

# Checklist for creating a Shopware store

## 10 steps to the finished Shopware store

### 1st step: planning and goal definition

Before you start setting up your Shopware store, it is crucial to define a clear strategy and goals. Ask yourself:

- What products or services will you sell?
- Who is your target group in the B2B sector and what needs do they have?
- What functions and features do you need for an effective sales process?

### 2nd step: Shopware installation and configuration

- Choose hosting:** Choose reliable hosting that meets the needs of your store.
- Install Shopware:** Use the official Shopware website to download the latest version and start the installation.
- Make basic settings:** Configure important basic settings such as languages, currencies and tax rates.

### Step 3: Adjust design and layout

- Choose a theme:** Choose an attractive and functional theme that suits your B2B business.
- Logo and Color Design:** Personalize your store design by adding your logo and setting the color palette.
- Responsive Design:** Make sure your store displays optimally on different devices.

### 4th step: Enter products and categories

- Create products:** Add your products, including product images, descriptions and prices.
- Structure categories:** Organize your products into useful categories and subcategories for a better overview.
- Define variants and attributes:** Use Shopware's functions for product variants and attributes to offer a comprehensive product variety.

### Step 5: Set up payment methods and shipping options

- Configure payment methods:** Integrate common payment methods such as PayPal, credit card, invoice, etc.
- Set shipping options:** Define shipping costs, delivery times and shipping service providers.

### Step 6: Meet legal requirements

- Create general terms and conditions, data protection and legal notice:** Make sure that your shop meets all legal requirements.
- Observe legal requirements:** Pay attention to country-specific laws and regulations in the B2B sector.

### Step 7: Don't neglect SEO optimization

- Keyword research:** Use relevant keywords for your products and integrate them into product descriptions and meta tags.
- SEO-friendly URLs:** Design search engine-friendly URLs for better visibility in search results.

### Step 8: Test and fix errors

- Make test orders:** Review the entire ordering process from start to finish.
- Test mobile and browser compatibility:** Make sure your store works optimally on different devices and browsers.

### Step 9: Integrate marketing and analysis tools

- Integrate Google Analytics:** Track the success of your shop with detailed analytics.
- Use marketing tools:** Implement marketing tools such as newsletters, discounts and voucher codes.

### Step 10: Ensure training and support

- Training for employees:** If you have a team, train your employees on how to use Shopware.
- Provide support options:** Offer customer support through multiple channels to quickly resolve questions and issues.

With this comprehensive easybill checklist you are optimally prepared to successfully set up your Shopware shop.

Remember that ongoing maintenance and optimization of your store is crucial to long-term success. Good luck in building your successful Shopware shop!