My
First
Online
Store

A 'non-technical' eBook for Business Owners
to Build their First Ecommerce Website

By ILoveFashionRetail.com (A NETGAINS Company)

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Introduction

Why we created this eBook?

Being an ecommerce design & development studio, we work with online fashion retailers helping them build their ecommerce stores. While we own & manage the entire project, we have seen how business owners play a vital role in deciding how their ecommerce website lands-up. For example, if they don't invest in their brand's identity, the website always lacks on the aesthetic front. Similarly, if a client asks for a change request after the website is designed (it's in the production/programming phase), it leads to avoidable time and cost overshoot.

To be fair to a client, especially when they are entering such a project for the first time, it's difficult for them. They hire an agency to build their ecommerce website when they have least knowledge and experience about their business.

Thus, often this knowledge and experience gap becomes overwhelming and often fatal for many ecommerce business owners. They run into problems, such as:

- ❖ **Hiring mistakes** - They hire wrong agencies to build their website.
- ❖ **Technology mistakes** - they use wrong technology to build their website.
- ❖ **Inaccurate requirements** - they invest in ecommerce features they don't need.
- ❖ **Expensive changes** - they change their mind and alter requirements when they should be sticking to the plan (and vice versa)
- ❖ **Inaccurate output** - when they see the final website, they feel it's not what they wanted.
- ❖ **Project delays** - the website development delays by weeks or months.
- ❖ **Marketing suffers** - you invest in website features they don't need

Our objective behind writing this eBook was to create a resource that we could share with our clients so that they don't make those mistakes. We were hoping that this resource will help our clients who either don't have previous experience in building a website and also provide them actionable information to help them manage their

website development project more efficiently. We wanted to empower our clients with actionable information about ecommerce website development that they can use to work with an agency like us more efficiently and make fewer costly mistakes.

But as we shared this document with our clients, we started getting positive feedback from them. They found it actually useful. It helped them get a snapshot of what's important and what they can leave for phase 2. This information enabled them to strategically focus their energy, time and budget on things that matter more.

So we decided to make this information public in the form of this eBook, so that more and more retailers can benefit from it and work with their agency more efficiently.

Who is this eBook for?
This eBook is for you if you are about to venture into ecommerce and are screening ecommerce development agencies to build your first online store. This eBook is for you if you are feeling nervous about your start and want to better equip yourself with the knowledge and context to build the kind of ecommerce website you really want. This eBook is for owners of lean startups, who want to start small and make fewer mistakes.

Doesn't matter if you decide to hire a bunch of freelancers, or work with an agency or even do it on your own, you will find many actionable tips in this eBook. These tips will help you easily save few weeks to few months of wasted time on building things that you don't even need. This eBook will help you save few hundred to few thousand dollars on your website's development.

Furthermore, this eBook will help you develop better vision to identify the non-essentials of website development and focus on the features and areas of your website which will give you the actual return on investment.

The time you spend in reading this eBook will help you focus on the big-picture ideas and philosophies that will help you thrive in your business.

Before you start

Start small

The best plan is the one that lets you change your plan - Derek Sivers

The most challenging part of building your first ecommerce website is that you're doing it when you have the least experience and knowledge not only about your business but also the project you're about to undertake. You have little idea about what you want and how your brand and products can fill that gap with your ecommerce website.

You can assume that your mind will change, your plans will change, your preferences will change with each passing day as you interact with your customers, partners, associates, investors and stakeholders. Changes will be inevitable.

With each new feature added, making changes later become more and more challenging and expensive. Thus it's a bad idea to start with a huge, feature rich, ecommerce website.

As a business owner, you should look to start with a simple ecommerce website. Something small, something you can manage and change easily. When you start small, you're agile and you have the opportunity underdo your competition by focussing on your strengths, instead of trying to outdo your competitors with more shopping features.

