



Nutmeg Studio's

# Online store planning guide



# Welcome

Planning an online shop for your business can feel confusing, overwhelming and frustrating. This guide lists each of the elements you need to gather and consider. Use it as a reference before working with a web designer or DIY-ing.

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# What you need

There are many moving parts that need to be considered if you want to launch on schedule and on budget.

In this guide, we list each of those elements, walking you through exactly what you need to gather when planning your online shop.

## WHAT YOU NEED FOR YOUR ONLINE STORE

### ONE

# Branding

A professional brand identity helps you communicate the value of your business and product range. It's also an essential way to attract ideal customers. Branding assets you need at a minimum for your online store design include: 1. High resolution logos in various formats on a transparent background. 2. Brand Style Guide - names of your brand fonts/web fonts and your brand's colour palette.

### TWO

# Images

- High quality styled and/or lifestyle images of your products to use on the homepage, as banners and on social media.
- Professional images and/or video of your individual products - deep etched or styled (great for high-end/luxury/beauty/skincare brands).

### THREE

# Product Groups

If you're selling many products, think about how you will group your products in a way that makes sense to your customers and is easy for them to understand. Use clear and descriptive category names (now's not the time to get creative with category names). Research to see what similar stores are doing.



# Beautiful Imagery Sells

Professional photography builds trust and sells your products. It is an essential investment that needs to be factored in as part of your project planning and budgeting process.

WHAT YOU NEED TO GATHER:

FOUR

## Product Details

You'll need to gather your product information, such as:

- Product price
- Product options (different size, style or colour options)
- Product description
- Product media (images and/or video)

FIVE

## Brand Highlights

These are 4 - 6 captivating features, benefits or highlights related to your brand, products, values, or processes that you want people to know about. These are displayed on key website pages including your homepage.

SIX

## Brand One Liner

This is a captivating short paragraph or sentence that clearly communicates what you sell, to who and what the main benefit, problem solved or transformation is. Your brand one liner goes on your homepage and is an essential way to distinguish your brand and website from competitors.



# Simplicity

Simplicity equals better conversion rates. Aim to create a simple and intuitive shopping experience that's easy to use on all devices.

WHAT YOU NEED TO GATHER:

SEVEN

## Sitemap

A sitemap is a list of all the web pages you want your website to have.

For example: home, about, contact, shop and FAQs.

EIGHT

## Website Copy / Words

With guidance from your web designer or copywriter, you'll need to gather or write copy for all of your website's pages. For your homepage, ask your web designer to create a simple mockup using placeholder copy first. You can then easily see what copy needs to be written.

NINE

## Shipping Rates

For those businesses new to eCommerce, getting shipping rates right will be trial and error. Always try to offer the lowest rates without hurting profit margins. Shop around for the best courier rates and service.



# Why should people buy from you?

This is the single most important question to answer when creating a new online shop for your brand. Why should someone choose you over your competitors?



WHAT YOU NEED TO GATHER:

TEN

# Payment Gateways

Your store will need to be connected to payment gateways in order to process online credit card, debit card and virtual wallet payments. There are lots of options to choose from depending on which country you operate in and which website platform you use. All have different fee structures – so do your research first.

ELEVEN

# Store Policies

Be transparent about your store policies. Make them easy to find by including them on your product page and in your website's footer. Essential policies your store needs include: 1. Returns & Refunds; Shipping; Privacy; and Terms of Service.

TWELVE

# Inspiration

Gather a list of eCommerce websites you love and make a note of what you like about them. Pay attention to:

- Colours – Bold and modern? Refined? Bright and happy? Minimal?
- Layout – Notice what layouts/sections/features you like.
- Typography – Observe what fonts you like and dislike.



# Understand your customers

No matter what stage of business you're in, commit to learning more about your customers. Ask for their feedback and opinions. Start conversations. Listen. Focus on building and growing relationships.



# Need help?

Are you a founder or small team looking for a beautifully-functional online store that's designed to convert and easy to manage?

Nutmeg is a boutique web design studio that partners with product-based businesses in South Africa and abroad, helping them navigate the overwhelming and confusing ins and outs of eCommerce and Shopify so they can launch beautiful online stores that convert.

Our services include:

- ★ Shopify support + consulting
- ★ Designing new online stores
  - ★ Shopify makeovers
- ★ Platform migrations to Shopify

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