

# SETTING UP AN ONLINE STORE

Build Your E-commerce Empire.  
Step to-Step Guide



Setting Up an Online Store on Wix: An In-Depth Guide Introduction Wix is a leading website builder that empowers users to create visually stunning and fully functional online stores without coding expertise. This ebook provides a comprehensive, step-by-step guide to setting up an online store on Wix, from initial planning to launching your eCommerce business.

#### Chapter 1: Getting Started with Wix Creating a Wix Account

Visit the Wix homepage and click Get Started.

Sign up with your email, Google, or Facebook account.

Complete the setup wizard, indicating that you want to build an online store. This helps Wix tailor features and recommendations to your needs.

#### Choosing the Right Plan

To sell products, you must select a Wix Business Premium plan, which unlocks eCommerce features like secure payments and inventory management.

#### Chapter 2: Planning Your Online Store Defining Your Niche and Products

Identify your target audience and the products you wish to sell.

Decide if you will sell physical goods, digital products, or services.

#### Preparing Product Information

Gather product names, descriptions, images, prices, and inventory details.

Plan product categories for easy navigation.

#### Chapter 3: Selecting and Customizing a Template Choosing a Template

From the Wix dashboard, click Create New Site and select "Online Store" as your website type.

Browse eCommerce-specific templates, filtering by industry if needed.

Preview templates and select one that aligns with your brand and product range.

#### Customizing Your Store Design

Use Wix's drag-and-drop editor to modify layouts, colors, fonts, and images.

Customize homepage, product pages, and navigation menus.

Ensure your site is mobile-friendly by editing the mobile version in the editor.

#### Chapter 4: Adding Products and Categories Adding Products

In the Wix editor, navigate to My Store or Store Products > Products.

Click Add Product and choose between physical or digital items.

Enter product details: title, description, images/videos, price, SKU, and inventory levels.

Assign products to relevant categories and collections for better organization.

#### Creating Categories

Group similar products into categories (e.g., Men's Clothing, Accessories).

Display categories on separate pages or as sections on your main shop page.

#### Chapter 5: Configuring Store Settings Site Settings

Set your store's name, contact email, location, language, and currency.

Add your business logo and favicon for branding.

#### Shipping, Delivery, and Pickup

Define shipping regions, rates, and delivery options (standard, express, local delivery, or in-store pickup).

Customize shipping rules for different products or locations.

#### Tax Settings

Configure tax collection based on your local laws and customer locations.

Wix offers automated sales tax calculation for many regions.

#### Chapter 6: Setting Up Payments Choosing Payment Providers

Go to Settings > Accept Payments.

Connect payment gateways such as Wix Payments, PayPal, Stripe, or credit/debit cards.

Enable additional payment methods like Apple Pay or manual payments if needed.

#### Testing Payments

Run test transactions to ensure the checkout process works smoothly.

#### Chapter 8: Enhancing Store Functionality Wix App Market

Add apps for marketing, analytics, reviews, live chat, and more.

Popular integrations include email marketing tools, pop-ups, and abandoned cart recovery.

#### SEO and Analytics

Optimize product pages with keywords, meta titles, and descriptions.

Connect Google Analytics and Wix's built-in analytics to track performance.

#### Chapter 9: Preparing for Launch Domain Name

Connect a custom domain to establish your brand's credibility.

Purchase a domain through Wix or connect one you already own.

#### Store Policies

Add pages for Shipping, Returns, Privacy Policy, and Terms of Service.

Ensure compliance with legal requirements for your region.

#### Testing Your Store

Preview your site on desktop and mobile.

Test the entire buying process, from browsing to checkout and order confirmation.

## Chapter 10: Going Live and Managing Your Store Upgrading and Publishing

Upgrade to a Business Premium plan if you haven't already.

Click Publish to make your store live.

### Managing Orders and Inventory

Use the Wix dashboard to track orders, manage inventory, and handle customer inquiries.

Set up automated emails for order confirmations and shipping updates.

### Marketing Your Store

Use Wix's marketing tools to run email campaigns, offer discounts, and share on social media.

Consider SEO, paid ads, and influencer partnerships to drive traffic.

**Advanced Content: Taking Your Wix Online Store to the Next Level** Advanced Features to Enhance Your Wix Store Wix offers a robust suite of advanced tools and integrations that can help you stand out in the competitive eCommerce landscape. Here are some key features and strategies to further elevate your online store:

#### Wix Artificial Design Intelligence (ADI)

Wix ADI uses AI to rapidly design a customized website based on your answers to a few questions, intelligently suggesting layouts, branding, and features tailored to your business. This is ideal for those seeking a professional look with minimal effort.

#### Advanced Shopping Experience

Implement features like abandoned cart recovery, which automatically emails customers who leave items in their cart, encouraging them to complete their purchase.

Integrate live chat for instant customer support, and use AI-powered product recommendations to boost sales.

Offer multiple payment gateways, including the latest options like Afterpay (Buy Now, Pay Later), Google Pay, Tap to Pay, and Moneris, making checkout seamless for a broader audience.

#### Wix Automations

Automate repetitive tasks such as sending welcome emails to new subscribers, scheduling social media posts, and reminding customers about promotions or abandoned carts.

These automations streamline your workflow, ensuring you never miss a marketing opportunity and freeing up time for business growth.

#### Velo by Wix: Custom Development

For those with coding knowledge, Velo by Wix allows you to add custom functionalities to your store.

Examples include low stock notifications, minimum order totals for shipping, custom product pricing, upsell offers, product configurators, wishlists, product reviews, and related items.

Velo also supports advanced integrations, such as postcode checkers for address verification and connecting your store to external services like Zoom for webinars or events.

#### Product and Catalog Management

Organize products into categories and collections for easier navigation.

Use inventory tracking to monitor stock levels and set up low-stock alerts.

Enable bulk add-to-cart, upsell, and cross-sell features to boost average order value.

#### Marketing and SEO Tools

Utilize built-in SEO features to optimize product pages for search engines.

Launch ready-made holiday campaigns using Wix's seasonal templates to engage customers during peak shopping periods.

Use the Wix App Market to add marketing tools for email campaigns, pop-ups, reviews, and more.

#### Print-on-Demand and Dropshipping

Integrate with services like Printify to sell custom products without holding inventory.

Dropshipping apps allow you to offer a wide range of products from multiple suppliers, automating fulfillment and reducing risk.

#### Order and Multi-Site Management

Manage orders, inventory, and customer communications from a single dashboard.

If you operate multiple stores, Wix's multi-site management tools help you keep track of each business efficiently.

#### Mobile Optimization

Ensure your store is mobile-ready with Wix's responsive design features, allowing shoppers to browse and buy seamlessly on any device.

**Newest Wix Features (2025) Afterpay Integration:** Offer flexible payment options with Buy Now, Pay Later for US customers.

**Adobe Express Integration:** Enhance product images directly within Wix using Adobe Express tools.

**Expanded Payment Gateways:** Support for Google Pay, Tap to Pay on Android/iOS, and Moneris.

**Holiday Campaign Templates:** Quickly launch seasonal promotions with ready-made templates.

**Conclusion** Setting up an online store on Wix is accessible for beginners and scalable for growing businesses. By following these detailed steps, you can launch a

professional, user-friendly eCommerce site and start selling with confidence.