Ignore details early on

"Perfectionism is the voice of the oppressor, the enemy of the people. It will keep you cramped and insane your whole life, and it is the main obstacle between you and a shitty first draft. I think perfectionism is based on the obsessive belief that if you run carefully enough, hitting each stepping-stone just right, you won't have to die. The truth is that you will die anyway and that a lot of people who aren't even looking at their feet are going to do a whole lot better than you, and have a lot more fun while they're doing it."
— Anne Lamott, [Bird by Bird](): Some Instructions on Writing and Life

Your website needs to look perfect, right?
- ❖ Perfect spacing
- ❖ Perfect material for packaging
- ❖ Perfect fonts
- ❖ Perfect colors
- ❖ Perfect wordings
- ❖ Perfect server

But paying attention to finer details early on comes with its own baggage. With attention to details, you'll also find bottlenecks, disagreements, endless unproductive discussions, delays and lot of frustration. As a result, you and your team work hard the whole day to make it look perfect but at the end of the day you feel you didn't make any real progress. You find yourself running in circles the entire day. This pursuit of 'imaginary' perfection can damage your moral as well as of you team.

Always remember that you will go much further if you stay focused on the bigger picture early on. Pay attention to the bigger items that matter most to your business, for example:
- ❖ Is product search working?
- ❖ Is the checkout process user-friendly?
- ❖ Is the website opening well enough on most popular mobile phones?

- ❖ Are the product pictures high quality?
- ❖ Is the website enough mobile responsive?
- ❖ Are the product descriptions enticing?
- ❖ Is the product packaging presentable?
- ❖ Is your website loading quickly enough into user's browser etc.

You don't have to nail perfect material for your product packaging before you launch. It can be done later. Allow everything to evolve. This iterative approach will allow you to make informed decisions as you go along.

 Just make sure everything works. Make sure it looks pretty enough. You will have a lot of time to make it look prettier. Remember, nothing will be perfect when you say it's perfect. It's perfect when your customers say so. Finer details will reveal themselves as your customers experience your creations, be it your website, your brand or your packaging. You'll automatically know what needs more attention. You'll feel what's missing.

Don't compromise on momentum for perfection. Build momentum and then use that momentum to become perfect.

Don't get me wrong. There is no problem in being a perfectionist and aiming at making your website perfect. Eventually, you have to make it perfect. But not now. You can do it later.

It's only a website

The process of building your ecommerce website can be overwhelming. It can digress from other important aspects of your business that play such a big role in deciding your website's sales performance. After all it's only shop and it's only as good as your brand, your products and their perceived value.

Besides your website, your success also depends a lot on your:
- ❖ **Brand communication:** Does your brand speaks to your audience?
- ❖ **Product:** Are you able to fill a 'big enough' market gap with your products?
- ❖ **Perceived value:** Do your products justify the price you're asking for based on their visual value

I am not counting service because we're talking specifically in context to the customer's decision to place the first order.

If you have a compelling brand, right products and high perceived value, you can still beat your competitors with a good enough website. But without these 3, the most expensive, fanciest and feature rich ecommerce website won't be able to help you build a sustainably profitable ecommerce business.

Have a fixed development budget

How much money are you looking to spend on building your website - $500, $1000, $10,000 or $50,000? How much risk are you willing to take? As an ecommerce business owner, it's a call you have to take early on and you can't be too flexible with your budget.

Even if you have a lot of money to invest, even then being conservative about your budget helps.

When deciding on this number, you shouldn't forget to factor in that you will also need to need money later for marketing post-launch.

Can't launch on time? Decrease the website scope. Don't try to throw money at the problem to fix it. Keep your budget fixed. Look at it as a positive constraint. When you know that your budget is fixed, you will make fewer mistakes. It forces you to think creatively and take better decisions.

Your Ecommerce
Platform

The big decision

One of the biggest decisions you have to make as business owner when you start building your website is to decide the technology you want to use to build your website, such as Shopify, Magento, Woocommerce, Bigcommerce, Prestashop etc.

Ecommerce platform: You can think of these platforms as the engine that will be running your website. They are readymade ecommerce softwares, that you can customize to your specific needs.

