



TOLL FREE: 1-866-SELL-24-7
Real people bringing real businesses online

eCommerce shopping cart software and services checklist

From ecommerce web hosting to shopping cart software and merchant accounts

At QBaroo we've taken the time to understand retailer's needs when expanding to ecommerce. To help our clients so that they can be selling product online, we have put together this checklist. Whether or not the services we already provide for other clients would work for you, we don't know, but if the issues described on our web site resonate with you, we invite you to speak to us



Many web hosting companies now bundle ecommerce web hosting solutions. While some of those offers might sound tantalizing, we recommend that retailers evaluate whether these solutions truly provide them with the desired end product of an online storefront. We encourage you to evaluate carefully whether you can set up and maintain an online storefront that meets all or most of your requirements below.

☒ Fill out QBaroo's checklist for building an internet store with ecommerce shopping cart software

☐ I've chosen QBaroo to run my eBusiness **so I don't have to worry about the rest**

OR



☐ Check web sites of all vendors you'll need. Do their sites and those of their clients' look reputable.

☐ Web hosting company

☐ Shopping cart software company

☐ Merchant Account Provider

☐ Designer

☐ Integration consultant (if needed)

☐ Identify ecommerce web hosting provider that offers:

☐ Fast store performance. Test actual shopping site on providers server

☐ Direct internet connectivity speeds to my store's server _____; line type _____ (T1, DS3, OC-1, etc. For a description different line technology, speeds and physical medium please click [here](#)

☐ Access and tools to set up and manage database

☐ Operating system and databases that are supported by my shopping cart software

☐ Live telephone technical support

☐ Monthly hosting charge _____, setup charges _____

☐ Can get technical support to set up and configure shopping cart software

☐ Sign up for "SSL" secure certificates to encrypt internet transactions

☐ Monthly charge _____

☐ Setup fees _____

☐ Setup fees for SSL on my Internet store server _____

☐ Hourly support cost to get implemented _____

☐ Get domain name. Ensure that you and not the registering company actually owns the domain name

☐ Find Web designer, get quote and check references



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- ☐ Verify that designer is knowledgeable with the chosen shopping cart software
- ☐ Checked designer portfolio, high quality graphics work, good navigation
- ☐ Checked search engine rankings of companies designed by designer
- ☐ Verify designer retail experience
- ☐ Received quote for _____

- ☐ Find ecommerce shopping cart software. Cost _____
 - ☐ Try demo to see if I'd shop at one of their stores. Ran complete buy cycle to the end.
 - ☐ Try demo to configure store, set up categories and products
 - ☐ Know time required to configure store _____
 - ☐ Company will configure and load store for me at cost of _____
 - ☐ Verify that I can get my desired look and feel by configuring a test environment
 - ☐ Verify that company will add features that I require
 - ☐ Cost for license _____
 - ☐ Cost for upgrading _____
 - ☐ Implementation cost _____ or verified by running a test implementation myself
 - ☐ Service and Support fees _____
 - ☐ Can I get technical support to answer a question? They will help with everything. What won't they help with? _____
 - ☐ Shoppers see their shopping basket all the time
 - ☐ I would buy on this site
- ☐ Cost of web server software _____ ☐ Provided by hosting company (Y/N)
 - ☐ Cost to set up web server and maintain it (not applicable if "N" above) _____
- ☐ Ensure all providers will work with each other and provide fast reliable support
- ☐ Person writing text for my web site is expert in search engine optimization
- ☐ Identified at least four (4) other ways to promote my business on the internet

- ☐ Search engine registrations offered by web host guarantee a listing in the search engine? (Y/N)
 - ☐ If "N" above, cost of guaranteed registration with top 10 search engines. Typically total \$ 700.00 directly from all the search engines and \$ 150 - \$ 300 for a reputable service.
 - ☐ The top 10 search engines are: _____
-

- ☐ My site key words are: _____
 - ☐ I ensure high rankings by optimizing my web site how? _____
-

- ☐ I can use my shopping cart software to place product on eBay for marketing purposes
- ☐ I can configure and maintain changing tax rates for all counties, cities and other jurisdictions in my state (Tax requirements for selling online are different than for brick and mortar stores. I understand Nexus)
- ☐ The shopping cart software already has the major carriers like FedEx, UPS and USPS configured. Not just ready for configuration. I've verified a transaction in an online store demo I set up.

*Finally a company that manages
Internet selling for you. QBaroo!!*