

SHOPIFY CHECKLIST

Hello! I am Siri

Thank you for choosing to work with me! I'm ready to create something amazing for you and your business.

This document is your overview and checklist to get started with your exciting new website build!

Answer every question as best you can. Questions marked with an asterisk* are required and need to be supplied in order for me to start building.

The answers will remain completely confidential and will help us better tailor our services to you and your business. And most importantly, don't skip the content submission, as without content, I cannot create a website!

I know there's a lot to work through, and it can take time to gather your thoughts. You can get started by making sure you have everything we need. Once we kick-off the project, I will send through a link to our Content Snare platform where you'll be able to fill out everything online.



If you want to share any ideas or thoughts, or if you have any questions, you can always send me an email.

Siri xx

 /SiriTheAgency

 @SiriTheAgency

 contact@sirithetheagency.com

Onboarding

HOW WE WORK

We are thrilled to be able to work with you! We understand you might have questions regarding the process, so we have outlined this info for you below



① PROPOSAL

Please read through our proposal and let us know if you have any questions. We can tailor to your wants and needs, simply let us know what services you require and we can quote you accordingly.

③ DEPOSIT

We require a 50% deposit to cover our time and work. We offer many payment options and are always happy to find a solution that'll suit your business and situation. We also offer a 5% discount if you opt to pay the full amount upfront.

② CONTRACT

Once you have accepted our proposal we will draw up a contract. Read through this document carefully and don't hesitate to contact us if you want us to clarify a thing or two. Simply sign and return this contract at your earliest convenience.

④ BRIEF & ACCESS

You'll have to fill out our brief via Content Snare and provide us with your assets and access at your earliest convenience, so we can roll up our sleeves and get to work!

The Process

PREP

BRIEF

After onboarding, you'll receive an invitation to access your Content Snare link. You can now start to fill out the brief and provide us with copy & images.

STAGE 1

HOMEPAGE DESIGN

Exciting times! Your project will kick-off. We aim to have your homepage ready for review within 7 days. We provide a preview link and a MarkUp link. This is an easy, online feedback tool which allows us both to leave "sticky notes" and comments.

Most comms will go through email and MarkUp, but we can schedule quick calls if necessary if/when we feel stuck. The trail of comms keep feedback more productive and easier to track and tick off.

STAGE 2

REVISION ROUND 1

We will work together with you to and appreciate your feedback so we can get the best end result for your designs - after all, it should represent you as a business.

We offer 2 revision rounds with work of up to 1 hour. If you require more changes or any work that will go over this hour, we'll quote and bill you for this time.

STAGE 3

BUILD THE REST OF THE SITE

After the homepage design has been approved, we will continue the build in the same styling and layout. After approx. 7-14 days we will send through the link preview and MarkUp link for another revision round.

The Process

STAGE 4

APPROVAL & TESTING

Once you've approved the look & feel, we can move into the next stage and start our final check and tests. We will audit the website and add the finishing touches.

Next up, you will receive a staff account invite and a store transfer initiation, where you will be prompted to select your Shopify plan. Note that we can't continue to work on your store if you don't setup a Shopify plan and accept the store transfer.

If required, you can now also purchase the theme.

FINAL STAGE

GOING LIVE

Pop the champagne! Your sparkly new website will go live. We will hand everything over to you including training videos guiding you through the backend of your own site. We will show you how to process orders, add products, update your homepage, and more.

FUTURE

SUPPORT

We are here to help and you can check-in with us anytime. We offer a Continued Success Program including 2x 15 minute tasks to help with your website.

You can discuss any other marketing or design opportunities for your business at all time. We have your best interest at heart and are always here to give you honest advice.

LET'S PLAN A SUCCESSFUL WEB LAUNCH FOR YOU

Your business idea popped in your head, the plan is on the table, and now you're ready to launch your very own ecom store. But where to start?

Navigating the technical lingo might be tricky, and how about user experience and SEO? Eek! It might seem a tad overwhelming.

