

Store setup toolkit

Before you get started

Talk to your clients to know about their vision for running an online store. Depending on your client's objectives and prerequisites, you can make an essential or modern store. Ensure that you have a careful understanding of what your client needs.

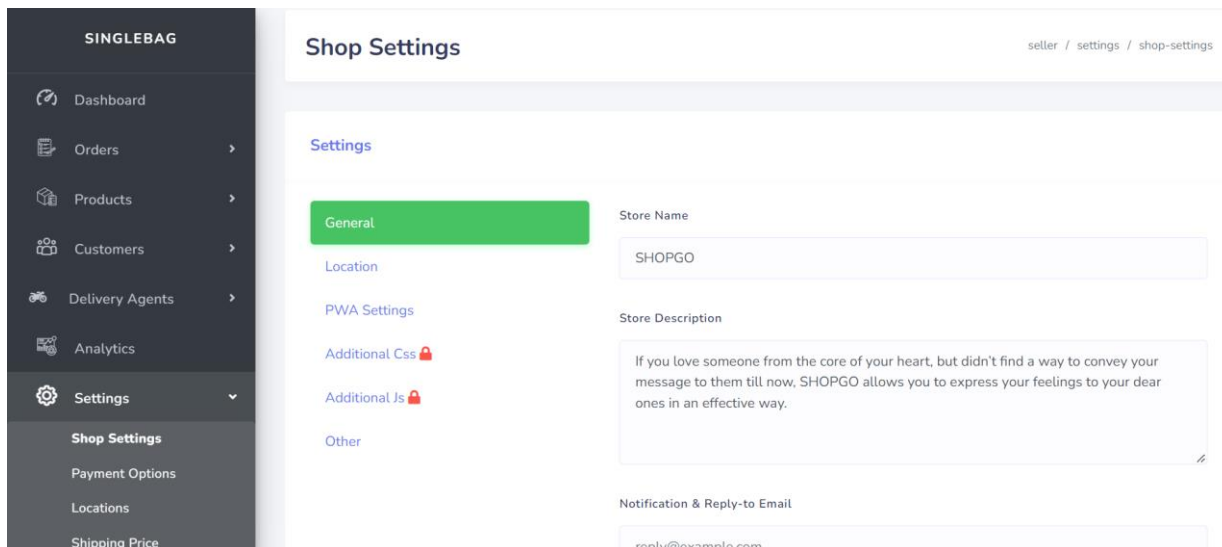
When you're ready to create a store for your clients, you can follow this overall agenda to ensure you complete the nuts and bolts.

Here are a few things you can do to increase the value of the store:

- If your client already has an existing online store on other platforms, relocate your client's products, customers, and orders information to the Singlebag platform.
- Make sure which pricing plan meets your client's business needs.
- Login to your Singlebag admin panel.
- Ask your client for his online store name. It is the name that's displayed on every page of their website. The legal business name appears on every invoice bill.

