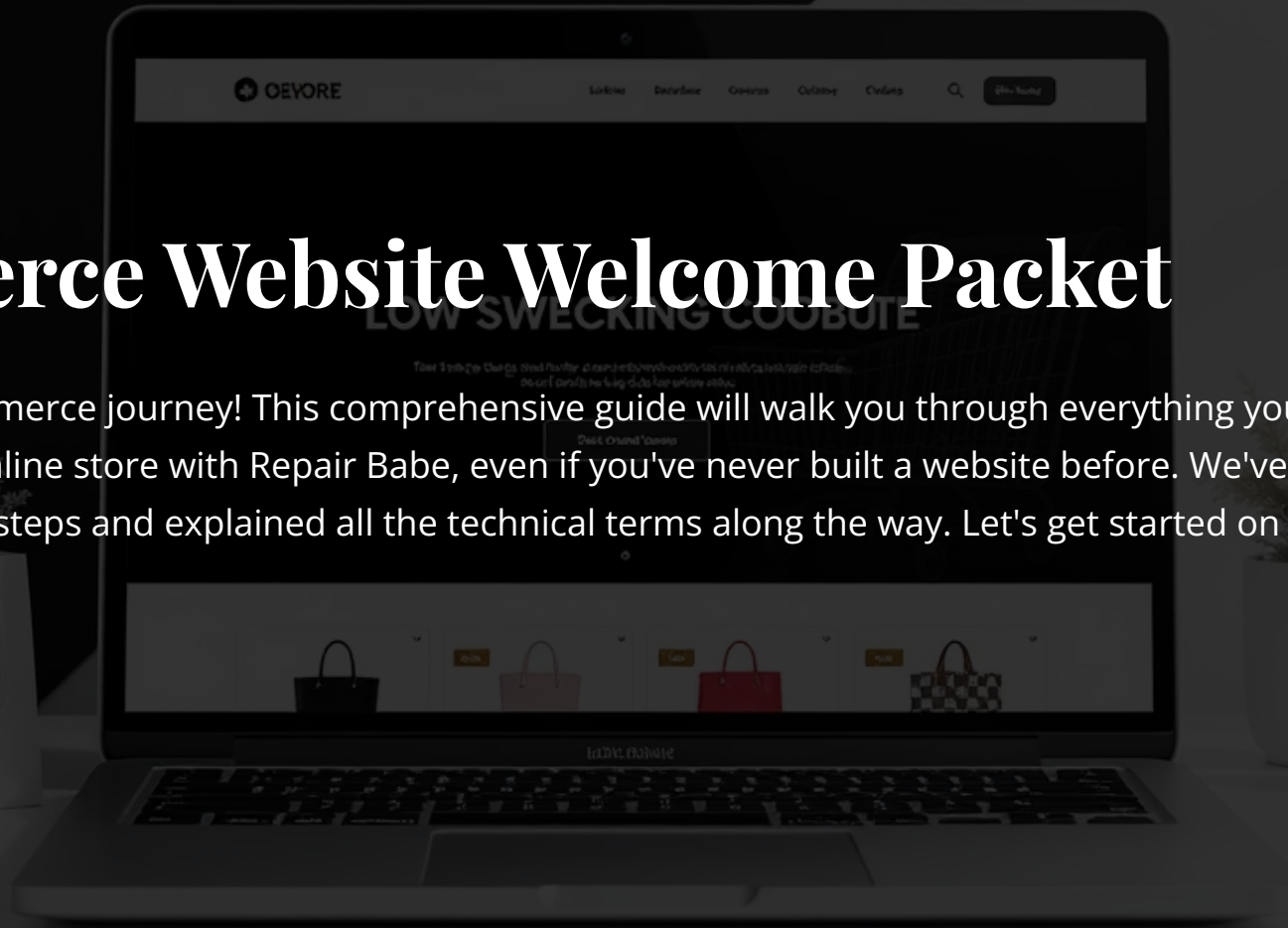


E-Commerce Website Welcome Packet

Welcome to your e-commerce journey! This comprehensive guide will walk you through everything you need to know about launching your online store with Repair Babe, even if you've never built a website before. We've broken down the process into simple steps and explained all the technical terms along the way. Let's get started on bringing your digital storefront to life!

