Choosing an Ecommerce Platform

☐ Price
- o What is the total cost including website host and a custom domain name?
- o Does the cost fit into your budget?
- o Are there monthly fees?
- o Is there an additional cost for add-ons and apps?

☐ Research and Reviews
- o Review customer ratings using online community boards
- o Contact a business using the platform and ask about their experiance

☐ Performance
- o Speed
- o Mobil app
- o Is the platform user friendly?

☐ Features
- o Social media integration
- o Does it come with build-in security like HTTPS and PCI compliance or does that cost extra? Customers want to ensure their info is safe!
- o Will it support my desktop shoppers as well as mobile shoppers?
- o Are its themes and templates responsive, resizing automatically based on the shopper's device?
- o Can I easily link my online inventory to create shippable posts on social media platforms like Facebook and Instagram?
- o Can the platform handle a subscription service?

☐ Ease of Use
- o Is it easy to use and install?
- o How flexible is its designs, will I be able to achieve the exact look I want for my storefront?
- o Can it integrate with my existing business systems, or third-party integrations I may need, like my current shipping, accounting, and POS system?

- [ ] Payment Processing
  - o Consider your customers preferred payment methods. Can your platform handle credit cards and third party services such as Pay Pal®

- [ ] SEO
  - o Does the platform allow for blog content?
  - o Letting your customers leave reviews helps you build your brand.
  - o If you want to expand your social media selling, your platform must be able to integrate with social sites.

- [ ] Scalability
  - o The platform will need to grow as your business grows. Conversely, you don't want to pay for features you don't need in the beginning. Map out a one and two-year plan for what you envision the business will be and ensure your platform can scale for the future.