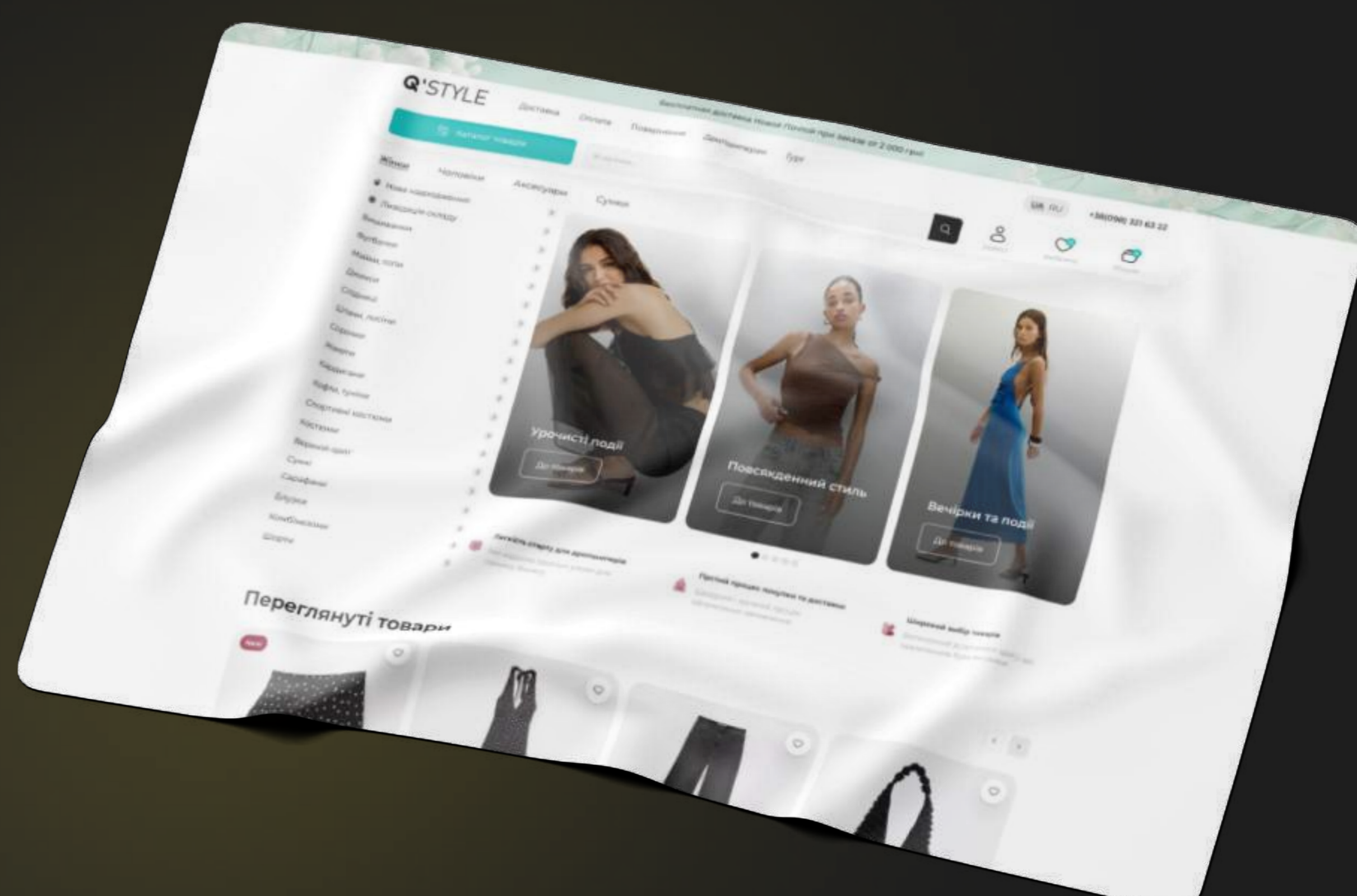


CHECKLIST

15 steps to launching a profitable online store

// Your step-by-step roadmap from idea to first sales



Foundation

Steps 1-5

STEP 1: Define your niche and Unique Selling Proposition (USP)

- Don't try to sell everything. Choose a narrow niche and formulate how you are better than the competition (price, service, product uniqueness).

STEP 2: Register the business

- Register as an individual entrepreneur (FOP in Ukrainian context, 2nd or 3rd group) and choose the correct business activity code (KVED) for online trade (main one is 47.91).

STEP 3: Find reliable suppliers

- Work out the purchase prices, payment terms, shipping speed, and return policy.

STEP 4: Choose the right platform

- Analyze what is more important to you: launch speed (Shopify) or full control and flexibility (WordPress, OpenCart).

STEP 5: Register a domain and choose hosting

- Choose a short, memorable domain name. For hosting, be sure to choose SSD disks and servers in Europe/Ukraine.

/Foundation

02

Online Store Website

Steps 6-10

STEP 6: Design the website structure

- Create a logical hierarchy of categories and subcategories. A customer should be able to find any product within 2-3 clicks.

STEP 7: Prepare quality content

- Take professional photos and videos of the products. Write unique descriptions that emphasize benefits, not just features.

STEP 8: Design a convenient Checkout

- Minimize the number of fields to fill in and be sure to add the "purchase without registration" option.

STEP 9: Connect online payment and delivery

- Integrate popular payment gateways (LiqPay, Fondy) and delivery services (Nova Poshta).

STEP 10: Take care of the mobile version

- Make sure your website looks and works perfectly on smartphones. More than 70% of purchases are made from them.

/Online Store Website

03

Marketing

Steps 11-15

STEP 11: Perform basic SEO optimization

- Collect keywords, write unique Titles and Descriptions for the main category and pages.

STEP 12: Set up web analytics

- Install Google Analytics 4 from day one to collect data on visitors and their behavior.

STEP 13: Create and set up social media accounts

- Start business pages on Instagram/Facebook. Design them in a unified style and add a link to the website.

STEP 14: Launch a test advertising campaign

- Allocate a small budget (\$100-200) for Google Shopping or targeted advertising to get initial data and test demand.

STEP 15: Collect the first reviews

- Ask the first customers to leave a review. This is the most powerful tool for building trust at the start.

/Marketing

04

THIS CHECKLIST

— is only the beginning

Do you want to avoid typical mistakes and launch an online store that will bring profit?

We will help turn your idea into a clear plan and calculate the cost of its implementation

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04

