

Checklist for Go-Live:

Store profile - your stores public information.

- Store Name
- Store Address (public facing in emails)
- Store Address Type (not public facing)
- Store Email (where automated emails are sent from)
- Store Phone Number (optional)

Payments - How you are going to collect payment from your customers.

- Select your payment gateway from the 'More Payment Methods' box (or PayPal/Stripe); hit save.
- Then fill out the payment detail on the appropriate tab.

Shipping - How are you going to be charging your customers for shipping?

- First fill in the 'Shipping From' address on the left side (yellow box).
- You will need to set up an your shipping locations, and how you would like to charge your customers for shipping.

Taxes - How you will charge your customers tax for applicable customers?

- Select where and the percent you will charge applicable taxes from the 'Tax Rates & Zones' tab.
- Select how your taxes will be calculated (inclusive/exclusive)

Store Settings - Many settings for the whole store.

- Website
 - Be sure to configure your preferred method of dimensions. If you are using USPS, you will have to use imperial units. If you are using any other real time shipping system, you may use metric units.
- Search Engine Optimization fields are at the bottom of this tab.
- Display
 - Many options for changing what appears or does not on home page, products, categories, etc.
- Share
 - Be sure to toggle the social icons that you would like your customers to be able to share your products on (these appear on product pages)
- Miscellaneous
 - Product Review Emails - Determine how many days until your customer receives an email asking them to review their product.
 - Forward Order Invoices - A good order notification system; this will forward a copy of your customers invoice on successful completion of an order.

- Order Settings/Starting Order Number - define the number of the first order placed in the store.

Checkout - Miscellaneous checkout related settings.

- Enable Guest Checkout, recommended
- Order Settings: these are all available order statuses. The checked statuses will send automated emails when selected.

Web Analytics - Codes for analytics.

- Turn on Google analytics, save, then use the new tab to enter your code.
 - You may enter more than one code in this box.

Apps - 3rd Party Add on features for you store

- You'll find many of our apps in the app store located on the left hand side of your control panel.
- Click to install & configure your app