

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		
Customer review capability 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 Google Product & 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, Google checkout)		
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)		
Customer tracking of order processing & shipping		
Costs		
Pricing - standard development		
Pricing - annual maintenance		
Pricing - additional features/services		
Costs for transaction processing		