

# Checklist for setting up online sales

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## Research which online marketplace is right for you

Consider sites like:

- Etsy
- eBay
- Amazon
- Facebook Marketplace

## Create your business page or website

When possible, keep branding consistent between your physical and online stores.

## Photograph or hire someone else to photograph your products

Keep in mind:

- Bright lighting
- Staging
- Neutral backdrops

## Import or add products

For easier or bulk importing, move products over from a CSV file.

## Write product descriptions for your inventory

Keep in mind the 5 W's when writing each description:

- Who will love it
- What it is
- Why you need it
- Where you can use it
- When it will come in handy

## Connect your online business to your QuickBooks account

Follow your platform's step-by-step instructions to integrate with QuickBooks.

## Advertise your business in multiple places

Here's where to start:

- On social media
- At your storefront
- Online in search ads
- Via email or text message
- In print media, such as your town's magazine or newspaper

## Edit your "Google My Business" listing to include your website

Set it up in moments using:

<https://www.google.com/business/>