Which Ecommerce Platform is best for starting-up? Most of the above platforms are great and all of them have their pros & cons. But since this eBook is for ecommerce start-ups, we can give you a definitive answer - Shopify.

Why Shopify?

We have used Magento, Woocommerce, Prestashop and Shopify. In our experience, the one works best for startups is Shopify because:

- ❖ **Ease of Use:** The back-end / admin area of Shopify is the easiest to learn and use, as compared to other options including Magento & Woocommerce.
- ❖ **No Programming hassle:** The way Shopify is built is that all your programming code is with Shopify and they take care of keeping it stable, optimized and protected. This frees you from having to worry about your website's code quality and saves your hours and hours of development cost.
- ❖ **No Server nightmares:** Since Shopify is a hosted platform (everything is hosted on their own servers), you don't have to invest separately on buying your own server and worry about things such as SSL, server security, etc. Shopify takes care of everything. This is unlike other platforms such as Wordpress / Woocommerce and Magento, where everything is on your server and you have to hire a server admin to manage the server. For example, if there is sudden spike in your website's traffic because an influential blogger wrote about you, you can't be sure if your server can take sudden traffic spike and there is always a possibility of it going down.
- ❖ **Security:** You can sleep at night relaxed that all your information and customer information is secured with Shopify and you don't have to worry about it.
- ❖ **Shopify Apps:** With Shopify, you get all the necessary ecommerce features you need to run your business. And if you want more, you can add features so easily by browsing through the amazing library of Shopify apps.
- ❖ **It's completely customizable:** We have created enough out of the box designs with Shopify to claim that you can design a shopify store any way you like. You can tweak everything (except checkout page, which can only do with Shopify plus).

- ❖ **It's scalable**: If you grow big, you can easily scale-up to shopify plus and get all the enterprise level features you need at a fraction of a cost.
- ❖ You don't need back-end programmers to build your website which is the lengthiest part of development and these programmers are also the most expensive human resources. A Shopify developer on the other hand is more of a front-end developer, who has experience in liquid HTML & CSS. You can find plenty of shopify developers at a lower price as compared to a Magento or Woocommerce developer.

Get 10% OFF for 1 Year on Shopify
Ready to get started? You can use the below link to get an extended 21-day free trial and 10% OFF on your first 12 months of Shopify. To avail, this exclusive offer - use the below link to sign-up: https://www.shopify.com/?ref=netgains-28

Custom Vs. Theme

Once you decide on your ecommerce platform, the next big decision you have to make is: readymade theme vs. custom.

A) Readymade themes

Ready made themes are the ready made website designs that you can purchase and install on your shopify website with just a click of a button. Using readymade themes is an excellent option if you have a limited budget and want to test the waters before they jump in.

You can find hundreds of [Shopify themes here](#) and most of them are priced around $50.

The downside of using these themes though is that they are someone else's designs and thus it can become challenging (notice I didn't say impossible) to differentiate your website's user experience when you're using a ready-made theme. You have to play within the theme's architecture.

B) Custom theme design:

If you want a unique design for your website, you can hire a shopify development agency to do it for you. Unlike a readymade theme, you basically hire a team to design your website from scratch (done in photoshop) and implement it to your shopify store.

Designing a custom theme is a more exciting option than choosing a readymade theme because it gives you complete control on how you want your website to look.

Hiring an agency to create a custom theme for you can cost you anything between $1,000 to $5,000 depending on the scope of work, their level of expertise and their location.

Planning

The Development Process

Here is a typical development workflow that's followed by a typical shopify development agency. As the business owner, it helps to understand this process. It helps you better understand the delivery milestones of the agency you hire and turn around time of each of these milestones. This is the same process internally to deliver custom shopify websites:

1. **Brand Intelligence Gathering:** Your development team (agency) gathers your requirements about your business objectives and brand vision so that it can use this information while designing the website architecture, flow, aesthetics and overall brand communication. The agency gathers your requirements and asks you questions about your business, brand vision and design objectives.