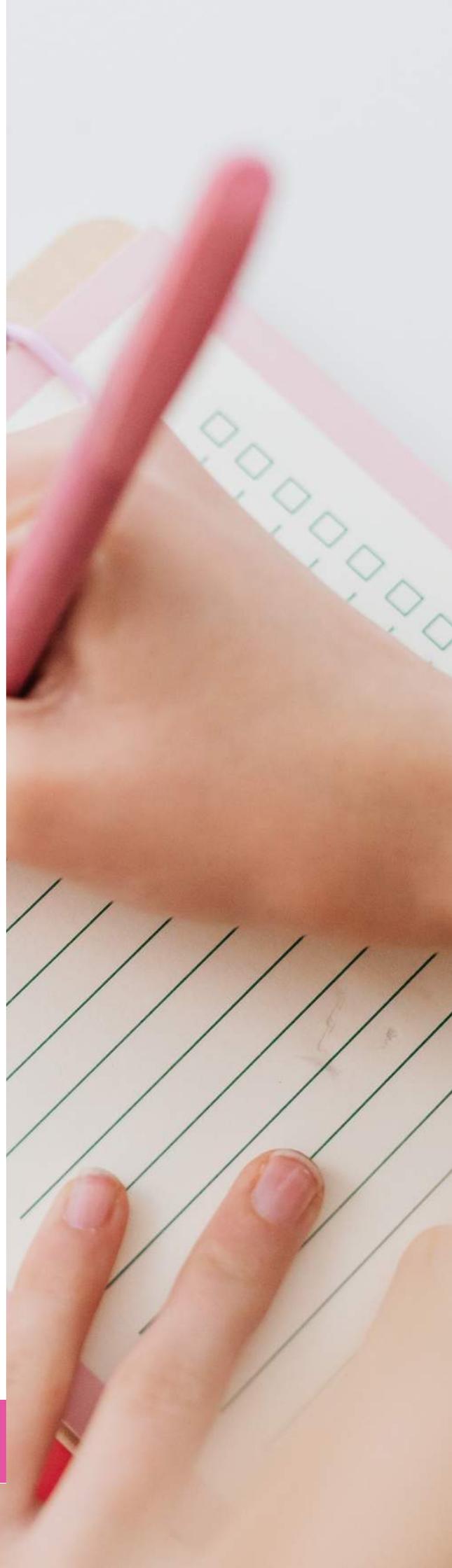
Don't fear, Siri is here!

Spend less time worrying about your website and more time on building your business.

Start ticking off the items from this list so your website's framework is ready, and you can hand over your prep work to a professional like myself. Or you can start tinkering away on your own website. How exciting!

You'll achieve a great end result and you can be proud of your new baby.

LET'S DIVE IN...



SETUP & BACKEND

Business Name*

Business Address*

ABN*

Registered for GST Yes/No*

Website URL*

Your URL / domain name - if you don't have this one registered yet, please check the availability by [clicking here](#). You can purchase a .com.au domain with companies like GoDaddy.

A .com domain is included within your Shopify plan. If you already purchased a .com domain - that's ok too.

NAME.myshopify.com URL

If you don't have a store yet, don't worry! We will set one up in our developer's account. This is our preferred way to work together.

This means we can build your store in the background without a trial or without paying a monthly fee yet. After reviewing the progress, we will send through a Staff Account invite so you can access your store.

Upon finalisation we will initiate a store transfer so you become the store owner. You will then need to select your Shopify plan (usually the \$29 USD plan will do) and start paying your monthly fee.

SETUP & BACKEND

Phone Number*

Email Address*

We can use different email addresses, or the same for all:

- 1.Customer contact (contact form)
- 2.Email comms ("From" for order confirmations etc)
- 3.New order notifications (ie. orders@yourname.com)
- 4.Shop contact (ie. your personal email to be contacted by Shopify)

BSB & Account Number

if accepting credit card payments

Business Structure (sole trader, company)*

Business Owner's Details*

If you have multiple owners, please specify this for each owner and add in how much % of the business this person owns.

For each owner fill out:

First Name, Last Name, Address, Date of Birth

Store Currency*

This is the currency your products are sold in. After your first sale, currency is locked in and can't be changed.

Other Currencies (if applicable)

Up to 5 currencies are free, otherwise a USD \$9.95 monthly app fee applies.

SETUP & BACKEND

Afterpay Integration

If you already have an Afterpay account, please add your Merchant ID and Secret Key.

If you still have to apply for Afterpay, your account can only be approved once the store is live so we can add this later on.

PayPal logins (email + password)

Other payment methods (if applicable)

Domain registration*

- Domain registrar (ie. GoDaddy, Crazydomains, Netregistry)
- Login details such as your account name / email address
- Password

Make sure to turn off your two-way verification.

Alternatively, add us as a user in your GoDaddy account (contact@siritheagency.com).

If you don't have a domain yet and we can setup a .com domain within Shopify.

Shipping Rates / Table*

These can be based on order price or weight and can be different for postcodes, regions or countries. We can also discuss integrating apps such as Sendle or DHL to link your account for real-time shipping quotes.

If you have a lot or very complex rates then send us the rates in a document. An additional quote applies to set this up.

Details for local delivery / pickup (if applicable)

SETUP & BACKEND

Your social media links

Personal Facebook logins

Needed: email address & password for Facebook.

If you want to link your Facebook and Instagram Shop + Pixel then we'll require these logins. **These need to be YOUR personal logins linked to your business FB & Insta pages.**

Please note:

- **We cannot accept "fake" logins**, created just for us to use, because Facebook will flag it when we login and block us.
- You are the owner of your page and **Shopify only accepts owners** to link this up.
- **You cannot make me (Siri) admin of your page** as I am not the owner of your page so the access will be denied within Shopify. I also don't want to connect my account to your store.
- Please **turn off your two-way verification** until we have successfully connected your store. If you leave it on, you'll need to be online for a short moment to verify our login.

