



We appreciate the opportunity to guide you through launching your BigCommerce store!

This Course Outline highlights the topics covered in the Enterprise B2B Launch Package as well as the recommended Post-Work to complete in preparation for each session.

<b>Course Outline</b>	
<b>Session 1: Orientation, Support and Control Panel Intro</b>	
<b>△ Overview of Launch Package</b>	Get to know each other, your store and goals, and the plan for your B2B launch package.
<b>△ BigCommerce Resources</b>	Your link to self help resources as you grow in your knowledge of BigCommerce.
<b>△ BigCommerce App Marketplace (Examples: Intuit Solutions and B2B Edition)</b>	Introduce you to all of the additional apps available to fulfill your B2B needs.
<b>△ Control Panel Tour</b>	Get to know your BigCommerce store and review your control panel.
<b>△ Post-Work:</b>	<ul style="list-style-type: none"><li><input type="checkbox"/> Look over the B2B recommended themes in the Theme Marketplace.</li><li><input type="checkbox"/> Bring your store's logo and favicon for the next session.</li><li><input type="checkbox"/> Begin gathering preferences for how you will accept payments, handle shipping and taxes.</li></ul>
<b>Session 2 and 3: Admin and Storefront Setup</b>	
<b>△ Theme Design</b>	Discover the Theme Marketplace and the design elements available for your store to enhance your B2B customer experience.
<b>△ Content Pages</b>	Review the options to add personalized pages to your BigCommerce site, including About Us, Contact Us, Account Requests, FAQ, Returns & Shipping and many more.
<b>△ Payment, Shipping and Tax Settings</b>	Investigate the best options for accepting payments, shipping and tax settings based on your needs as a B2B business.
<b>△ Post-Work:</b>	<ul style="list-style-type: none"><li><input type="checkbox"/> Start exploring theme customization and content pages.</li><li><input type="checkbox"/> Decide on your store's payment and shipping options and tax setup.</li></ul>



- In preparation for Session 4, collect your email, DNS and domain information.

## Session 4: Domain and Security

### △ **Configure DNS**

Ensure your DNS is configured properly so your site launch is successful.

### △ **Connecting your Domain**

Instruction on connecting and pointing your domain name properly.

### △ **SSL Security Setup**

Protect your store with the proper security features, instilling confidence for your customers.

### △ **Post-Work:**

- Configure your DNS and connect a personalized domain for your store.
- Ensure your SSL is working properly by going to your storefront and verifying that it is secure.

## Session 5 and 6: Adding Products and Categories

### △ **Creating and Managing Products and Categories**

Present and organize your products in a way that makes it easier for your B2B customers to find them on your storefront and on search engines.

### △ **Inventory Tracking**

Set up your inventory tracking settings to enable alerts on low stock items and better manage your current inventory needs.

### △ **Managing Customers**

View and access your customer accounts for targeted marketing and customer needs.

### △ **Testing Orders**

Confirm order settings and gather insight on your customer's shopping experience.

### △ **Configure Order Notifications**

Stay updated on your orders with notifications to enable efficient order fulfillment.

### △ **Post-Work:**

- Review what we covered today and begin adding your products and testing orders.
- Decide on your store's product inventory strategy
  - Do all SKUs/variations have separate stock levels?
  - Do all SKUs/variations come from the same inventory pool?
- Prepare for our next session by bringing an overview of your order workflow.

## Session 7: Order Fulfillment & Management



△ **Managing Orders**

View order information including payment, shipping and more.

△ **BigCommerce Mobile App**

Your backend tool to view key performance metrics, view and update orders, and search customers.

△ **Invoices**

Access, review and print order invoices.

△ **Returns**

Advice on how to manage and process returns, as well as create your own return policy page.

△ **Order Fulfillment and Shipping Process**

Natively process order fulfillment including logistics with packaging, shipping labels and more.

△ **Post-Work:**

- Familiarize yourself with the control panel order view and explore custom views.
- Determine which additional features you may need for your B2B order fulfillment.
- Test your store on mobile as well as desktop, including available payment methods.

