# BIGCOMMERCE

## STORE LAUNCH PACKAGE: Advanced

| SERVICE AREA | SERVICE DETAILS |
|---|---|
| Orientation & Resources | Get to know your BigCommerce store:<br>● Overview of service and expectations<br>● Control Panel Tour<br><br>We will walk you through additional ways to achieve success on BigCommerce beyond this service:<br>● Overview of additional BigCommerce resources and services<br>● BigCommerce University<br>● BigCommerce Community Forum<br>● Additional coaching services |
| Store Setup | We will guide you through setting up your store basics across:<br>● Store Profile<br>● Payments<br>● Shipping<br>● Tax<br>● Display<br>● Themes (Logo, Favicon, Carousel)<br>● Content Pages |
| Adding Products & Categories | We will enable you with the know-how on setting up your first few products:<br>● Category, Subcategory, and Product setup<br>● Working with Option and Option sets<br>● Product rules<br>● SKU overview<br>● Inventory settings<br><br>And complete a test order to make sure it all works:<br>● Create a faux customer<br>● Enable test payment gateway<br>● Place order<br>● Configure order notification |
| Enable Advanced Features | ● We will help set up additional advanced features to help you get even more out of selling on BigCommerce:<br>● Enable store reviews/comments<br>● Walkthrough of working with coupons and discounts<br>● Configure the Abandoned Cart feature*<br>● Create a Customer Group |

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| | ● Walkthrough of working with products and images in bulk |
| Get Traffic | Help merchants find your store! We will help set your store pages up with basic SEO and configuration of several channels:<br>● Configure Home, Category, Product Page SEO (3 pages)<br>● Where applicable, we'll guide you through configuring the store to sell on Facebook, Pinterest, Instagram, and Google Shopping |
| Domain & Security | We will help establish your store presence and security online:<br>● Domain/DNS and Email setup<br>● Security setup (SSL, sitewide HTTPs) |

Your BigCommerce Ecommerce Growth Coach will reach out to help you determine the best time to start your coaching sessions, within 24 hours of the Order Form Effective Date.

Once start times are determined, the eCommerce Growth Coach will also send over a Google Calendar invite(s) as well as a detailed scheduling document confirming times and coaching session details.

**End**