2. **Wireframe designing:** Your agency designs rough mock-ups and gets your approval on the website's architecture.

3. **Photoshop designing:** This is when your development team (agency) translates the rough mockups into final photoshop files.

4. **Flow testing:** Your development team uploads all these mockups and links them using [Marvelapp](#) so that you can click between the screens and get a hang of the user-flow with the submitted website designs. This gives you an opportunity to change your mind and tweak the website design before it goes to the next level of production.

5. **HTML + Testing:** After your development team has your approval on the photoshop designs, they convert these designs into Liquid HTML files and do mobile responsive testing. Most agencies start with simulator testing using web applications such as [Responsinator](#) and in the next phase, they test the website on actual mobile and desktop screens.

6. **Shopify Implementation:** After you approve the HTML files, your development team implements these liquid HTML files into Shopify and convert these files into a shopify theme.

7. **Populating content & testing:** This is when your or the development team you have hired (depending on the agreed scope), uploads the products, CMS page content and test the website again.
8. **Shopify Configuration & App Installation:** At this stage, your development team configures the shopify's settings, including payment gateways, shipping rates, etc and also installs the additional shopify applications as per your requirements.
9. **Final Testing:** The website is ready. Now your development team will do complete functional testing of the site to ensure everything is working correctly as expected on a desktop and mobile devices.

Here are the kinds of questions your agency might ask before kick-starting your website's development:

A) How many products and categories do you envision your website to have?
We ask this question because the number of products and categories determine the architecture of the listing page. For example, if there are fewer products, we might go for a 2 column architecture and if there are too many products, we can create a 3 or 4 column architecture.

B) Are there any deadlines that we should know about?

C) What makes your brand and products remarkably different?
We use this information to ensure the touchpoints reinforce brand's value propositions and differentiation. For example, on the registration, we like to add a welcome message reinforcing brand's mission.

D) Please share the top 5 websites you like for their design & aesthetics
Looking at these 5 websites gives us a sense of client's aesthetic taste, in terms of colors, fonts and visual patterns they like.

Functional documents

Wait a minute. We didn't ask you to create that fancy document with an exhaustive list of features that you need to handover to your shopify development team. Did we miss out on creating functional specifications?

Well…there is a problem with using functional documents. You have to pre-empt your future requirements and make a list of website features when you have the least knowledge about your business. As a result, you end-up including features you or your customer's actually don't need when you start using the website; or you forget important features that you will actually need.

We suggest our clients to take what's called an agile approach for website development. You build with what you know. Your customers use it, you collect their feedback and keep improving the website based the actual feedback instead of doing expensive preemptive strikes.

Thankfully, you don't even need a functional document for a Shopify development project, because everyone gets all the essential ecommerce features as per their membership tier. And for add-on features, you just need to install and configure apps. Just like you install applications on your smartphone.

Just handover your basic requirements to your development team, so that they can tell you exactly what you can do with shopify's in-built features and for which features, you need external apps.

Designing

Start with your home page

Once you have your website's identity in place, the first website screen you should ask your website designer to design for you is your home page. Why home page?

Because it allows you knock off important elements of your website's aesthetics and architecture, including:
- ❖ Logo placement in the header (left, right or center)
- ❖ Header design (logged-in / logged-out)
- ❖ Footer design
- ❖ Size of headings
- ❖ Font family to be used
- ❖ User of white spacing (blank spacing)
- ❖ Banner graphics
- ❖ Sign-up form design
- ❖ My Account / Login area

Starting with your homepage allows you to go back and forth on this single page to freeze guiding principles for the above elements, so that the website designer can use them while designing the internal pages, such as category, product, cart page, login, register, etc. As a result you save time.

Remember, the idea is not to finalize the home page design. You can always revisit or change the home page design later but you at least have your website's template with the home page. But kickstarting the design process with the homepage considerably lowers the hours spent in back and forth changes when your team designs the website's internal pages.

