

Store Launch Checklist

Tried-and-true steps
to ensure your store
is ready for a
successful launch

USE BEST PRACTICES

- Identify your store's industry and store type
- Create an easy-to-remember URL that identifies the store's purpose
- Check inventory levels as you add products to your store
- Organize products using categories, subcategories, and product bundles
- Ensure artwork is accurately placed and labeled on products
- Brand the store with your customer's logos, colors, and images
- Market the store by sharing the store URL and distributing the flyer

COVER YOUR FEES

- Add user terms at checkout and specify if sales are final
- Include upcharges for personalization, sizes, or add-ons
- Build fees into the price of products or add as custom fees
- Collect sales tax, either automatically or manually
- Select payment options - don't forget gift cards or coupons
- Include a shipping method or pick-up method
- Collect custom information at checkout

Need more store-building tips and best practices?
Visit the [OMG Help Center](#) to learn more!