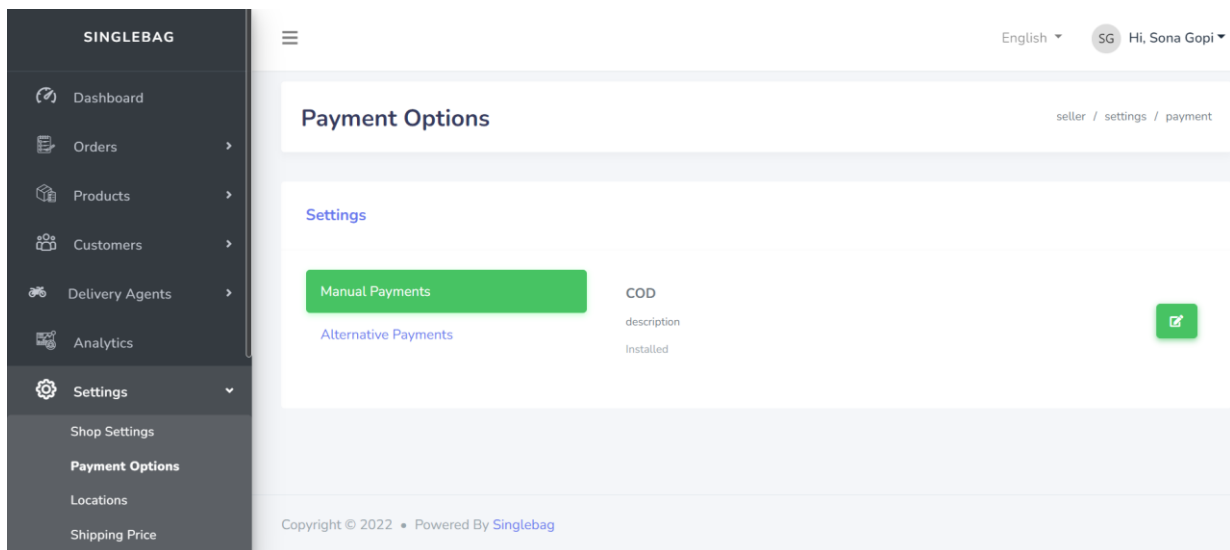
Set up your online store

Before you stock up your client's store with products, you need to enter some information about your client and his store.



The screenshot shows the 'Shop Settings' page in the Singlebag admin panel. The left sidebar contains navigation options: Dashboard, Orders, Products, Customers, Delivery Agents, Analytics, Settings (expanded), Shop Settings, Payment Options, Locations, and Shipping Price. The main content area is titled 'Shop Settings' and includes a breadcrumb 'seller / settings / shop-settings'. Under the 'Settings' section, 'General' is selected. The 'Store Name' field contains 'SHOPGO'. The 'Store Description' field contains a sample text: 'If you love someone from the core of your heart, but didn't find a way to convey your message to them till now, SHOPGO allows you to express your feelings to your dear ones in an effective way.' The 'Notification & Reply-to Email' field contains 'reply@example.com'.

- Ask for some basic standard details such as tax setup, GST setup, business address, default currency for their store, order receiving method, customer transactions, etc.
- Set up taxes because they might need to charge taxes on their sales as a merchant.



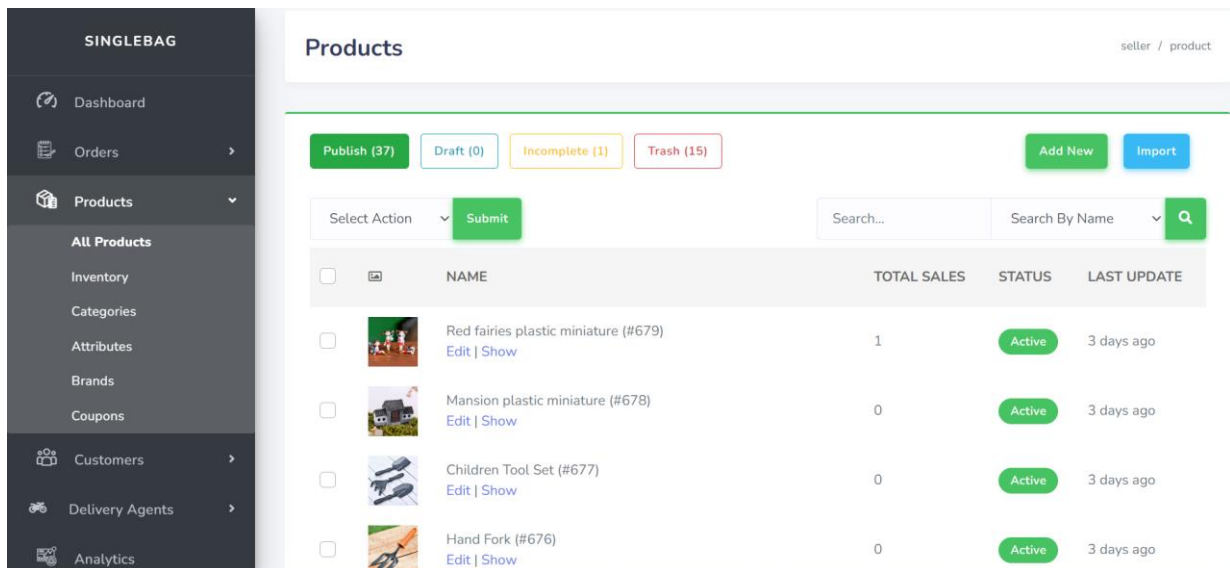
- Enable the Payment gateway from the area of your admin panel. You can enable a variety of 8 payment methods on your admin panel.
- There are a few different things to consider when you're choosing which payment methods to offer to your client. If the client wants to let their customers pay using a credit card, then you can use a third-party payment gateway provider.
- There are also several ways for customers to pay online without using a credit card, like PayPal, Stripe, Razorpay, Instamojo, etc.
- Also, you need to set up your domain to make sure that your client's customers can find their store online.