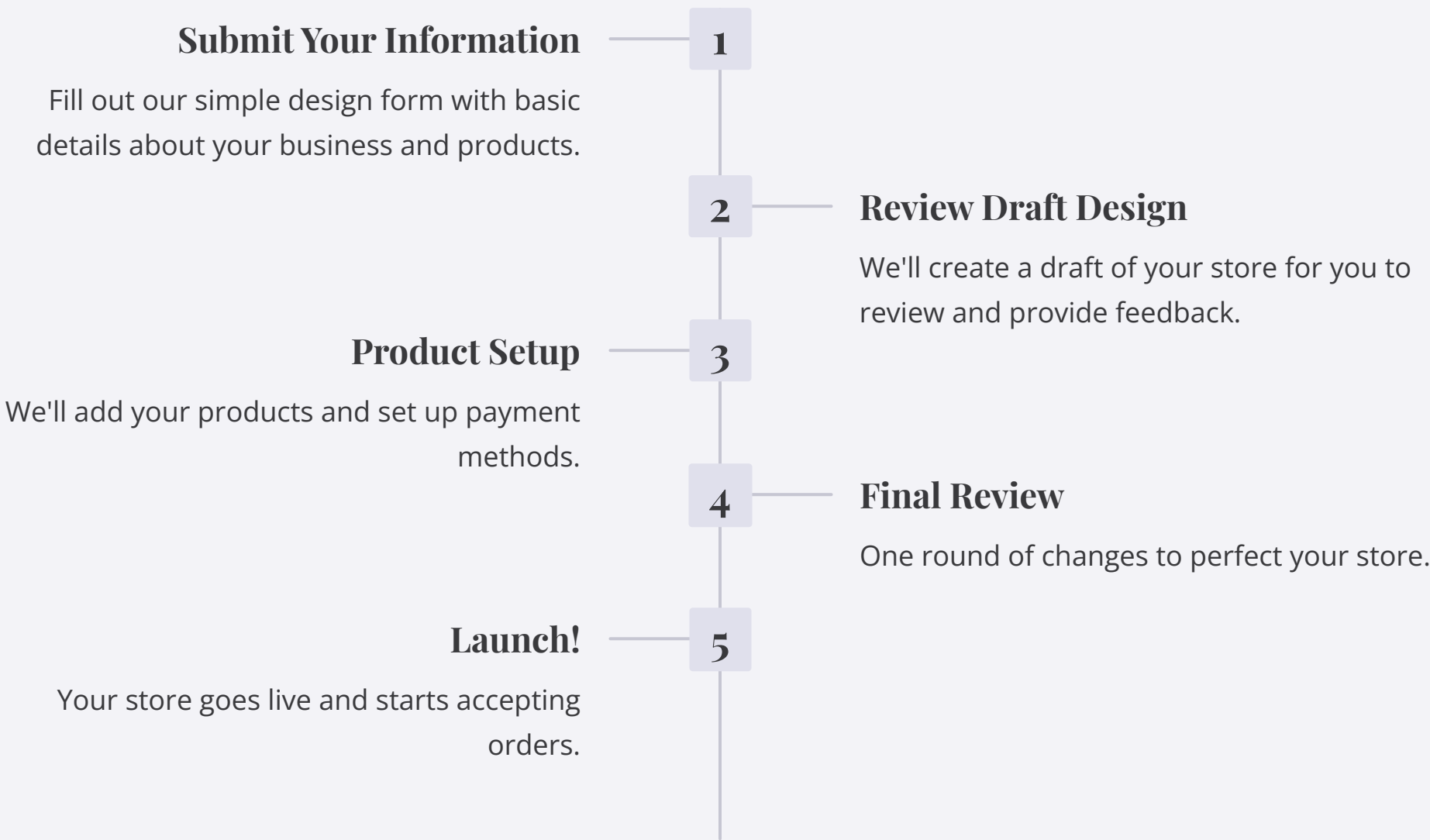


Welcome to Your Online Store Journey

Congratulations on taking your first step toward building your very own online store with Repair Babe! If you're new to websites and e-commerce, don't worry—we've designed this process to be straightforward and supportive, even for complete beginners. An e-commerce website is simply an online store where customers can browse and purchase your products directly, 24/7, without requiring your physical presence.

