

Mountain Creek Web Design

Store Planning Worksheet

Store Name: _____

Building an online store can be very time consuming and requires many different factors beyond website designing. To start with, you must create a product catalog, a spreadsheet listing all your product information, photos of each one of your products and each option available for each product, the layout of product placement on your web pages, a shopping cart for each individual item, and shipping rates, taxes, and payment methods.

Our preferred (and most secure) method of setting up your shopping cart, shipping rates, tax calculations, and payment methods is through PayPal. For a small % fee they will process all the information for you, including invoicing, and email notification of purchases. To accept credit cards of any kind you have to setup a merchants account through a bank in which will charge you 3-5% just for processing your credit card payments, not shipping rates, tax calculations, or invoicing. PayPal is a win-win choice for you and your customers.

Store Size

- Smaller Stores 1 to 100 products
- Medium Stores 101 to 500 products
- Larger Stores 501 to 1,000+ products
- Other

Type of Sale

- Retail
- Wholesale, B2B
- Both

Type of Products _____

_____ Quantity of products (individual items with separate sku's)

Do these sku numbers represent different colors/sizes for the same product?

Yes _____ No _____

Options: Do you want to list your options in a drop down menu? Yes _____ No _____

Color _____ Size _____ Other _____

_____ Total # of products with _____ Total # of options.

Did you count each of the options as a different product above? Yes ____ No _____

Product Photos

One of the most important factors in developing a store is preparing the product photos, which itself can be very time consuming. Moreover, it's often the photos are what motivates your customers to purchase your products. The higher quality your photos are the better they'll look online in your store.

_____ Total number of product photos.

Format: _____ Prints _____ Digital (jpeg or gif)

Product Information Format

Normal product information such as sku, product name, product description, part/item #, weight, price, photo file name, category, subcategory, and color/size option per sku, should be listed in a spreadsheet format.

Categories and Sub-Categories

The more products within your catalog, the more categories and sub-categories you'll need. Your website navigation system and search engines will use these categories to group your products together so your customers can find them quickly and easily. You'll need to list your products on your spreadsheet accordingly as to how you want them broken down on your website by category and sub-category.

_____ Total # of Categories _____ Total number of sub-categories

Preferred Product Layout

You need to sketch out on a separate sheet of paper how you want your product displayed. You'll need to show your preferred product placement of product photos,

product names, product sku's, product descriptions, prices, add to cart buttons, and any other pertinent information you want displayed.

Shipping Options Offered _____ Ground _____ Next Day _____ Overnight

Carrier _____ UPS _____ FedEx _____ Postal Service

Shipping Calculation Method

- _____ Disable shipping calculation
- _____ Link to UPS/Fedex/USPS shipping cost calculator
- _____ Flat rate for all items
- _____ Shipping ranges (flat rate for orders between certain price ranges)
- _____ Shipping weight ranges (flat rate for orders weighing between certain pounds)
- _____ Shipping price specified per individual items

Shipping Areas _____ Continental US only _____ International _____ Other

Sales Tax _____ based on your local state's tax table calculated by PayPal

Payment Methods _____ Visa _____ MasterCard _____ American Express _____
Discover _____ PayPal Account _____ External Merchant's Account

Special Order Form Instructions

_____ Gift wrapping _____ Shipping instructions _____ Other

Client: _____ Date _____

This form is to be used in conjunction with the Website Planning Worksheet

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