Organize

The two main important things to keep in mind are how your client wants his store to be and what products he/she needs to sell.

Try a couple of themes to see which one suits best for your business and add a few products to sell. Depending on how many products the store owner plans to offer, adding and organizing the product and listing them can be the most time-consuming step of setting up an online store in Singlebag. Be sure to give yourself plenty of time to add their products, organize them into groups, and set the necessary pricing, tax, and shipping information.

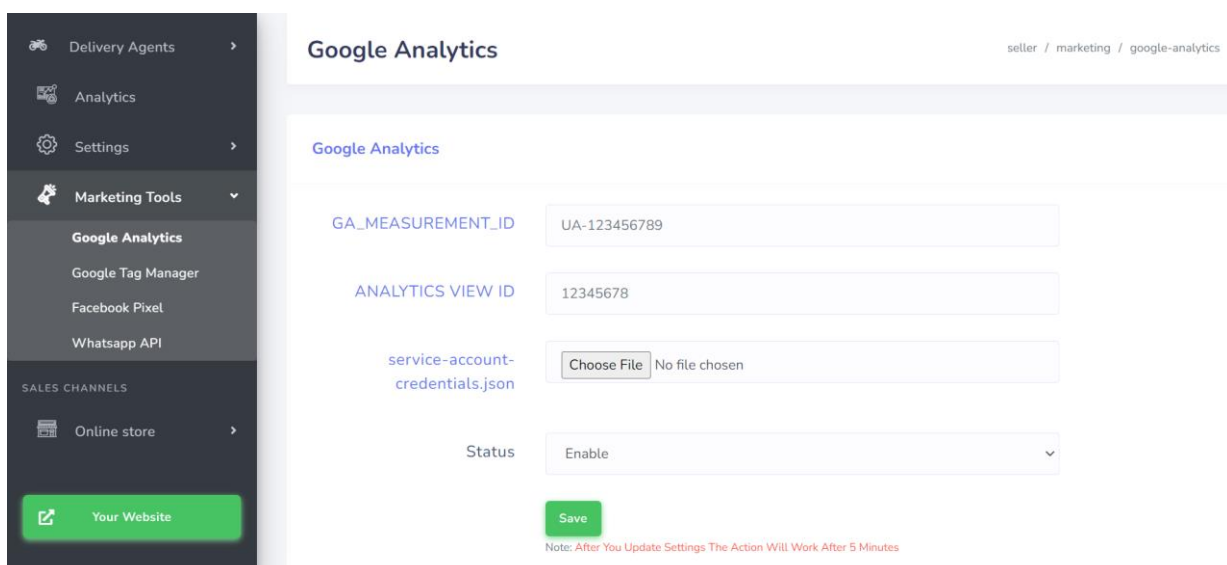
- Activate a theme. You can add any one of the free themes by activating it.
- Take a list of the no. of products, brands, and categories your client is willing to display in the store. Add multiple products all at once by importing them using a CSV file.
- Collect images and information about a product such as its price, variants, options, and inventory from the client.



- Ask clearly about the product inventory to your client.
- Also collect images and details about the categories, brands, and coupons that have to be featured in the store.
- Create pages that describe their store, some common page types include About Us, contact information, FAQs, refund policy, shipping, privacy, and more.
- Add menus and links. The menus on our website are a series of linked items that navigates between the different pages or sections on a site. The menus include About Us, contact information, FAQs, refund policy, shipping, privacy, etc.
- Add apps from the Singlebag App Store. Apps allow you to quickly extend the functionality of the client's store.