You might be wondering what makes an online store different from a regular website. E-commerce sites include special features like shopping carts, secure payment processing, inventory management, and order tracking—all of which we'll set up for you. No technical knowledge required on your part!

Throughout this journey, our team will guide you every step of the way, translating technical jargon into plain language and handling all the complex behind-the-scenes work. We understand that terms like "hosting," "payment gateways," and "SEO" might be new to you, so we'll explain everything in simple terms as we go.



By the end of this process, you'll have a professional, fully-functioning online store ready to welcome customers and process sales—all without needing to learn a single line of code.

What's Included in Your Package

Your e-commerce website package includes everything you need to start selling online. We've carefully designed this package to include all the essential elements of a successful online store, even if you're not familiar with website terminology. Let's break down exactly what you're getting in simple, non-technical terms:

1

Four Core Pages

Home page: This is your digital storefront that welcomes visitors and showcases your best products.

About page: Tells your story and builds trust with potential customers.

Shop page: Where customers browse and select your products.

Contact page: Makes it easy for customers to reach you with questions.

1

Mobile-Friendly Design

Your store will look great and work perfectly on phones and tablets (this is what we mean by "responsive design").

2

SEO Foundation

We'll set up your site to be easily found by Google and other search engines (this is "SEO-ready structure").

3

Revision Round

After we build your initial store, you'll have one opportunity to request changes before we finalize everything.

2

Product Setup

We'll set up listings for up to 10 of your products, complete with photos, descriptions, pricing, and options (like sizes or colors if needed).

3

Payment Processing

We'll connect your store to secure payment systems so customers can safely pay with credit cards or other methods. This is called "payment gateway integration."

Additionally, your package includes:

- **WordPress + WooCommerce backend:** These are the user-friendly tools we use to build your store. You don't need to understand the technical details - just know that it's the most popular and reliable e-commerce system available.
- **Secure product upload folder:** A private online space where you can easily upload your product images and information.
- **Launch support:** We'll be there on launch day to make sure everything goes smoothly when your store opens to the public.

Think of this package as everything you need to open a physical store, but online: the storefront, shelves, cash register, payment system, and even help with the grand opening—all handled for you by professionals who speak in plain English, not tech jargon.

Step 1: Complete Your Intake Form

The first step in creating your online store is completing our design intake form. Think of this form as the blueprint for your digital storefront—it helps us understand exactly what you want your online store to look like and how it should function. Don't worry if you're not tech-savvy; we've designed the form to be straightforward and jargon-free.

Why the form matters

This form is crucial because it gives us all the information we need to build your store exactly the way you want it. Without these details, we'd have to make assumptions about your preferences, which might lead to a store that doesn't match your vision.

To complete your intake form, visit:

repairbabes.com/website-design-form

What to Expect on the Form

Basic Business Information

- Your business name
- Contact information
- Brief description of what you sell
- Target customer description

Design Preferences

- Color preferences
- Website examples you like
- The feeling you want customers to have
- Any specific features you need

Technical Details

- Domain name (website address)
- Current hosting information (if any)
- Social media accounts to link

If you get stuck on any question or don't understand a term, don't worry! You can always mark it with "Not sure" or "Need help with this," and we'll guide you through it during our discovery call. The most important thing is to start the form—we can always fill in the blanks together later.

Remember: There are no wrong answers! This is about creating *your* vision, and we're here to make the technical parts easy for you.

What to Gather

Before we can begin building your online store, we'll need some key materials from you. Think of this as collecting the ingredients before cooking a meal—having everything ready makes the process smoother and faster. If you're new to websites, don't worry about technical formats or specifications; we'll explain everything in simple terms.

Your Logo

This is the main visual symbol of your business. If you have a professional logo file (like SVG, AI, or high-resolution PNG), that's perfect. If you only have a basic image or even just an idea, we can work with that too—just let us know.

Product Details

For each product (up to 10), we'll need clear photos and descriptions. Photos taken with a modern smartphone in good lighting are fine. Descriptions should include what the product is, what it does, and why someone would want it.

Business Policies

We'll need your pricing information, shipping details (how much you'll charge and how you'll ship), and your return policy. If you're not sure about these yet, we can provide templates and guidance.