Moreover, homepage is also your sales page. When you create your sales page first, you gain better clarity about your core value proposition and brand's mission and thus further help you focus on what's important.

Brand Communication

Don't go for a Minimalist website design

We have seen many start-ups arm twisting their development agency to have them design a minimalist website design without realizing the impact it can have on their conversion rate (percentage of visitors who buy on your website) and overall business profitability.

We hear things such as,
- No, no, we don't want the homepage to scroll - keep everything above the fold; it has to be minimalist.
- No, let's not show shipping info. in the header; we want a simple header. it's got to be minimalist.

We see the word 'minimalist' being slapped on every touch point, especially on the online fashion stores. We are not against the idea of minimalism in website design. We do support and follow the ideology of 'less is more'. But what we are against though is the idea of compromising function, usability, and brand communication in the name of design minimalism.

If you don't understand the real meaning of minimalism and just apply it to your website's new design, remember that the seemingly cool, minimalistic ecommerce design of your favorite designer might not work for your brand the same way.

Firstly because, when established designers launch a collection, there is a mob of people waiting at their doorstep to buy their products. The traffic they receive on their website is extremely qualified and relevant. If you look at their traffic sources, you will see most of the traffic is direct, ie. people typing their domain name in their browser and hitting the enter key because they them again and again in a magazine, in a TV Ad, tweet, etc (they have high brand recall). Or they are simply repeat customers. These people already know about the brand and most of them land on the website with a buying intent. They will find their way through the most complicated checkout process to purchase their products.

You on the other hand don't necessarily have these advantages. No one knows about you, your brand and your products. You have to find your customers and also build a desire for your brand and products. A purely minimalist catalogue website, with a cart and checkout might not be enough to make your customers buy. You have to be more strategic than the established designers, and create conversion paths for your customers.

Moreover, you as an outsider don't really know whether that minimalist design you want to replicate is actually working out for them; may be the conversion rate of this design you super like is 0.2% (which is terrible) and you don't know about it.

Know that unlike these established & famous designers, most of your website's traffic will be from sources such as Google, Facebook, Pinterest, etc and might not convert that well into subscribers and first time buyers. To convert such visitors, you'd have to educate them, position your brand in their mind with crisp text & visuals and conversion funnel.

That's why you need a website design which is not just minimalist but also allows you to:

- ❖ Educate your customers (with business tagline, brand USPs, differentiation narratives, welcome emails etc)
- ❖ Acquire more customers (as subscribers or registered users with email sign-up pop-ups, landing pages, etc)
- ❖ Activate the acquired customers with your best converting offers
- ❖ And grow the acquired customers for repeat purchases with customer data & personalization tools

So next time, if you get inspired from a minimalist website design of your favorite designer or competitors; or if stumble upon a minimalist Magento, WordPress or Shopify theme, do remind yourself who you are and what is the objective of your new ecommerce site. Ask yourself - will this website design be able to educate, acquire, activate and grow your customers.

What's your website's personality?

Do you know that your brand has a voice and it's talking to your customers 24 x 7? It can be Polite, Stern, Classy, Royal, Nasty, Old, Strict, Young, Funny, Deadpan, Serious, Loose etc.

If you're not deliberate with what personality you project to your customers with your website, your customers will go by their own perception and that perception may or may not be the impression that you want to give to your customers.

What's worse than giving a wrong impression? Giving no impression at all. We're talking about brands with no personality. Don't be among those brands, they are boring and people easily forget them.

So, better take charge of your brand's personality.

It starts with you

What determines the personality of your brand? The voice of the brand is greatly determined by the personality of the owner of the company, ie.YOU.

Always keep your brand's personality traits in mind in all areas of your business especially in your communication (be it audio, visual or textual) with your customers. Even the products you sell, should be in-tune with the personality of your brand.

The personality of your brand will show your customers in things like:
- ❖ Your choice of products
- ❖ People you hire
- ❖ Your website design
- ❖ Colors you choose, graphics, product descriptions, etc.

