



WooSesh Workshop Checklist



WooSesh Workshop Checklist

Essentials

- ☐ Install WooCommerce and configure store details
- ☐ Install WooCommerce-compatible theme and activate
- ☐ Install a payment method to accept payments (payment gateway)
- ☐ Install SSL certificate and force HTTPS
- ☐ Make sure shipping options are available and configured
 - ☐ Determine using live rates or flat fees
 - ☐ Select shipping carrier(s)
- ☐ Prepare sales tax handling plugin
- ☐ Install security plugin
- ☐ Install Google Analytics plugin
- ☐ (optional) Add marketing plugins
- ☐ (optional) Set up caching plugin

Payment Gateways

- ☐ Select gateway and merchant account
 - ☐ Has a WooCommerce plugin
 - ☐ Matches your compliance needs
 - ☐ Has required features (subscriptions, pre-orders, refunds, etc)
- ☐ Connect gateway test account
- ☐ Make test purchase using test account connection
- ☐ Connect gateway production account
- ☐ Make test purchase using production account connection
- ☐ (optional) Confirm recurring subscription order
- ☐ (optional) Confirm ability to process refund

Security

- ☐ Configure web-based firewall to prevent DDoS attack
- ☐ Install SSL to prevent “Man in the Middle” attack
- ☐ Plan to monitor for phishing or redirect attacks
- ☐ Update WordPress and all plugins
- ☐ (optional) Set up uptime and performance monitoring

WooSesh Workshop Checklist

Email Marketing

- ☐ Update email marketing list
- ☐ Plan out multi-step email campaigns
- ☐ Set up email automation for cart abandonment
- ☐ Confirm contents of “order confirmation” emails
- ☐ Confirm “Welcome” emails are ready to go
- ☐ (optional) Set up “feedback request” email

Analytics

- ☐ Set up Google Analytics account
- ☐ Create Google Analytics property
- ☐ Connect site to Google Analytics (using a plugin)
- ☐ Confirm connection by monitoring traffic data
- ☐ (optional) Set up goals in Google Analytics



Thank you!

Join GoDaddy Pro for free today.

godaddy.com/pro