Please note we'll make sure your pixel and Conversion API (CAPI) will be setup correctly to comply with the iOS14 regulations.

Facebook won't approve to sell your products on their platforms until your store is live. For this reason, we will integrate this part at the very end and after going live. If we link it up prior, we'll risk a lengthy reviewal process from FB to get it all working.

Also note that Facebook might not approve all the products you are selling (ie. certain words or ingredients are flagged within their policy - such as essential oils). Unfortunately we cannot assist with your appeal. Ultimately this might mean that you cannot sell these products via Facebook & Instagram Shop (they can still be purchased on your website of course!)

SETUP & BACKEND

Instagram logins

For if you want to integrate an Instagram feed.

Email marketing platform logins

Shopify's newsletter signups are stored in the backend, but we strongly recommend signing up for [Klaviyo](#). We can link this and feed your newsletter subscribers into your Klaviyo account.

Required: your email & password

Alternatively, add us as a user (contact@siritheagency.com)

Discounts

DESIGN

Preferred Shopify theme*

Do you have a Shopify theme in mind? You can check them out here: <https://themes.shopify.com/themes>

Website examples*

Provide 1-3 websites you like and explain why.

Specific requests, functionalities or integrations (if desired)

Your brand bible

Your logo*

in PNG file

Colour usage

(if you don't have a brand guide)

Preferred fonts

You can choose 2-3 fonts you like to use from the [Shopify Font Library](#). These are Google web fonts. If your branding fonts aren't included in this library, then please pick a similar font you like to use or provide your own fonts.

Tip: press CTRL + F to type in your font to search through the font library for availability.

If you want to use your own custom fonts, you'll need to hold the license for web usage and they need to be .woff, .woff2, .ttf and/or .eot files (**no .otf files**). Please note an **extra charge of \$150 applies** to use custom fonts as this requires to be hardcoded. We strongly recommend not to use more than 2 custom fonts on your site (for headers + body text / buttons)

INFO

Site architecture*

Your website will come with designs of these pages:

- Homepage
- Product pages
- Collection / Category pages
- Checkout page
- Cart page
- Account page (customer login)
- 404 error page (page not found)
- Policy pages (Terms & Conditions, Privacy Policy, Shipping & Refund pages)
- About Page
- Contact Page

Some of our packages come with extra pages (FAQ, Sizing, Blog). Please check if your store requires any of these pages. If they fall outside of your package, you will be charged \$99 per page to add these.

Documents with copy for your pages*

Include headlines, sub headers, call-to-actions (buttons) for your Homepage. Ideally you should aim for 300 words on your homepage in total for optimal SEO purposes. Add copy for the About page and any other pages in this doc as well.

Documents with your product descriptions*

Include a title, description (ideally including keywords and at least 120-150 words), price and code/SKU (optional). If you have variants, please add them too (colour, size, etc.). Shopify allows up to 3 variants, if you go over this, we need to integrate a (paid) app.

Social proof / testimonials*

INFO

Images*

Banner images:

HORIZONTAL (not vertical) and a minimum of **1500 pixels wide** and a **maximum of 3000 pixels wide**.

Product images:

Ideally square and min. **1080 x 1080 pixels or max. 2500 x 2500 pixels** and **named correctly** so we can identify them.

- We only accept **PNG & JPG files**
- Ensure your images are **compressed** and ready to be uploaded < 1MB (**500-900kb** is perfect)
- Don't send us .HEIC images straight from your iPhone.

Note that if you send us large image files (> 5mb) or unacceptable formats (.HEIC, .TIFF) we will need to charge extra for our time to resize and convert your images properly.

If you want us to design banners for example to call out sales, promos or anything else, we can quote you extra for this.

Banner images or videos should align with your brand and reinforce that the visitor is in the right place.

A good idea is to use visuals that either show your product in use. You can also use a video or choose stock imagery from [pexels.com](https://www.pexels.com) (free) or [iStock.com](https://www.istock.com) (paid)

If you don't have images yet, please supply us at the least with dummy images downloaded from Google or stock websites.

Any icons you'd like to use

Supply in 100x100 pixels in PNG or JPG file. If you work with an Out Of The Sandbox theme they need to be SVG files. If we need to source these icons, an extra charge of \$10 per icon applies. If we need to custom design these icons, an extra charge of \$99 per icon applies.

INFO

Contact info*

A standard contact form will be added, or add more info:

- Phone number
- Standard response times
- Map location and/or street address
- Additional information about your hours/premises etc
- License numbers (if applicable)
- Calendar / scheduler link

Policy pages*

- Privacy Policy
- Terms of Service/Use
- Shipping Policy
- Refunds & Returns Policy
- CookiesNotification

You can check what your website needs via legal123.com.au.