Additional Helpful Items

- **Brand Fonts or Colors:** If you have specific fonts or colors you already use in your business materials, gather those details. If not, we'll help you choose ones that fit your brand.
- **Domain and Hosting Information:** If you already own a website address (domain) or have website hosting, we'll need those login details. If these terms are unfamiliar or you don't have these yet, don't worry—we'll explain and help you set them up.
- **Inspiration Examples:** Links to 2-3 websites you like can help us understand your style preferences.

Not sure what some of these terms mean?

That's completely normal! Here's a quick explanation of some common website terms:

- **Domain:** Your website's address (like www.yourbusiness.com)
- **Hosting:** The service that keeps your website available online
- **SVG/PNG:** Types of image files (SVG is best for logos as it stays sharp at any size)

Remember, we don't expect you to be a website expert! If you're unsure about any of these items, just gather what you can and we'll guide you through the rest during our discovery call.

Project Timeline

Creating your online store is a step-by-step process that typically takes 3-4 weeks from start to finish. This timeline ensures we have enough time to build a quality store that perfectly represents your business. If you're new to websites, knowing what happens at each stage can help you understand why certain steps take time and what we need from you along the way.

1

Discovery Call + Form Review (Week 1)

We'll schedule a 30-45 minute call to discuss your intake form, clarify any questions, and make sure we fully understand your vision. This is where we translate your ideas into a concrete website plan.

What we need from you: Completed intake form and availability for the call.

2

Draft Design Shared for Review (Week 1-2)

We'll create the basic structure and design of your store, focusing on the homepage and overall look and feel. You'll receive a preview link to see how your store is taking shape.

What we need from you: Prompt feedback on the draft design (within 3 business days).

3

Product Upload + Payment Setup (Week 2-3)

We'll add your products to the store, complete with images, descriptions, and pricing. We'll also set up your payment system so you can accept credit cards and other payment methods.

What we need from you: Product details, images, and payment account information (like PayPal or Stripe).

4

One Round of Revisions (Week 3)

After you've seen the full draft of your store, you can request one round of changes. This is your opportunity to fine-tune anything that doesn't match your vision.

What we need from you: A consolidated list of changes (within 3 business days).

5

Final Testing + Launch (Week 3-4)

We'll thoroughly test your store to make sure everything works perfectly, then launch it to the public. Your online store will be open for business!

What we need from you: Final approval and launch confirmation.



Need Your Store Faster?

If you have a deadline or special event coming up, ask about our Rush Delivery option (\$200). This can compress the timeline to approximately 2 weeks, depending on how quickly you provide feedback and materials.

Keep in mind that delays in providing feedback or materials will extend the timeline. The more promptly you can respond and provide requested information, the sooner your store can launch. We'll send reminder emails when we're waiting for your input to keep the project moving forward.

Optional Add-Ons

While your e-commerce package includes everything you need for a basic online store, we offer several enhancements that can make your website even more effective. These optional add-ons are completely up to you—your store will work perfectly fine without them, but they can provide additional functionality or polish depending on your specific needs.

Copywriting Polish – \$99

What it is: Professional editing and enhancement of all the text on your website.

Why you might want it: If writing isn't your strength, our copywriters can help make your product descriptions and page content more compelling and error-free.

Branding Kit – \$150

What it is: A complete set of visual elements for your brand, including logo refinement, color palette, fonts, and basic usage guidelines.

Why you might want it: Creates a professional, consistent look across your website and other marketing materials.

Social Feed Embed – \$35

What it is: Displays your latest Instagram, Facebook, or Twitter posts directly on your website.

Why you might want it: Keeps your website content fresh automatically and encourages visitors to follow your social accounts.

Booking Tool Integration – \$50

What it is: Adds a calendar system where customers can schedule appointments or consultations.

Why you might want it: Perfect if your business offers services alongside products.

Newsletter Signup Setup – \$50

What it is: Creates a system to collect customer email addresses and send regular updates.

Why you might want it: Helps build a customer list for marketing and keeps people coming back to your store.

Rush Delivery – \$200

What it is: Prioritizes your project to complete it in approximately 2 weeks instead of 3-4.

Why you might want it: If you have an upcoming event or tight deadline for launching your store.

Maintenance Plan – \$49/month

What it is: Ongoing technical care for your website, including updates, security monitoring, backups, and minor content changes.

Why you might want it: Keeps your store running smoothly without you having to worry about technical maintenance. (More details in the next section!)

