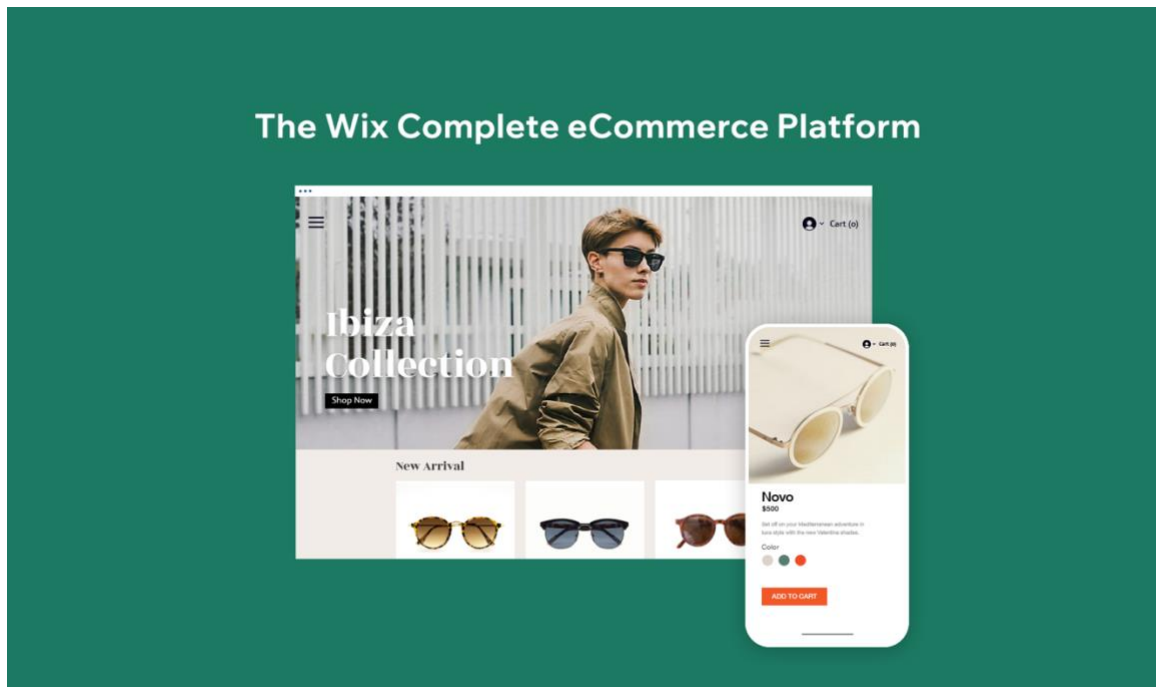


How to Set up and Manage Your Online Store with Wix

You've got your idea—now it's time to create your [eCommerce website](#). Give your business an edge from the start with [Wix Stores](#). From professional eCommerce templates to expert SEO tools, you have everything you need to succeed.



Follow these essential steps to build your business online:

1. Customize Your Online Store
2. Add Your Products
3. Accept Online Payments
4. Create a Professional Online Presence

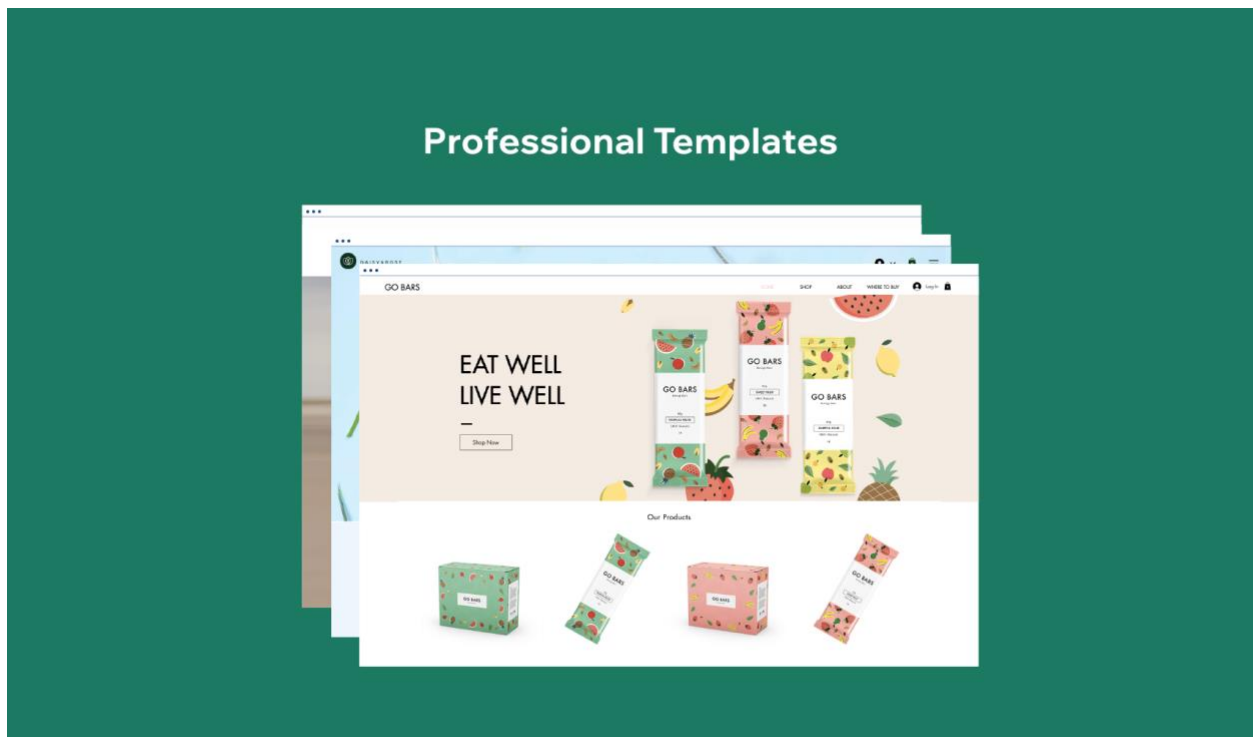
5. Get Found on Search
6. Manage Your Store on Mobile

01. Customize Your Online Store

Website design can make or break your customer experience. Think about it like a brick and mortar store—what do you want them to see when they walk in? How do you want to display your products?

Get started by choosing from 100s of [professional online store templates](#). Browse designs by industry, including beauty, electronics, food and more.

Next, customize the template's design to [fit your brand identity](#). Drag and drop product images, promo videos, descriptions and contact forms to get the exact look you want—no coding needed. You can take full control of your online store with [Corvid](#) and some JavaScript. Work locally with your own tools, or use Corvid's IDE and built-in databases. Add your own code, connect to third-party APIs and more to add custom functionality tool your site.



Most importantly, design your online store to [sell more](#). These features can improve your conversions:

- **Bold call-to-action (CTA) buttons:** Guide customers through their shopping experience. From “Buy Now” to “Learn More”, keep your CTA text brief and clear. Make each button stand out with eye-catching colors and sizes that complement your site design.
- **Clear navigation:** The [best eCommerce sites](#) help customers navigate their storefronts. [Organize your online store with menus](#), categories and filters. Add a search box so shoppers can find exactly what they’re looking for right away.
- **Visible shopping cart:** When customers add items to their cart, show them it was registered. Make your cart icon stand out in the header by using colors that contrast with your background.
- **High-quality images:** Showcase your products with clear, sharp photos. If your product has unique details, use larger image files so customers can zoom in and see everything it has to offer. Optimize site speed by uploading JPEG or PNG files below 1000x1000 pixels.
- **Turbo site speed:** Wix sites are optimized to [load faster than ever](#). One thing to do on your end, place heavier files, like videos, lower on your pages.

The majority of your customers will visit your site on mobile. However, especially with luxury products, a significant amount of customers will complete their purchases on desktop. To optimize sales, review both desktop and mobile layouts of your store before publishing. You can go back and change anything anytime.

02. Add Your Products

Now, for the core of your online store: add the products you plan to sell. [Fill your storefront](#) with physical or digital items, like sunglasses or eBooks. To upload all your products at once, [format your inventory in a CSV file](#).

To source new products and sell without inventory risk, connect your online store to a [dropshipping marketplace](#).

Wix Stores automatically creates individual product pages as you add inventory to your storefront. The online store template you chose is already built with strong CTAs and an optimized layout to sell. Mix in your product knowledge to [create killer product pages](#). Shape each page to draw customers in and convince them to purchase.

Best Practices for Product Pages

Visuals

- Display [professional product images](#) to hook potential customers. Create excitement for your product while giving a clear idea of what you're selling.
- Show products from multiple angles.
- Enable the [zoom feature](#) to give customers a detailed look.
- Display an image for each product variation (fabric, color, pattern).
- Instantly create and add stunning product videos using [Wix Video Maker](#).
- Taking your own product images? Read up on [Product Photography 101](#).
- By default, image thumbnails in your product gallery will be square. You can change the image ratio to fit your needs. Whatever image dimensions you choose, make sure they're consistent across product pages.

