



How Do You Shape Up Your Business Online?

The Experts' Checklist To Growing Your Business Online



The Experts

Who Built This



Dr. Tiffany Raymond

Head of Global Customer Advocacy and Experience at PayPal

Passionate about improving the online world one ecommerce experience at a time, Dr. Tiffany Raymond works with businesses across the globe. She strives to help brands of all sizes create checkout experiences that delight their customers.



Gina Ozhuthual

Founder and CEO of Bohemian Mama

Gina launched Bohemian Mama, a fashion lifestyle brand and retail company in 2015. Introducing drop shipping, an affiliate program for bloggers, a new mobile app and a series of online store optimizations helped Bohemian Mama increase revenue 340% last year.

[Bohemian Mama](#)  

[The Creative Brand Architects](#)  



Keval Dattani

CEO and Co-Founder of Mo Bro's Grooming Company

In 2014, Keval and his two brothers decided to grow their beards for charity. This led to the birth of Mo Bro's - a men's grooming retailer focused on beard care. Now the brand has sold more than 500,000 grooming products, helping bearded bros solve their bearded problems in over 78 countries around the world.

[Mo Bro's](#)  

Starting Your Online Store



Be Clear On Your Branding

“The foundation of a clear brand message and a beautiful branding experience is super important. **The biggest mistake most startups make is not prioritizing and budgeting for branding.** Your brand story is everything, and you’ll save yourself from costly rebrands down the road if you start off by properly telling your story through all touch points.”

–Gina, Bohemian Mama



Choose The Right Platform And Partners

“You want a web platform that is built to scale as your business grows. Don’t just go with the cheapest, it will cost you later if you to have to migrate. There are lots of [great platforms out there](#) depending on what your business is and whether you are selling products or services. In terms of partners, [PayPal Working Capital](#) was key to my launch in 2015. **That capital helped me scale to a multimillion-dollar company and expand my own private-label line of organic and sustainable products for women and children beyond our retail offering.**”

–Gina, Bohemian Mama



Give Customers More Choice

“Avoid pre-selecting a payment method so it’s easy for customers to scan the options and find the payment method they want. **Clearly communicate shipping methods and costs.** 75% of consumers expect shipping to be free, even on orders under \$50.”¹

–Dr. Raymond, PayPal

¹ [“NRF study says more online shoppers want free shipping”](#), National Retail Foundation, January 2019.

Starting Your Online Store (cont.)



Don't Sweat A Lack Of IT Skills

“One of the biggest misconceptions of selling online is people think it’s costly and you need a lot of IT skills to do it. In fact, it’s quite the opposite these days. Setting up for launch without technical skills was straightforward for us. Being able to plug into PayPal within a few clicks meant we could take card payments quickly. When we did get stuck, we could find readily available solutions online, which was as simple as following on-screen instructions through a step-by-step process. **The biggest challenge was fearing the unknown – human nature!** But we did it all ourselves and it was the best decision we made, as we got to learn the processes involved in setting up online.”

–Keval, Mo Bro’s

Bringing New Customers To Your Online Store



Monitor And Optimize Your Site For SEO

“One of the biggest misconceptions people have is that all you need for online selling is just a website. It is far from that. Anyone can build a website. Getting found and retaining customers is a whole other animal. It’s a lot of work. Google algorithms change every day. **You have to have the right people in place watching and tweaking in order for those searches and ads to reach the right audiences and to convert those customers.**”

–Gina, Bohemian Mama

Bringing New Customers To Your Online Store (cont.)



Optimize For Local Search

“If you’ve ever searched Google for a restaurant or dry cleaner “near me,” you’re probably familiar with the local listings that appear under a map on the first page of results. **You can help your local business be included in these results by adding your location to the content and alt tags on your website.** Updating the tags on your website to include a target location makes it clear to both search engines and potential customers your business services a specific area.”

–Dr. Raymond, PayPal



Ensure Your Products Are Uploaded Properly To Your Online Store

“Organic and paid search efforts to attract and convert new customers always generate the largest revenue stream for Bohemian Mama. **The key to being found is to ensure your products are uploaded properly.** Use “alt text” on all your imagery. Resize your product imagery properly. Use search engine optimization (SEO)-rich, keyword-filled descriptions using universal product codes (UPCs), stock-keeping units (SKUs) and other Google identifiers at point of upload.”

–Gina, Bohemian Mama



Use Social Media And A Personal Touch To Spread The Word

“When we started, we didn’t have a lot of money to pay for advertising, so we used all the free resources that were available to us. We created social media accounts across Facebook, Instagram and Twitter. I wrote personalized notes in our customer orders telling them who we were and where they could find us online for additional resources. **We also introduced a refer-a-friend program, which gave both sides a little discount.** With these two strategies alone, we continued to grow our customer base. Our longer-term strategy was to create blog articles on our site. **We used keyword data to write about problems our customers might have and the benefits of using our products.** Today, the blog consistently generates 30% of free traffic to our website.”

–Keval, Mo Bro’s

Getting Customers To Return To Your Online Store And Purchase Again



Follow Up To Keep Customers Coming Back

“Email, text marketing and sign-up incentives are great ways to speak to your audience post-purchase and get them coming back. Having abandoned cart flows of customers who have looked at product or added to their cart but not pulled the trigger are also key. Retargeting ads on Google and social media will ensure you stay in front of them on the web.”

–Gina, Bohemian Mama



Engage Your Customers Like A Community

“We see all our customers as part of our tribe, so it’s important to nurture them. We do this in many other ways, such as competitions and fun exercises like quizzes. **These collect data for us and helps us make educated guesses for making new products.** When customers get involved in new releases, it helps build loyalty for us and improves what we do, a perfect win-win solution.”

–Keval, Mo Bro’s

Expanding Online Selling To International Markets



Tap partner resources to get started

“PayPal has continuously gone above and beyond for us and lots of other small businesses. **Not only have we received a lot of useful data from the innovative tools PayPal have built, but we have also been able to [grow our international sales](#) a lot quicker thanks to its services.** PayPal translated our pages for non-English speakers, took care of the currency conversions and gave us access to advanced business loans and capital. Most amazingly, PayPal picked up on charity work we did during the pandemic and shared us on their social platforms.”

–Keval, Mo Bro’s

Consider how customers want to pay

“Research local buyers’ preferred payment methods. These vary significantly depending on the country. It probably won’t surprise you that most people prefer paying in their local currency. Some payment providers will let you list products in a number of different currencies. If you can’t offer payment in local currency, make sure to give a currency conversion so customers can see what they’re paying.”

–Dr. Raymond, PayPal

Focus on one international market at a time

“The best piece of advice I could give is to take a test-and-learn approach. When we first started selling into international markets, we tried to expand internationally too quickly and although we were selling, we weren’t efficient. Pick a single overseas market and do it well. I would also recommend looking at native languages and consumer demand for your products and services, as they will vary.”

–Keval, Mo Bro’s



The content of this checklist is provided for informational purposes only. You should always obtain independent business, tax, financial, and legal advice before making any business decision.