You can add any of these options at the beginning of your project or decide later during the development process. Just let us know which enhancements interest you, and we'll provide more details about how they would work specifically for your store.

Hosting & Maintenance

For many new website owners, the concepts of hosting and maintenance can be confusing. Think of hosting as the land your store is built on, while maintenance is the regular upkeep that keeps everything running smoothly. Both are essential parts of having a successful online store, even though they happen behind the scenes.

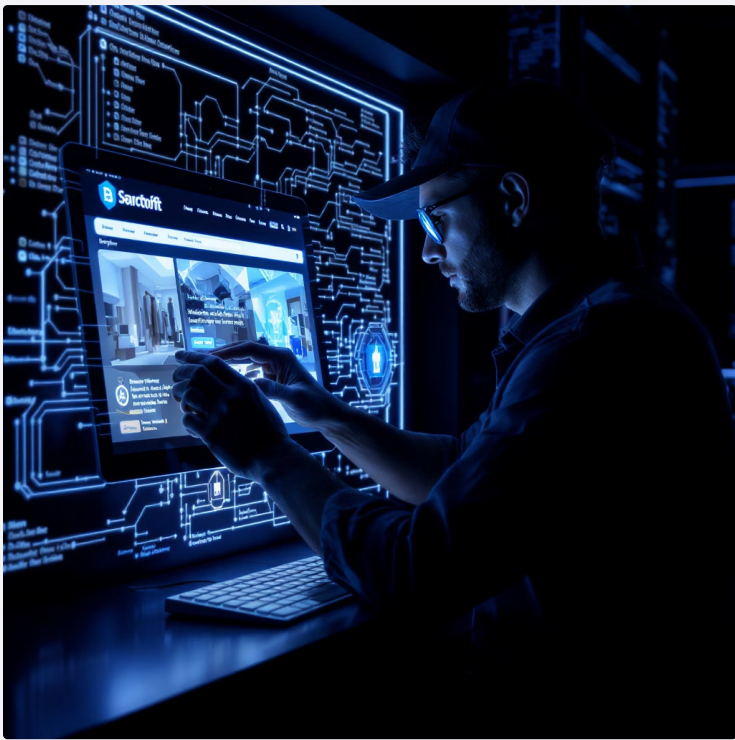
Website Hosting Explained

Website hosting is essentially renting space on the internet where your online store lives. It's similar to renting a physical storefront, except it's digital. Without hosting, your beautifully designed website would have nowhere to "exist" online, and customers wouldn't be able to visit it.

What Our Hosting Includes (\$19/month)

- **Server Space:** A secure place for all your website files and product information
- **Bandwidth:** Allows visitors to browse your store quickly, even during busy times
- **Security Certificate:** The padlock icon (SSL) that keeps customer information safe
- **Daily Backups:** Regular copies of your site in case anything goes wrong
- **Technical Support:** Help if your site experiences technical issues

While you can find cheaper hosting elsewhere, our hosting is specifically optimized for e-commerce sites and includes priority support. Bargain hosting often leads to slow-loading pages and frustrated customers who abandon their shopping carts.



Website Maintenance Explained

Just like a car needs regular oil changes, your website needs ongoing maintenance to keep it running properly. Without maintenance, your site can become slow, vulnerable to hackers, or even break entirely.

What Our Maintenance Plan Includes (\$49/month)

- **Regular Updates:** Keeping all software current for security and performance
- **Security Monitoring:** Watching for and blocking hacking attempts
- **Performance Optimization:** Making sure your store loads quickly
- **Weekly Backups:** Additional protection for your store data
- **Monthly Reports:** Updates on what we've done and how your site is performing
- **One Hour of Content Changes:** Small updates to your products or text each month



Why Maintenance Matters

Many new store owners skip maintenance to save money, only to face emergency repair costs later (usually \$150-300 per incident). Regular maintenance is always less expensive than emergency fixes, and prevents lost sales due to downtime.

We strongly recommend signing up for both hosting and maintenance before your site launches. This allows us to set everything up correctly from the beginning and ensures a smooth launch with ongoing protection.

[View Hosting Plans](#)

[Subscribe to Maintenance](#)

Have Questions?