- Make your “Add to Cart” button stand out to encourage clicks and purchases. Contrast it with your website’s background colors and provide [clear, actionable CTAs](#), like “Add to Cart” or “Buy Now.”

Fields

- Add [relevant fields](#) for your product, like options for color, sizes or personal requests. Limit additional fields to avoid overwhelming your customers.
- Use dropdown menus to show your [product variation](#) options. If you’re selling a T-shirt with a dropdown for colors, for example, show it in every shade available.

Text

- Write clear product names that will show up on your site search or on Google. Include at least one straightforward descriptor in the title. For instance, opt for “Blue Power Headphones” instead of “Blue Power Ear Listeners.”
- [Write informative product descriptions](#). Spark a potential customer’s imagination by setting the scene. When and where can they use this product? How will it help them?
- Think about tone. How do your customers speak? How do you want your product to make them feel?
- Highlight what makes your product special. What sets it apart from your other products, or from competitors? There’s no need to mention competitors by name—your product’s value should speak for itself.
- Include or link to your shipping, return and refund policies in the description. That way, customers can decide to buy without needing to leave the product page.

Make the Most of Customer Questions

- [Wix FAQ](#): Anticipate your customers' questions before they even ask. Feature frequently asked questions, like whether specific jewelry you sell is hypoallergenic or your standard shipping rates.
- [Wix Chat](#): Let visitors contact you in real time through an on-site chatbox. Online store visitors who receive a reply via chat are 53% more likely to purchase. Answer your customers right when they need you to improve their shopping experience.
- **Reviews**: Collect customers' reviews and show their feedback on your product pages. People trust those they know more than brands, which makes word-of-mouth (WOM) a powerful promotional tool.

Tools you can use to feature reviews:

- [Wix Forms](#): Customize a form to get customer feedback on your site and products. Let them leave star ratings or more detailed comments.
- [Kudobuzz Reviews app](#): Collect and post feedback on your product pages. Send automated emails requesting reviews after a customer purchases.
- [Customer Reviews app](#): Collect reviews, testimonials and ratings. Select which feedback you want to publish on product pages.
- [Comments app](#): Accept and respond to customers' questions and feedback. Create a community of customers by enabling comment responses.
- [Corvid by Wix](#): Add your own code and work with your Products database to create a custom review form.

03. Accept Online Payments

Give your customers multiple secure options to pay on your site. To manage payment methods, go to your Wix site dashboard, click Settings then select **Accept Payments**. Choose the best online payment method and provider for your business and accept orders in over 40+ currencies.

- [Oceanpayment](#): Connect your Oceanpayment account to accept payments online. Oceanpayment is a global payment service provider offering secure, professional and simple payment solutions to merchants conducting cross-border business.
- [In-person payments](#): Accept offline payments from customers when you're selling on the go, like at a festival or pop-up shop. To give your customers the option to pay later, simply create and send payment requests with [Wix Invoices](#).

However your customers pay, you'll be able to review each transaction from your Wix Stores dashboard.

Easily calculate shipping in your online store by defining your [shipping regions and rates](#). Add custom rules to incentivize purchases, like free shipping for purchases over \$100. You can also give customers options for expedited shipping or in-store pickup.

To include store tax at checkout, either [enter tax rates manually](#) or let Avalara calculate it for you. The [Avalara tax calculator](#) works with up-to-date tax rules based on your region. Activate Avalara in your Store Tax settings by entering your business location.

Send Automated Order Confirmations

Reassure your customers when they make a purchase with professional [confirmation emails](#). Create automations for every update using the [Ascend marketing toolkit](#). When an order is placed, send a thank you email with a receipt. When an order is shipped, send them an update with the tracking number. These emails are an industry standard—automate them to meet and exceed your customers' expectations.

04. Create a Professional Online Presence

From your logo to your domain name, create a consistent brand identity for your online store. This includes brand colors and messaging. A strong brand identity sets your business apart online and builds trust with potential customers.

Strong imagery sticks, so choose a distinctive and beautiful logo to feature on your site and social channels. Either create your own, find a talented designer in the [Wix Arena](#) or use [Wix Logo Maker](#).

Go with a short and catchy [website domain](#). Make it your exact store name if possible to help customers find you. Secure a new domain through Wix or connect a domain you already own. Once you [choose a domain name](#), preview your site to make sure everything looks right. Then go ahead and publish.