Don't worry about being good or bad, right or wrong. Just be yourself and let your brand find its audience. If you think, you're not fitting in this world, make your own.

Remember, you yourself are the biggest competitive edge of your brand because no one can be you.

Identity

No, we are not just talking about your logo. Your website's identity is more than just your logo. If you want to build a compelling ecommerce website, you need more than a good looking logo.

The elements of your brand identity, such as below have an enormous impact on how your website's shopping experience and overall look & feel:

- ❖ **Typography:** You have to know the font family, the size of headings, the size of paragraph text, input text size, etc.
- ❖ **Packaging:** Your product's packaging is an integral part of your brand's website identity.
- ❖ **Photography:** Your brand's identity also comprises of your product's photography, including the product's background color, lighting, etc.
- ❖ **Logo adaptation:** Logo adaptation is the representation of your logo with your other elements of the brand
- ❖ **Colors:** You can't just use any color on your website. Know the color family of your brand and stick to them.
- ❖ **Shapes, patterns and icon family:** What shapes and patterns go well with your identity. Can you use triangles, circles? What kind of icon can you use for your card sign-in the header?

Consistency

'Consistency' is one of the most important aspects of building a powerful brand. What consistency means is that all your website communication (audio / visual) should have a signature style that makes a customer feel that it's coming from the same source.

You can't envelop a customer in a specific mood until you're not consistent with your visuals, text copies and shopping experience. Only with consistency, you can win your customer's mind share.

The other reason why it's important to be consistent is that there are a lot of other positive traits associated with consistency. If a brand is consistent, people associate that brand with discipline, commitment, trustworthiness and quality. Thus, by being more consistent, you're building your brand's trust and making your customers be more receptive.

But as the owner of an e-commerce business, there is a lot of chaos around you and amid all that you need to get things done. That's why brand consistency often goes for a toss.

Let's talk about some of the key areas in which you as Online Fashion Brand can project consistency in your brand experience:

- Brand Identity – Use of color, typography, graphic elements etc
- Copywriting – Consistency of voice in product descriptions, banner texts, editorial content etc
- Product images – consistent use of lightning, backgrounds, camera angles, etc
- Delivery experience – consistent delivery time, product packaging, product accuracy
  (should look exactly as it looked on the product page)

Perceived Value

Perceived value is what a customer believes your product to be worth, when he or she agrees to pay (or not to pay) for ownership of a product. Compared to the real value of the product, perceived value is more difficult to measure directly; yet it has a greater impact on its value to a customer. Perceived value can also be measured by the brand's loyalty, awareness and positive associations which the brand has engendered in its target market.

Maintaining a high perceived value is of paramount importance. In Fashion E-commerce, your product is only as good as it looks on your website. Brands with higher perceived value enjoy higher demand, higher conversion rate, repeat purchases, and they get shared a lot more on the social media.

There are many ways how you can ensure a high perceived value. You have to get your brand & products inside the brain of your customers with impactful visuals.
- High-quality product images and showing artistic graphics
- High quality copywriting & storytelling
- Great typography

Obviously, it's not an easy thing to achieve a high perceived value. You will need knowledge, skills, vision and most of all a team to make it happen. You will need specialists, such as - creative director, graphic designers, stylists, hairdressers to bring the imagination to reality. It's what this team creates will be seen by your customers in lookbooks, store windows, billboards, product pages, magazine ads, facebook ads etc. All their work, such as Hair, make-up, background, lighting, photography, etc defines the image of your brand and gives it a unique voice that talks to your customers 24x7.

Get Started

The retailers who play for the longer game are usually the ones who make it. So, don't make it a chore. If you follow the above steps, your first ecommerce website will be better than 90% of the ecommerce websites out there.

But remember, there will be days when things won't turn-up as expected. There will be delays, there will be mistakes. The last thing you want to do is to make it a chore. Enjoy the process and instead of being a perfect piece, look to be the ultimate work in progress.

If you want to learn more about Ecommerce Development or if you would like to discuss your project with us, you can get in touch with us here.