Building your first online store can feel overwhelming, and questions are bound to come up throughout the process. Remember, there's no such thing as a silly question—especially if you're new to websites and e-commerce. Our team is committed to making this journey easy and stress-free for you.

Whenever you have questions or concerns, we're just a message away:

Email Us

support@repairbabes.com

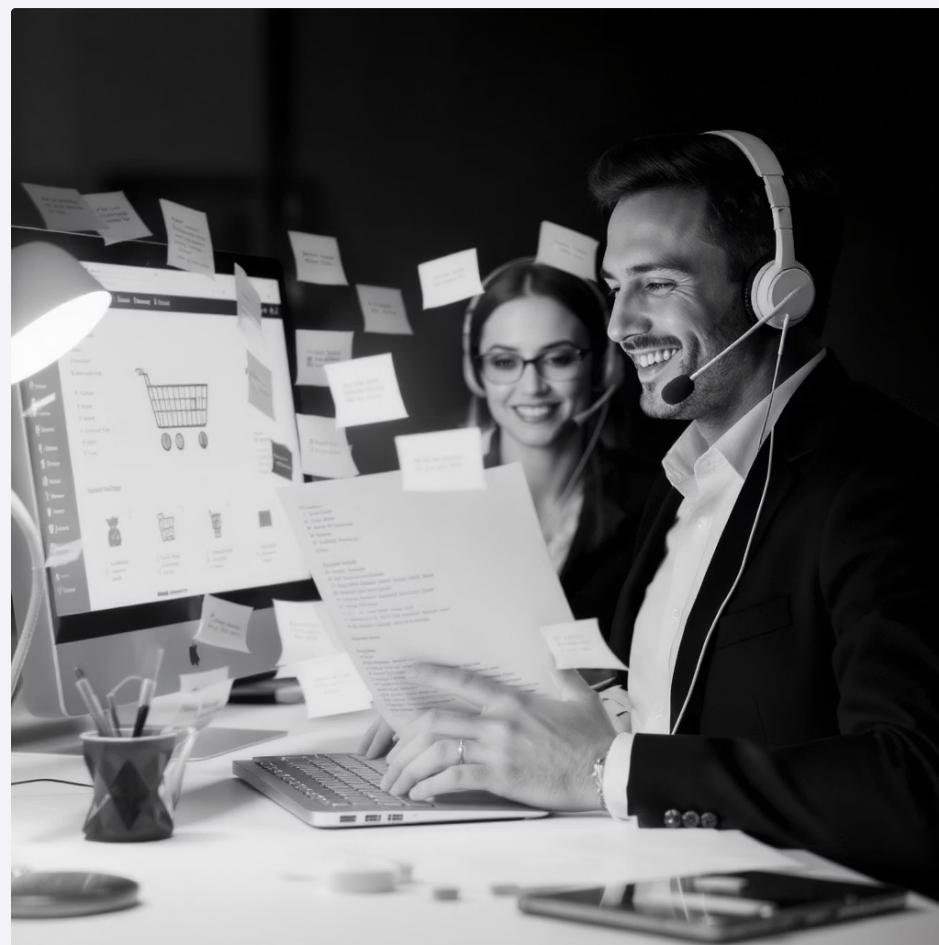
Email is perfect for detailed questions or when you need to send screenshots or examples. We typically respond within 1 business day.

Call Us

(718) 813-7043

For urgent matters or when you prefer talking through your questions, give us a call during business hours (Monday-Friday, 9am-5pm EST).

Throughout your project, we'll schedule regular check-in calls to discuss progress and answer any questions that have come up. These calls are a great opportunity to make sure we're on the same page and that your online store is developing according to your vision.



Common Questions from First-Time Store Owners

- **"How will customers find my store?"** Your site will be discoverable on Google, but we also recommend promoting it through social media and email marketing. We can discuss basic marketing strategies during our calls.
- **"What if I need to add more products later?"** We'll show you how to add new products yourself, or you can use your maintenance plan's monthly time allocation for us to add them for you.
- **"How do I know if my store is successful?"** We'll set up basic analytics that show you how many visitors you're getting and what they're buying, so you can track your progress.
- **"What if I don't like something about the design?"** That's what the revision round is for! We want you to be completely happy with your store before it launches.

Let's make you money, honey 🛒 ✨

We're excited to partner with you on this journey and can't wait to see your products online!