



5

Tips to Optimize Your Storefront

The Foundry

1 IMAGES ARE EVERYTHING

01

Add the maximum number of photos to your storefront. Be sure they're high quality, high resolution images.

02

Your first image should be an eye-catching photo that represents your products or services.

03

Avoid text heavy photos or images of your logo.

04

Service providers should include a headshot to add trust to their business.

05

Update your images regularly to keep your shop fresh and intrigue customers to see what's new in store.



MAXIMIZE QUICKSHOP

01

Have at least 2 Quick Shop items, but we encourage you to maximize all ten.

02

Service providers and custom products can offer free consultation packages or show a variety of their package offerings.

03

Show variations (such as color or size) to the description of the item itself or as one of the item images.

04

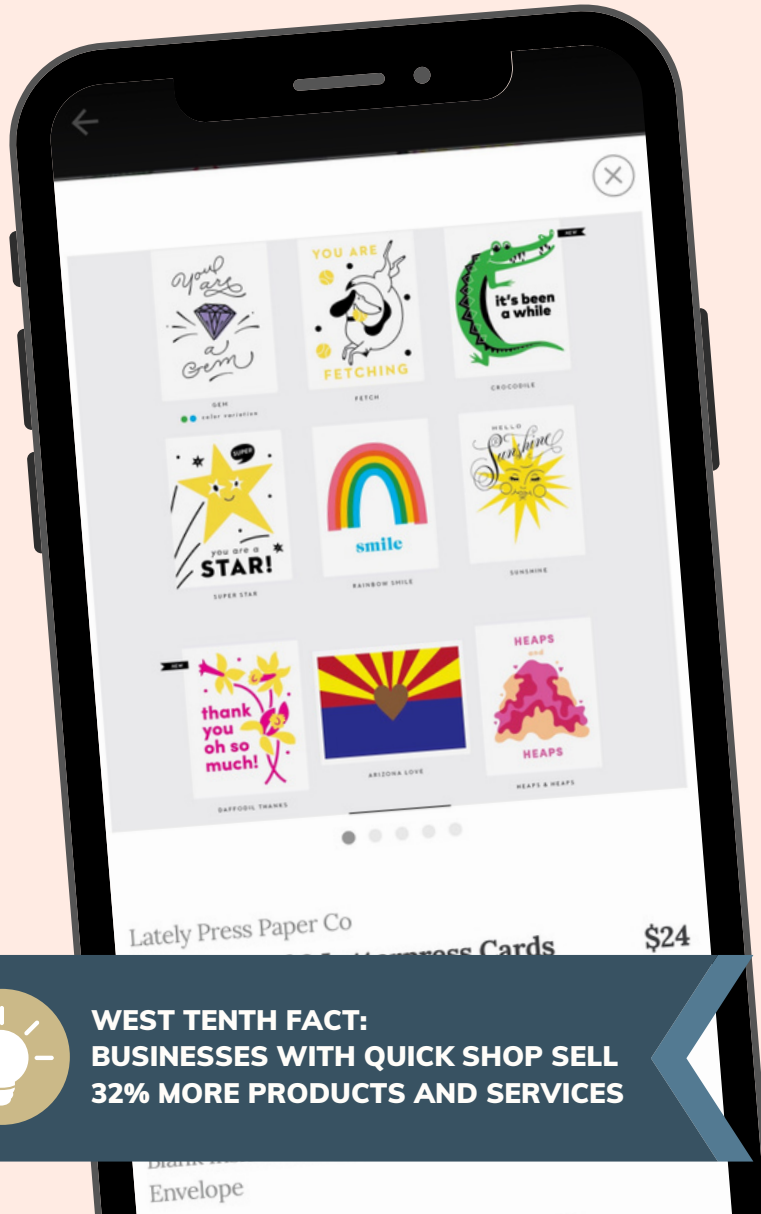
Update your Quick Shop items seasonally to keep your inventory fresh.

05

Not sure what to add? Reach out to us and we can work with you one on one.



WEST TENTH FACT:
BUSINESSES WITH QUICK SHOP SELL
32% MORE PRODUCTS AND SERVICES



3 CREATIVE COPY

01

Keep your headline copy short, simple, and to the point.

02

Use your description to include types of products and services, materials, sources, or ingredients.

