Onboarding Call Completed**  
"Speak to our experts to get started properly"
- ☐ **12) Share Your Page Widely (Socials, Whatsapp, Email)**  
"Bring traffic via other channels"
- ☐ **13) Link your shop to Facebook & Instagram**  
"Sync all your business tools together"
- ☐ **14) Google My Business: Built, Verified, Connected**  
"Get noticed on the map!"
  - 14.1) Google Reviews Enabled For Site**  
"Enable reviews to improve on-page conversion"
  - 14.2) Share your review link to customers online**  
"Easily get your customers to review"
- ☐ **15) Search Engine Optimisation: Target Locally**  
"Target an audience you know well to start"
- ☐ **16) Search Engine Optimisation: Be Hyperspecific**  
"Be detailed in what you advertise"
- ☐ **17) Activated Listings**  
"Put your business in all the right places online"
- ☐ **18) Activated Reviews Manager**  
"Manage your business's reputation"
- ☐ **19) Know How To Run A Campaign To Request Reviews**  
"Request reviews from existing customer base"
- ☐ **20) Download The Webapp To Make It Easier To Use**  
"Edit your page anytime, anywhere"
- ☐ **21) Google Ads Voucher**  
"Take advantage of this offer to kickstart advertising"