

# START YOUR OWN BUSINESS CHECKLIST



## 1) IDENTIFY YOUR NICHE

- Research market demand and competition
- Define your target audience
- Validate your business idea

## 2) CREATE A BUSINESS PLAN

- Outline your business goals and strategies
- Develop a marketing and sales plan
- Financial planning and budgeting

## 3) CHOOSE A BUSINESS MODEL

- Decide on the type of online business (e.g., e-commerce, digital products, services, affiliate marketing)

## 4) DOMAIN NAME AND HOSTING

- Choose and register a domain name
- Select a reliable hosting provider

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## 5) BUILD YOUR WEBSITE

- Choose a website platform (e.g., WordPress, Shopify, Wix)
- Design your website (consider hiring a designer if necessary)
- Optimise for mobile and SEO

## 7) CONTENT CREATION

- Create high-quality content (e.g., blog posts, videos, infographics)
- Develop a content calendar

## 6) SET UP ESSENTIAL WEBSITE PAGES

- Homepage
- About Us
- Products/Services
- Contact Us, Privacy Policy and Terms of Service

## 8) SEARCH ENGINE OPTIMISATION (SEO)

- Keyword research
- On-page and off-page SEO
- Build backlinks

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## 9) EMAIL MARKETING

- Choose an email marketing platform (e.g., Mailchimp, Get Response)
- Create an email list
- Develop email campaigns and newsletters

## 10) SOCIAL MEDIA MARKETING

- Set up social media profiles on relevant platforms
- Develop a social media strategy and content plan
- Engage with your audience

## 11) PAID ADVERTISING

- Explore options like Google Ads, Facebook Ads, and Instagram Ads
- Set a budget and create ad campaigns
- Monitor and optimise your ads

## 12) SET UP E-COMMERCE (IF APPLICABLE)

- Choose an e-commerce platform (e.g., Shopify, WooCommerce)
- Add products and set prices
- Set up payment gateways

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## 13) CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

- Choose a CRM tool (e.g., HubSpot, Salesforce)
- Develop a customer service plan

## 14) SHIPPING & FULFILLMENT (IF APPLICABLE)

- Choose shipping partners and set up shipping rates
- Develop a fulfillment process

## 15) SET UP ANALYTICS TOOLS

- Google Analytics
- Social media insights
- E-commerce analytics tools

## 16) MONITOR PERFORMANCE

- Track website traffic and conversions
- Analyse customer behaviour and feedback
- Adjust strategies based on data

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## 17) STAY UPDATED WITH INDUSTRY TRENDS

- Follow relevant blogs, podcasts, and forums
- Attend webinars and online courses

## 18) SCALE YOUR BUSINESS

- Explore new marketing channels
- Expand your product/service offerings