



# ELECTRIC ENJIN'S ENTREPRENEUR BOOT CAMP

## WEBSITE CHECKLIST

- Settle on you business idea**  
Write a statement that clarifies in 1-2 sentences what problem you are aiming to solve and how it makes the customer's life better.
- Define your target audience**  
Knowing who you are selling and marketing to is key for many of the steps forward as you build your brand. Be very specific on who will be the consumer of your product.
- Research the competitors and the industry in general**  
Look for what your competitors are doing, their language, prices, product offerings, design, etc. Capture all this for your record, building profiles for each, this way you can compare the industry and see where the opportunity is.
- Check the business name**  
Use google or a tool like Nameck.com to review if your business name is available across the many platforms where you may have future customers.
- Choose a Platform**  
With selecting a business to pursue you should now know if you are selling a product and will need to process payments or if you are providing a service. For a product we recommend Shopify and for a service we recommend Wix or Squarespace and using their themes to get up and running.
- Put together a brand style guide**  
Be sure to document all your brand details and visuals as you complete them so you can always reference back and share consistent versions with any one. As you build this style guide some items to consider are: logo, fonts, color palette, styling of images and illustrations, and your brand and website copy (the language you use and tone you use for your brand).
- Ecommerce Considerations not to forget**
  - Taxes: only collect from where you have nexus (your office). Check out this article on nexus from TaxJar.
  - Shipping: USPS /UPS Shopify has you covered with predefined items.
  - Legal Docs: Shopify provides templates, via Settings > Legal
  - Payment processing: Shopify Payments is simple to get started and all you will need is your bank account information.
  - Product Photography and Videos: Shoot products yourself or grab a friend with good cell phone photography skills. If you have the funds, get some photography quotes. Check out sites where you can also send your products such as ProductPhotography.com.

### BUILDING YOUR WEBSITE RESOURCES

Namechk  
<https://namechk.com/>  
Tool to check if names and handles are available across multiple platforms.

Coolor.co  
<https://coolor.co/itsyourcolor.com/new/keyword/colors/>  
Get inspiration on colors you may want to use for your brand and website

Google Fonts  
<https://fonts.google.com/>  
Get inspiration on fonts you may want to use for your brand and website

Logo Generator  
<https://hatchful.shopify.com>  
Generate an logo with a few inputs

Unsplash  
[unsplash.com](https://unsplash.com)  
Great for grabbing royalty free photos to use in marketing and website

Drawkit.io  
<https://drawkit.io>