

- CHECKLIST -
Making the Move from Etsy to Shopify

Evaluate your current products and inventory. (cont. on page 4)

Move to Shopify

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Discount & Sell off on Etsy

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Update your product descriptions.

Sample Copy	Technical Specs
	exact dimensions: weight: materials: instructions: disclaimers:

Critique your product photography.

1. Can I show the materials or textures of the product in a unique way? If not, how can I achieve this?

2. Have I showcased all of the unique aspects and features visually? If not, how can I achieve this?

- | | | |
|--|------|----|
| 3. Do I have an image of the product in use? | Yes! | No |
| 4. Have I covered every angle? | Yes! | No |
| 5. Do I have an image demonstrating size in context? | Yes! | No |

Photo Tip!

Save Photos As:
Jpeg (normal background)
PNG (transparent background)
Color Mode: RGB
Resolution 150

Notes:

Plan your Shopify user experience.

1. How many products will I be listing?

2. How will they be categorized?

3. Which way will make the most sense to my customers?

4. What products are my biggest priority to sell?

☆ _____	☆ _____
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Choose your Shopify theme.

My Top Three

Update your visual identity.

1. Does my current branding reflect the goals and values of my shop? If not, how can I achieve this?

2. Does it visually tell my brand story in a rich and compelling way? If not, how can I achieve this?

3. Do I have a timeless logo that is the distillation of my brand in an iconic mark? If not, how can I achieve this?

4. Have I established a brand color palette (including any brand patterns or textures) that aligns with my visual brand identity?



Name:

Hex Code #_ _ _ _ _



Name:

Hex Code #_ _ _ _ _



Name:

Hex Code #_ _ _ _ _



Name:

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5. Do I have custom branded illustrations and icons to add depth to the workings of my site?

For example: Category illustrations, opt-in graphics, etc.

6. Does my product and brand photography align with the visual brand identity?

Product Inventory Continued...

Move to Shopify

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Discount & Sell off on Etsy

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