Add Marketing tools

You can use the marketing tools channel to sync your products to social media platforms such as Facebook, WhatsApp, Google Tag Manager so on.



- Ask for Facebook pixel code from your client.
- It is a piece of code that you place on your website. It is used to collect data and track conversions from Facebook ads, optimize ads, build targeted audiences for future ads and remarket to people who have already taken some action on your website.
- Ask for an official WhatsApp contact number to ensure the potential customers are discussing a product with the right person.
- It allows you to receive orders and answer unlimited WhatsApp messages from your customers and facilitates receiving an order on WhatsApp chat. WhatsApp API further facilitates the users in discussion with prefilled messages so that they can drop a message with a click.

Improve your store's visibility

- You can improve your store's visibility by adding the information that will be used by search engines.
- You can use search engine optimization (SEO) to improve the search engine ranking for your store where you can add sitemap, tags, and canonical URLs to help your customers find your products and store.
- Offering discounts and ads can be a powerful marketing strategy for your store. To offer discounts and run ads on your store you can create discount codes, banner ads, and bump ads for each product.
- Ask the client what all products much be featured as trending products, bestselling products, and products that are holding offers.





Test before launch

Before you launch your online store, place some test orders to see how the checkout process works.


Your Cart


There are 3 products in your cart

[Clear Cart](#)

Product	Option	Price	Quantity	Total	Remove
	Natural Teak Pebbles	₹399.00	1	₹399.00	
	Brinjal- Vegetable Seeds	₹200.00	1	₹200.00	

Price Total	₹1,098.00
Discount	₹0.00
Tax	₹54.90
Subtotal	₹1,098.00

Total **₹1,152.90** 

[Proceed To Checkout](#) 

- Place a test order, to make sure that your checkout process and settings for order processing, inventory, shipping, email notifications, and taxes are all correct.
- After placing a test order, you need to prepare and deliver the items. Make sure if your client wants to provide his delivery agent.
- Create the delivery agents from your admin panel and assign the orders that have to be delivered to these agents.
- Remind about the delivery module app to the client. For your delivery agents, Singlebag has developed a delivery module app. It is an app showcasing your delivery summary, through which the agent can see the orders assigned directly to him. As a result of this, the agent can easily let you know when the order has been picked up and delivered, and at the same time, the delivery address is at hand with integration with, for example, Google Maps.
- After you've picked a plan and tested your online store, you're now ready for people to see it. Now hand over the ownership to your client.

Checklist for starting a Store for your client:

- ✓ Ask for the pricing plan
- ✓ Ask for an email id and password for login credentials
- ✓ Name for your Store
- ✓ Ask for Store description, customer queries reply mail id, currency name, and default store language.
- ✓ Ask for the Business address and phone number
- ✓ Payment details- COD/ payment gateway details (e.g. for Razorpay you require key_id, key_secret id)

- ✓ Ask for what locations they will be shipping their products and Ask about the shipping price based on locations.
- ✓ Ask for tax setup, and GST number if they have one.
- ✓ Order receiving method- through email or WhatsApp
- ✓ Ask if they have an existing domain
- ✓ Ask for their vision for running an online store and how they want their store to be represented.
- ✓ Ask for the products list
- ✓ Ask for the brands' list
- ✓ Ask for a category list
- ✓ Ask for the price list for each product
- ✓ Ask for the inventory for each product
- ✓ Ask if the products have any variants e.g.: if it is a cloth store, they will have variants like sizes, colors, etc. Ask for the pricing details for each variant product.
- ✓ Ask for images for all products, brands, and categories
- ✓ Ask what all pages and menus should be displayed in their store e.g. About us, contact us, privacy policy, return policy, etc.
- ✓ Ask the clients to specify what must be mentioned on these pages.
- ✓ Ask the client if any of his products are holding an offer
- ✓ Ask if the client wants to have his own delivery system. If yes ask for the agent's details like the agent's name, email id, agent id, agent image