03

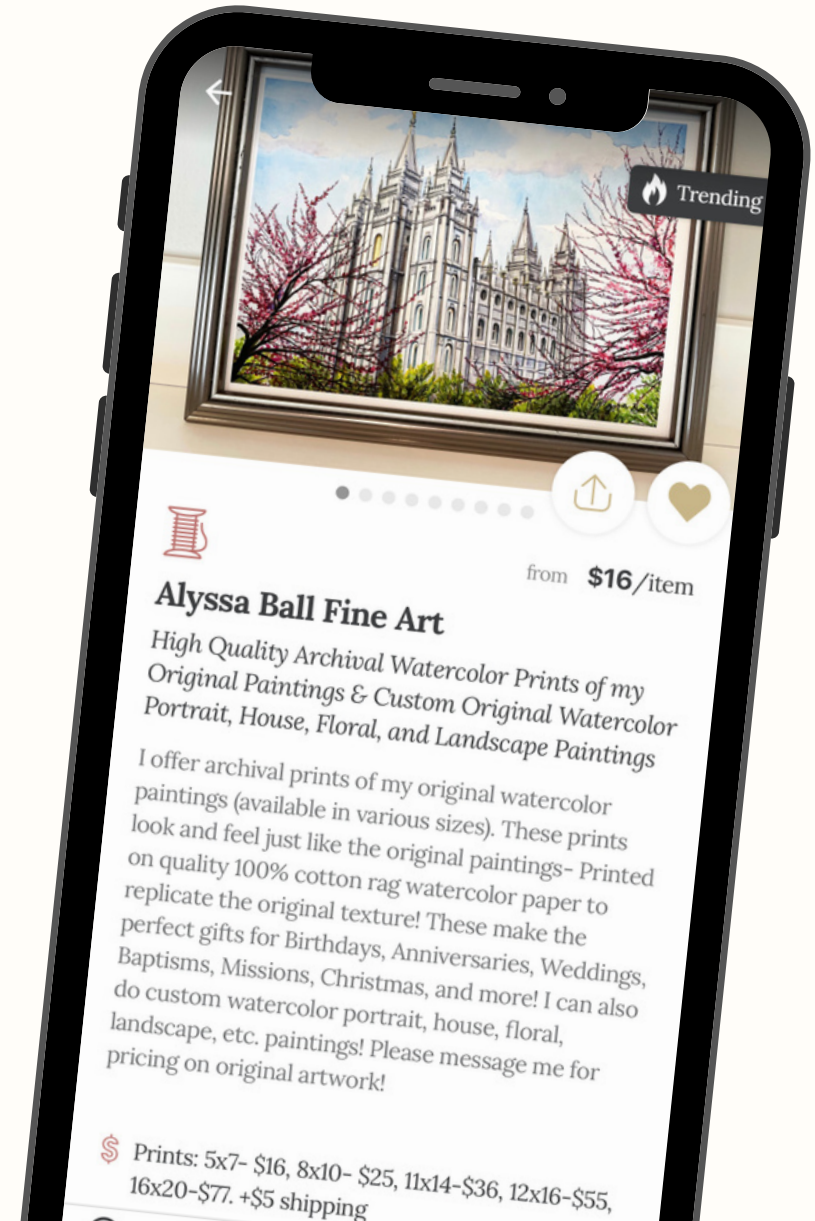
Consider why a customer might search your product/service and include that in your copy. e.g. "Bridal shower favorite"

