epages
A helping hand for a quick start!

Checklist before launching your online shop

1. **Have your content pages ready**

   It's important to have some content pages available for your visitors to learn more about you and find your contact information. On top of building attractive content for your homepage, we recommend having at least an « About » page and a « Contact » page.

2. **Adjust your shipping settings**

   Follow our tutorials to learn how to create a new delivery method and set your delivery costs.

3. **Set up your payment methods**

   Make sure to have at least the most standard payment methods. Debit and credit cards (via Stripe for example) + PayPal are highly recommended. Find detailed information in our Payment methods tutorial.

4. **Add a custom domain name**

   Your free default domain looks like this: www.myonlineshop.epages.io. Every professional online shop has a personalized domain name such as www.myonlineshop.com. You can manage your domain name registration from your ePages **client area**. Detailed information can be found in our article How to use your own domain with ePages.

5. **Fill the search engine information for each page**

   For each page (except legal pages), you can edit the text that will be displayed in search results. To attract traffic to your shop and improve your rankings, write attractive titles and descriptions that include your keywords. Follow our tutorial on Page title and meta description.

6. **Have your legal pages ready**

   The mandatory legal pages are set up by default in your shop. Before you go online, you need to fill them with legally compliant text. Do not hesitate to seek legal advice from expert services such as Trusted Shops.

7. **If you are still on a trial version, activate your plan**

   Find the package that best fits your needs in your **client area**.

8. **Prepare your strategy to start selling**

Spread the word! Set up strategies to attract visitors to your online shop. Find marketing advice in our **Blog**. For example: [29 ways to get your first sale for your online shop](#).

9. **Test the entire order process**

Make test purchases in your online shop to check the information displayed in the order process, confirm that all payment options go through, get familiar with the **Order** section of your shop and the automatic email notifications.

10. **Open your shop!**

Under **Settings > General**, in **the Public shop access** section, set your shop's status to **Open**. Your shop is now visible to all online visitors.

Welcome to the community!

100 000 ePages online shop owners

Online Help

Find tips and tutorials to set up your online shop
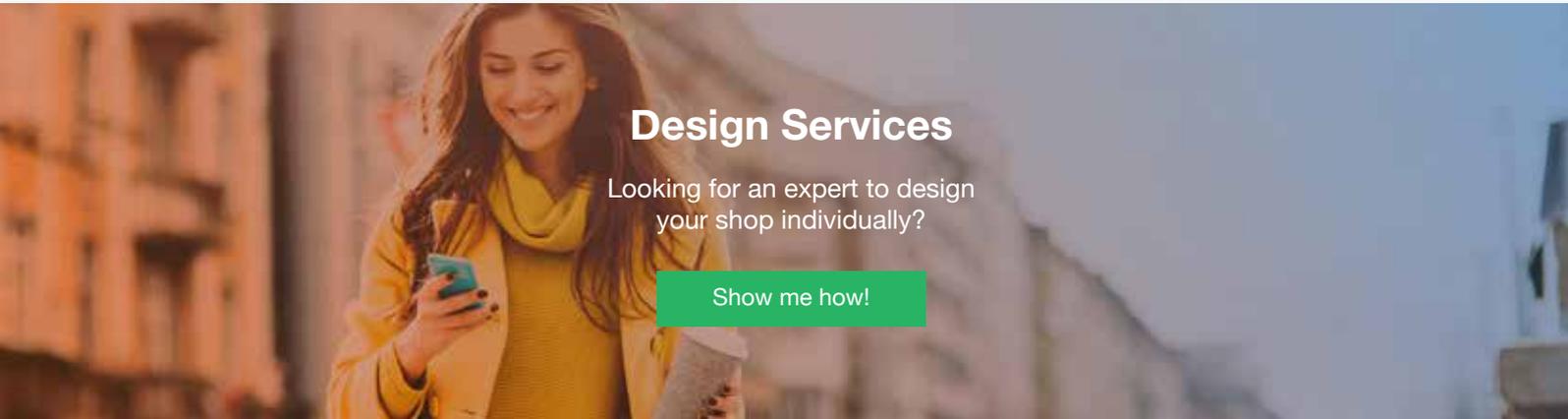
Support

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Ecommerce marketing and selling advice for small businesses

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Looking for an expert to design your shop individually?

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