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Shopify Apps

Get Instant access to commercial shipping rates with USPS or add your own account to compare shipping rates across 20+ domestic and international carriers: USPS, Canada Post, FedEx, UPS, DHL Express & more.	https://apps.shopify.com/shippo
Kit helps drive sales by doing everything from creating highly-targeted Facebook ad campaigns, to sending personal thank you emails to customers, to handling the other apps that you use to manage your store.	https://www.kitcrm.com
Shoelace automates your Facebook ads so you can focus on growing your business!	http://www.shoelace.com
Use Privy's free suite of email capture tools, including exit-intent driven website popup & banners, to grow your email list from your website, social media, mobile, and in-store traffic.	https://apps.shopify.com/privy
Snapppt Instagram shop's core product, shoppable Instagram feeds, embeddable Instagram shops, sales conversion tracking and image performance analytics, is available free of charge.	https://apps.shopify.com/instagram-shop-by-snapppt
Auto-import tracking of all your shipments in one place (Free) Branded tracking page to view order status in one click and ensure great post-purchase experience (Free) Send email / SMS delivery notifications to engage your customers after sales (Premium)	https://apps.shopify.com/aftership
Better Coupon Box will help to turn every visitor into potential customer. When	https://apps.shopify.com/better-coupon-box

customers first enter your store, a beautiful and responsive popup will show up to offer them a discount for following one of your social profiles.	
Let shoppers personalize products with dropdown menus, text and number inputs, checkboxes, radios and more!	https://apps.shopify.com/custom-options
It is simple, install it and it will save all items in the cart when your customer is logged in. When they switch to a different computer or logout & login, we add back the previous items to their cart. That's all.	https://apps.shopify.com/persistent-cart
Connect your Shopify store with your MailChimp account. Automatically add customers and their purchase data to MailChimp. Create targeted abandoned cart, win-back, and post-purchase email campaigns based on buying behavior.	https://apps.shopify.com/mailchimp
Print invoices, labels, receipts, packing slips, and more Customize and create templates to suit any need Print in bulk to speed up your shipping process	https://apps.shopify.com/order-printer
Increase the sales of reviewed products Add SEO-friendly review scores to your Google search results Fully customizable design looks great with any theme	https://apps.shopify.com/product-reviews
Sync your Shopify Store with Google Merchant Center, simply and easily using a direct, automatic API feed to keep your listings up to date. Once your store is syncing with Google Merchant Center and you have a Google AdWords campaign set up, your store's products are more visible around the web.	https://apps.shopify.com/google-shopping

Identify problems it'll be worth spending your time and money to fix Install and forget about SEO with automatic, regular checking Instant, simple verdict	https://apps.shopify.com/plug-in-seo
With Facebook Shop you can sell products directly on your Facebook Page, and customers can checkout quickly without leaving Facebook. Facebook Shop works on mobile devices, and creates a Shop tab on your Facebook Page.	https://apps.shopify.com/facebook-store
Conversio (previously Receiptful) is the all-in-one marketing dashboard for your Shopify store. You can send all types of emails (receipts, newsletters, followups & cart recovery), as well as use our on-site widgets (product recommendations, product reviews, customer feedback and supercharged search) all from the same intelligent, automated dashboard.	https://apps.shopify.com/receiptful
Increase sales by generating more site & product reviews with Yotpo's signature in-mail review form Boost your customers' trust and increase conversion rate with tons of verified reviews & customer photos	https://apps.shopify.com/yotpo-social-reviews
Add a "contact us" webpage and popup contact widget to your store Customizable contact form fields (name, e-mail, phone, etc.) Intelligent contact form tells you where your visitor is located and what pages were viewed before contacting you	https://apps.shopify.com/improved-contact-form
Better Coupon Box will help to turn every visitor into potential customer. When customers first enter your store, a beautiful and responsive popup will show up to offer them a discount for following one of your social profiles.	https://apps.shopify.com/better-coupon-box

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