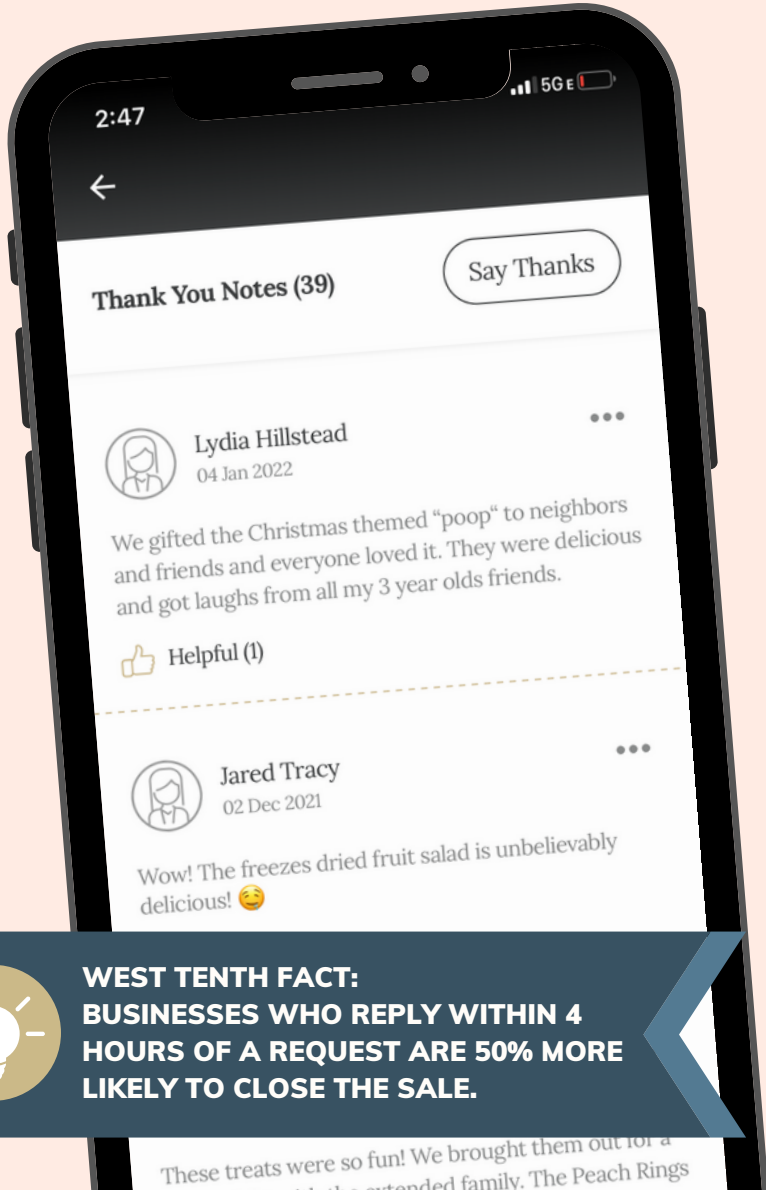
04

Include a brief description about yourself and your business' story to add a personal touch.

05

Include order deadlines, production timelines, and shipping prices if you have them.





WEST TENTH FACT:
BUSINESSES WHO REPLY WITHIN 4 HOURS OF A REQUEST ARE 50% MORE LIKELY TO CLOSE THE SALE.

4

COMMUNICATE

01

Respond to customers immediately to keep them interested in closing the sale.

02

Send invoices in a timely manner.

03

Share updates ("I've started your order" "Item has shipped") and tracking information for products that shipped.

04

Include a handwritten note with your orders or send a snail mail thank you for services.

05

Once the order is complete, ask them to write a Thank You note on your storefront.

These treats were so fun! We brought them out for a
... extended family. The Peach Rings

5 COVER THE BASICS

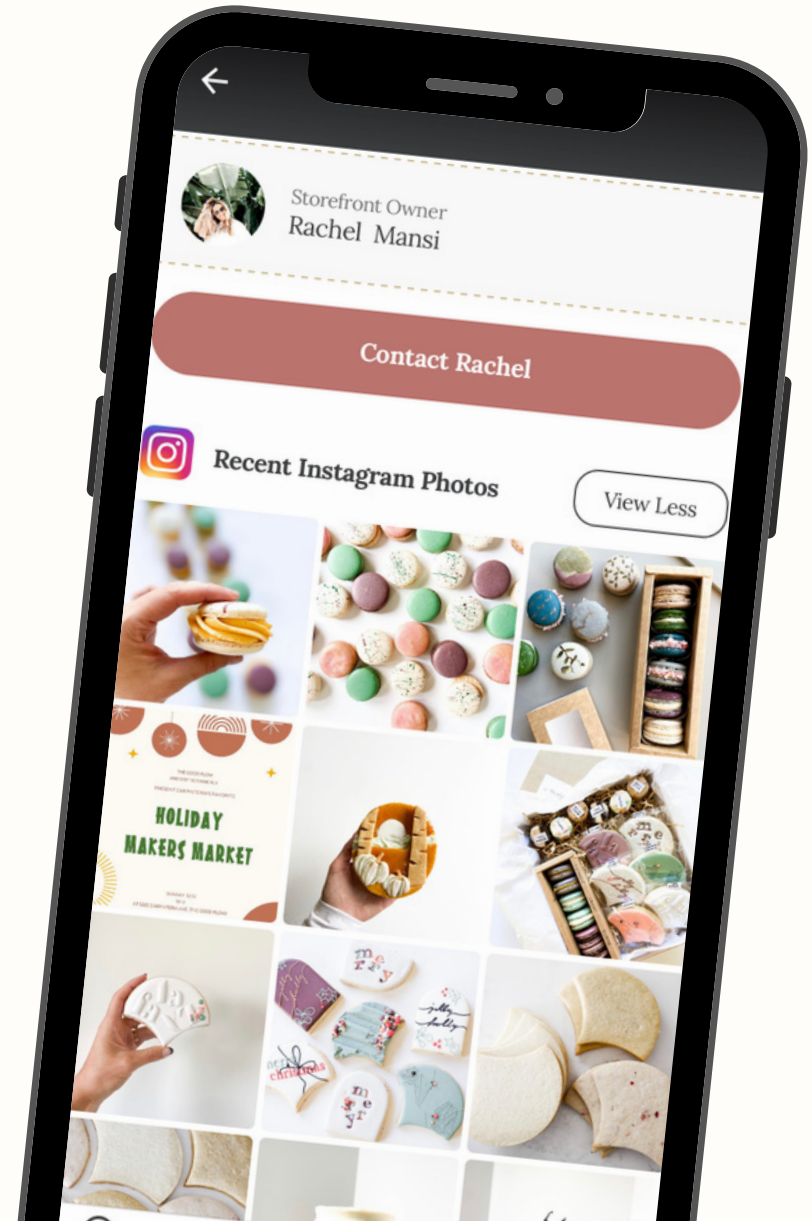
01 Update the app

02 Connect to Stripe

03 Link your Instagram account

04 Add a profile picture

05 Turn on notifications



WEST
tenth

The Foundry

**DISCOVER MORE RESOURCES FROM
THE FOUNDRY TO BOOST YOUR BUSINESS**