

Chapter 5 Storefront Checklist for Vendor: _____

Feature	Desired	Offered
Technical Capabilities & Design		
What size catalog can be supported?		
Category/subcategory/product detail pages		
Integrates with existing Web site or other HTML pages		
Integrates with existing POS system		
HTML pages & store contents can be updated in-house without technical knowledge		
Tech support available 24 hours/day		
Supports thumbnails & photo enlargements		
Customizable design		
Templates to choose from		
Preview capability before posting to store		
Search-engine friendly URLs		
Metatag auto-fill capability		
Templates for policies (shipping, ordering return, privacy)		
Traffic, sales and store statistics (e.g. summary data, order tree, shopping cart abandonment)		
Merchandising & Selling		
Easy customer use		
Search functions (robust) by word, price, category, etc. with search term report		
Allows attributes (color, size, style)		
Upsell/cross-sell		
Gift cards and/or certificates built-in		
Allows flexible sales & promotions, e.g., coupons, codes, free items, discounts, amt off		
What's New and/or Specials sections		
Loyalty or club program built-in		
Affiliate program built-in		
Auction capability built-in		
Gift registry and/or reminder service built-in		
Personalization (e.g. recommendations, wish list) built-in		
Tell a Friend built-in		
Mailing list support for newsletters		

Back-end & application integration		
Notifies storeowner of orders		
Database import/export/support		
Inventory management integration		
Notification of out-of-stock or backorders		
Accounting system integration		
XML database feeds to Yahoo & Google		
Automated Froogle & other shopping feeds		
Packing slips and invoices created		
Transaction processing w/o merchant account		
Real-time credit card gateway		
Ordering alternatives supported (e.g. PO, fax, check by mail, real-time credit card, PayPal)		
Order numbers assigned to purchase		
Shipping module included or extra		
Multiple shipping options (e.g. UPS, FedEx, USPS)		
Customer Service		
Cookies for tracking customers		
Customer registration (optional/required)		
E-mail confirmation sent to buyer		
International orders (language, currency)		
Buyer tracking of order processing & shipping		
Costs		
Pricing - standard development		
Pricing - annual maintenance		
Pricing - additional features/services		
Costs for transaction processing		