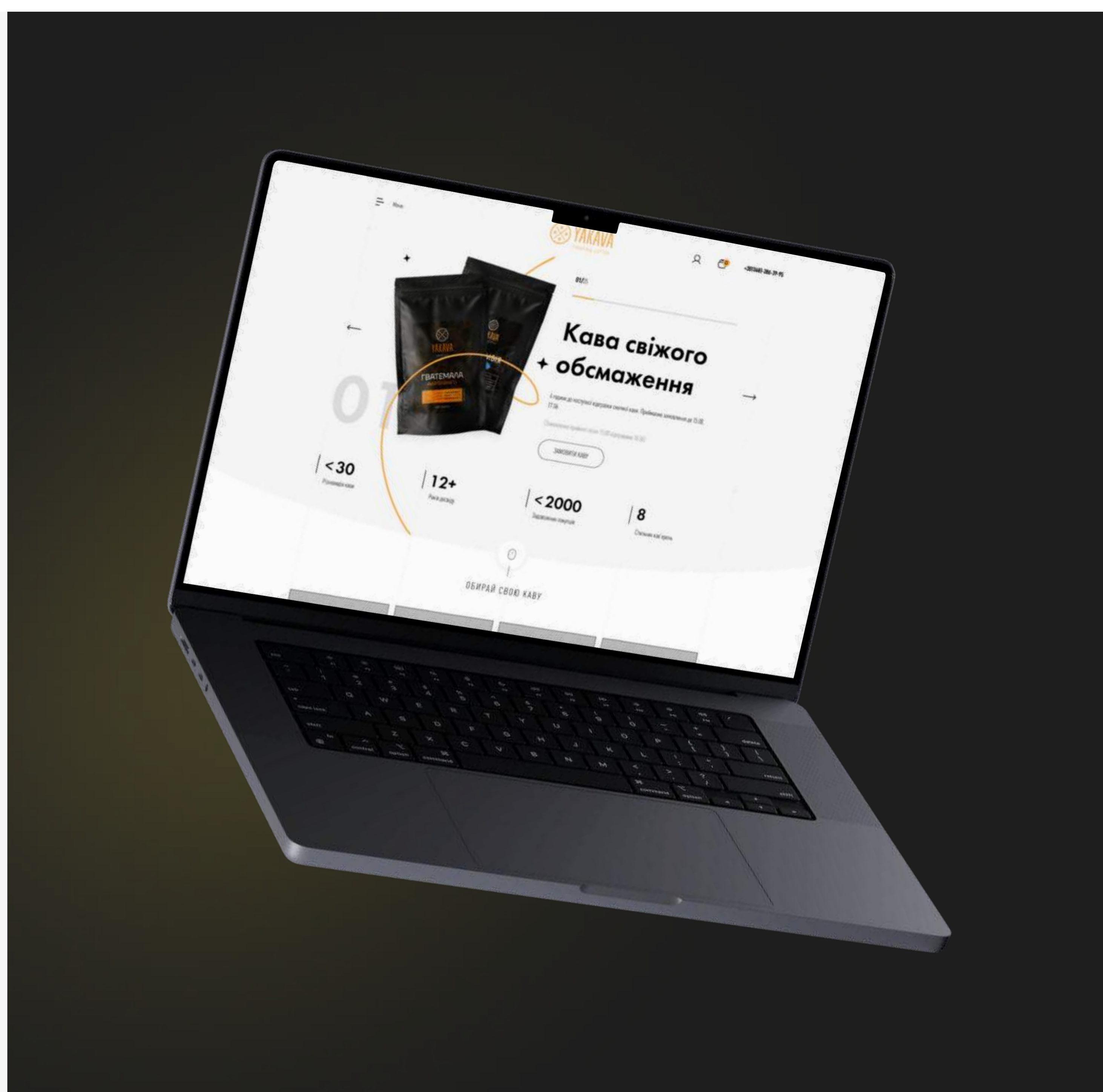


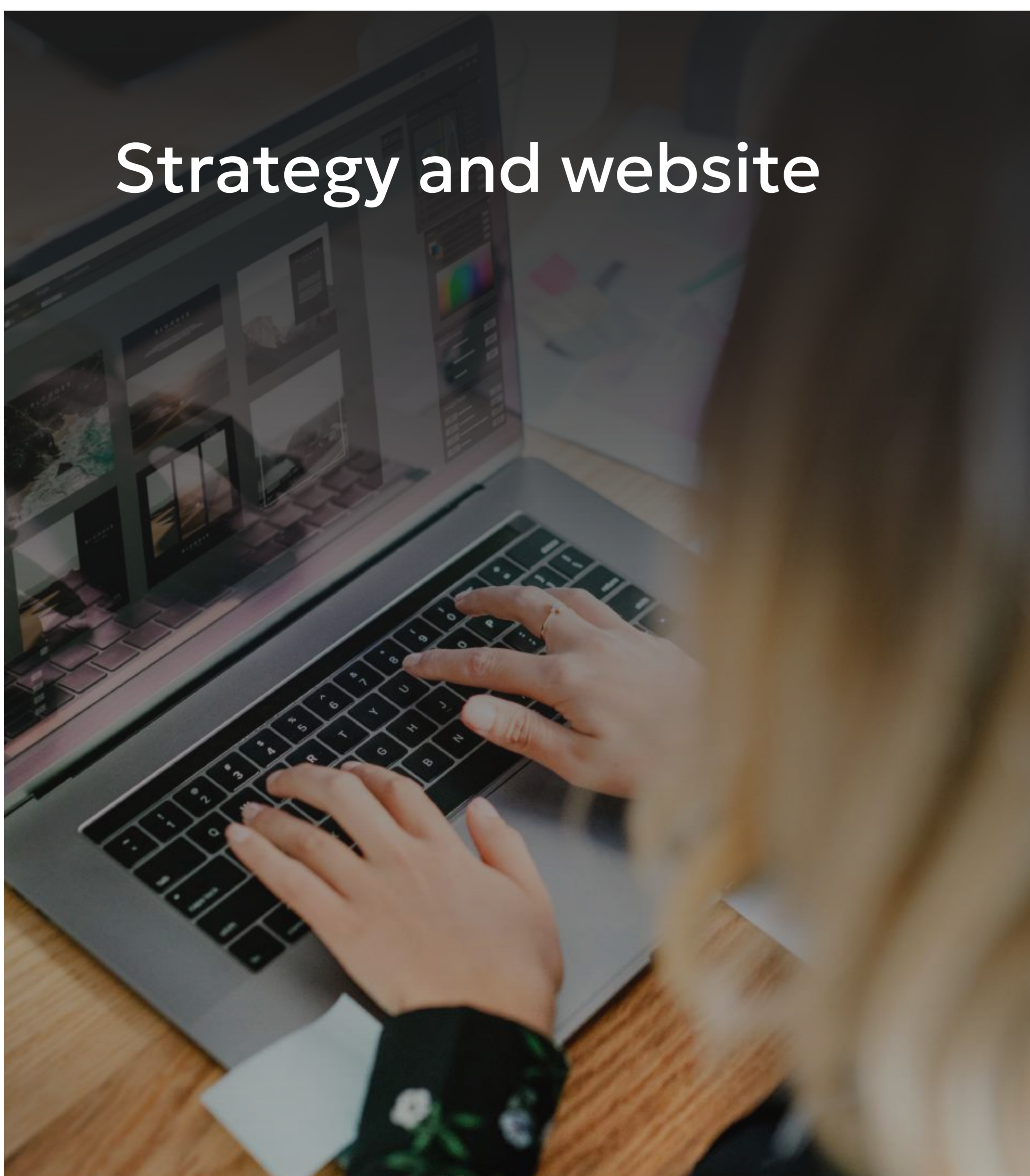
CHECKLIST

10 mistakes when launching an online store that cost money

// Check yourself to avoid "leaking" the budget at the start



Strategy and website



Mistakes 1-5

MISTAKE 1: Incorrect niche selection and lack of a unique selling proposition (USP)

- **Price of the mistake:** You invest money in development and advertising, but it turns out that your product is not needed by anyone or you cannot compete.

MISTAKE 2: Saving on design and UX

- **Price of the mistake:** An outdated or inconvenient website scares off customers. They go to competitors, and you lose up to 50% of potential sales.

MISTAKE 3: Ignoring the mobile version

- **Price of the mistake:** More than 70% of users access the site from mobile devices. If your website is not adapted, you are simply saying goodbye to these customers and sending them to competitors.

MISTAKE 4: Complicated checkout process

- **Price of the mistake:** Every extra field or step is a reason for the customer to abandon the cart. You can lose up to 60% of already prepared orders.

MISTAKE 5: Lack of quality content

- **Price of the mistake:** Poor photos and uninformative descriptions are not convincing. The customer doubts and does not buy.

Marketing and processes



Mistakes 6-10

MISTAKE 6: Analytics is not set up

- **Price of the mistake:** You are investing money in advertising "blindly," without understanding which channels work and which ones are simply "eating up" your budget.

MISTAKE 7: Ignoring SEO at the start

- **Price of the mistake:** Your website is invisible to Google. You are losing the most valuable asset — a stable flow of free traffic.

MISTAKE 7: Ignoring SEO at the start

- **Price of the mistake:** 9 out of 10 customers look for reviews before purchasing. Their absence is a direct loss of trust and conversion.

MISTAKE 9: Manual order processing

- **Price of the mistake:** Wasted manager time, data errors, slow service. All this leads to dissatisfied customers and financial losses.

MISTAKE 10: Lack of technical support

- **Price of the mistake:** Your website "crashed" on Friday evening, and you lose sales all weekend because there is no one to contact.

HOW TO AVOID THESE MISTAKES

and protect your investments?

A proven way to avoid costly mistakes is to involve an experienced partner who has already walked this path dozens of times

We at Kliox will develop a free strategy to avoid all risks for your online store.

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