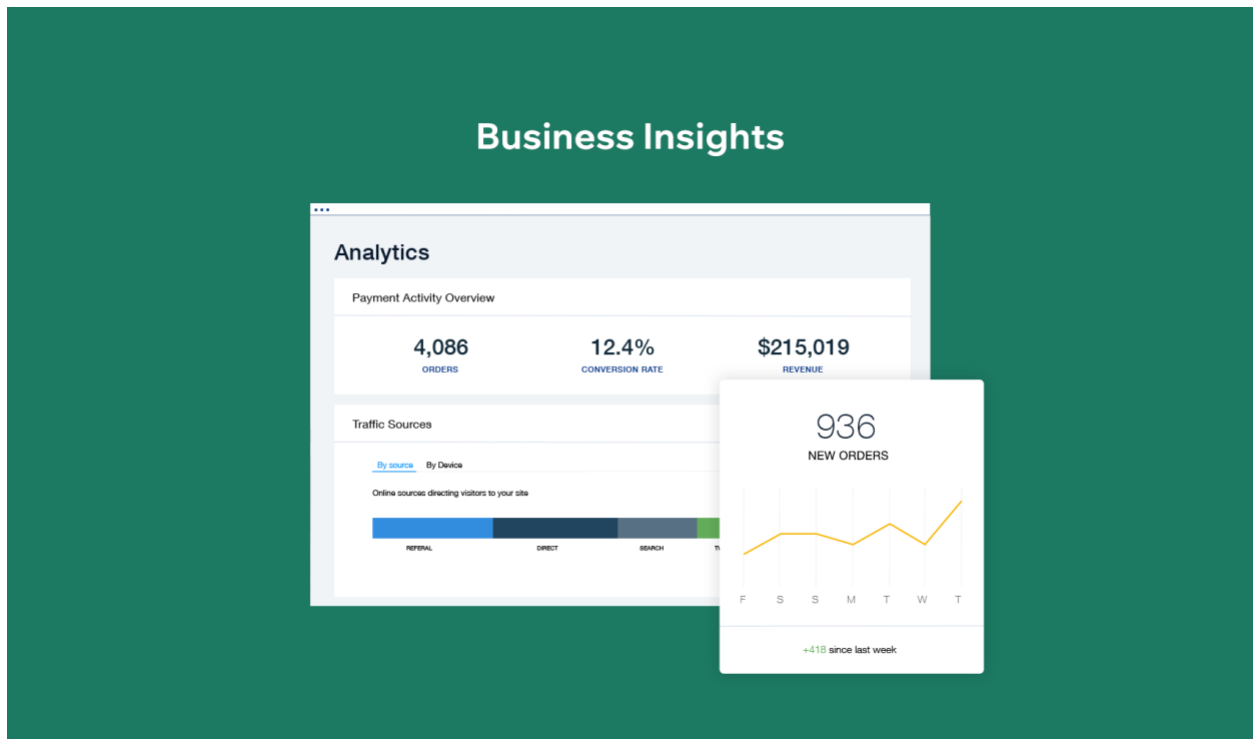
Use your domain name across channels to establish a recognizable brand. Create business email addresses from your domain and place the link on all your social pages.

05. Get Found on Search

Boost your ranking on search engines like Google with [Wix SEO Wiz](#). Enter your business location and keywords to get a personalized, step-by-step SEO checklist. You'll understand exactly how to optimize your site to get found online. With one click, [get your site listed on Google](#). As you grow your online store, track your achievements and success.

To take a more active role in your search rankings, check out the [Wix SEO Guide](#). Learn how to [research keywords](#) to find top search terms used by your target audience. These keywords will help you write SEO-friendly page

descriptions and product text. To get more relevant keywords, tap into tools like [Google Trends](#) and predictive text in search.



06. Manage Your Store on Mobile

Download the [Wix mobile app](#) to run your online store from anywhere. Review your orders and revenue, add new products, adjust shipping and tax settings, offer coupons and [create social posts](#).

You can also accept payments from customers on the go, whether you're selling at a temporary location or run into a customer on the street. View all your transactions in one place on your phone.

Next Step: Marketing Your Online Store

Now that you have your online store set up, get it out there! Explore the built-in [customer management and marketing tools](#) from Ascend. Easily create professional promo videos, social posts and email campaigns, all from your Wix

site. Standout marketing will help you attract new visitors, connect with your customers and start selling. [Create your online store today.](#)

Marketing Tools & Integrations