We cannot provide you with legal advice and highly recommend involving a [professional lawyer](#).

Shopify also offers free templates for the Privacy & Terms of Use. With your approval we will use these, but we aren't liable for any inaccurate info.

TECH STUFF

Google Search Console*

Your website will be submitted to Google. You'll have to provide your Google Account logins or add me as a user.

1. [Read the instructions here](#)
2. Go to <https://search.google.com/search-console/users>
3. Select your Property at the top left.
4. Click the Blue +Add User button on the top right.
5. Add google@siritheagency.com with Full permissions.

If you don't have a Google Search Console yet, then setup your account.

It will give you a TXT record – copy this so I can add this to the DNS records in your registrar (ie. GoDaddy) account. This will verify the website and give you access to the Search Console.

UA-code (Google Analytics)

If you can't find it or have to set it up, [check this video](#).

Alternatively, provide Google login information so we can find the script ourselves. Turn off your two-way verification.

Other scripts

Any other scripts you would like installed (such as live chat, review sites, email marketing tracking codes etc)

DON'T FORGET THESE ADD-ONS

Take your website to the next level with the add-ons and integrations below. Trust me, this can make your life much easier!

EMAIL MARKETING

[Klaviyo](#) is the most powerful Shopify addition. Setup starts from \$149 and flow creations from \$399.

COPYWRITER

Leave it up to the professionals to write enchanting copy that persuades your visitor to take action. Pricing starts from \$99 per page (or email) to \$79 for product descriptions.

PHOTOGRAPHER

High res images really make a difference for both [products](#) and services. For stock images, we recommend [Pexels](#) or [iStock](#).

SEO SPECIALIST

An expert who can create magic with keywords is a worthwhile investment so your website ranks higher in search engines. Pricing starts from \$499.

GOOGLE

Claim your [Google My Business](#) and set up your Analytics account. You can also dab into Google Ads.

CYBER LIABILITY INSURANCE

Safeguard your business against online risks with this protection against cyber-attacks, such as computer hacking, ransomware or data theft. You can get a quote via [BizCover](#) (and if you wish to mention my name, Siri Buskes, I will get a little referral bonus ♥).

THE FINE PRINT

You have provided all the content and information required to start your website.

If the content is deemed incomplete, your project and timelines might be delayed.

You understand we offer up to 2 rounds of revisions of a total of 1 hour of work. If your feedback and changes require us to go over this timeframe, you will be quoted and charged extra starting from \$99+gst per hour. You understand that some requests you might have occur extra charges because of integration of apps or custom coding. We will always advise you about these costs prior to integration.

You respect that we are a small business working with freelancers and managing many projects and clients at once. Therefore, we cannot offer you continuous phone support. Please note that any phone calls must be scheduled in advance. **We offer a 15-minute free discovery call, and a maximum of two 30-minute calls for our Premium and Pro packages.** If you require more support, guidance or strategic advice, we will have to charge you for our time. We rarely meet via Zoom as we are working from home in the presence of an energetic toddler.

You understand you'll be responsible to pay for:

- A Shopify plan (starting from \$29USD p/m). During development you won't have to pay for this yet. We will initiate a store transfer and you'll be prompted to select a plan and start paying the fee once you want to go live.
- A theme (unless you've chosen our basic package built on a free theme). Themes will cost anywhere from \$160 USD to \$450 USD. This is a once off cost.
- Any apps (depending on your store's customisation needs)
- Custom coding jobs (if you have such requests.) These start from \$150+gst per job.

**BRAIN DUMP HERE! BE AS SPECIFIC OR VAGUE AS YOU LIKE.
ANYTHING THAT SPRINGS TO MIND IS RELEVANT.**

LET THE FUN BEGIN!



SIMONE
GLOSS & CO



"What a dream! I've worked with Siri on our new website which was more than a little complex. Siri absolutely nailed it! New theme, lots of changes and new functionality, some crazy requests on my behalf and additional coding for the back end. From zero to go live in three days. Totally recommend. Thankyou!"



LYDIA
GIMME STORE



"We think you are SUPERWOMAN. Your attention to detail has not gone unnoticed. You have been so thorough and made informed recommendations along the way when we needed guidance. We will absolutely use your services should we need website assistance in the future because we have genuinely been so impressed with your responsiveness, patience and knowledge."



DANA
CLEAR MINDS
WILD HEARTS



"We are so impressed with our website! From the very beginning, Siri was extremely thorough. She went the extra mile to go through an in depth discovery call to really understand the individual needs of our business. The website build went super smoothly and she was always available to help when we had any questions."

SIRI THE AGENCY

GET IN TOUCH

EMAIL

FACEBOOK

INSTAGRAM