## Session 8 (Optional): B2B Edition in BigCommerce

△ **Installation & Setup**

Make sure that the app has been installed and you are able to login to the B2B Edition app.

△ **B2B Edition Account Dashboard**

Walk through the navigation of the account dashboard within B2B Edition.

△ **B2B Edition User Guide**

Explain how to navigate the B2B Edition User Guide and walk through some of the subject matter within it.

△ **Post-Work:**

- Familiarize yourself with the B2B Edition account dashboard.
- Explore the B2B Edition wiki page and go through the setup processes.
- Test the B2b Edition functionality on your storefront and make a list of your questions/concerns.

## Session 9 - 11: Enable Advanced Features

△ **Enable Product and Store Reviews**

Leverage and manage your reviews to increase sales and boost customer retention.

△ **Promotions**

Create, deploy and market coupons and discounts on your store.



<p>△ <b>Abandoned Cart (available on Plus, Pro, and Enterprise Plans)</b> Configure abandoned cart notifications and reports to capture lost revenue.</p>
<p>△ <b>Customer Groups</b> Easily segment your customers into groups for specific pricing, product options, and marketing.</p>
<p>△ <b>Importing/Exporting Using CSV</b> Learn how to add and edit your data in bulk with our CSV importing and exporting functionality.</p>
<p>△ <b>Custom Export Templates</b> Build customized export templates to suit your needs.</p>
<p>△ <b>Product Filtering and Faceted Search</b> Set up your product filters for your customers to intuitively search your store.</p>
<p>△ <b>Post-Work:</b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Explore the promotions and coupons section of your store.</li><li><input type="checkbox"/> Determine if you want to use a review system (for products and/or your business).</li><li><input type="checkbox"/> Decide if you would like to use customer groups and begin setting them up.</li></ul>
<p><b>Session 12: Building Traffic via Organic Search</b></p>
<p>△ <b>Search Engines</b> Learn the basics of how search engines work to improve your SEO.</p>
<p>△ <b>SEO Cardinal Rules</b> Discover the fundamental rules to build organic traffic.</p>
<p>△ <b>Keyword Discovery and Analysis</b> Set up and implement a master keyword list for your store.</p>
<p>△ <b>Backlinks and Blogging</b> Expand your keyword knowledge and learn the value of backlinks.</p>
<p>△ <b>Post-Work:</b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Fill out all SEO fields within BigCommerce.</li><li><input type="checkbox"/> Start creating your Keyword Master List and topics for content.</li></ul>
<p><b>Session 13: Optimizing SEO</b></p>
<p>△ <b>Homepage SEO</b> Utilize meta descriptions to accurately establish your Homepage SEO.</p>
<p>△ <b>Category Page SEO</b> Strategically arrange products and set up descriptions to optimize your category pages.</p>
<p>△ <b>Product Page SEO</b></p>



Design your product page with details that will move more customers to conversion.

**Post-Work:**

- Optimize your most important pages: best products, categories, blog posts and homepage.

## Session 14: Growing Your Presence Through Social Media

**Social Media Channels for Your Business**

Learn about the recommended channels for B2B businesses and decide on the right ones for your marketing strategy.

**Building Your Brand and Finding Your Voice**

Understand how to build and utilize the voice of your brand in your social media marketing.

**Posting Strategy**

Dive into the best ways to reach your customers and establish consistency with your posts.

**Post-Work:**

- Decide on the social media channels that are right for your B2B business.
- Set up the logistics that will go into creation and maintenance of those accounts.

## Session 15: Intro to Paid Advertising

**Using Paid Advertising**

Understand the advantages and disadvantages of using paid advertising.

**Types of Paid Advertising**

Uncover the different types of paid advertising and which are the best for your marketing strategy.

**Post-Work:**

- Decide on your paid advertising strategy.

## Session 16 and 17: Optimizing for Conversion

**Homepage Experience**

Engage with the visitor, move them along the purchase funnel and improve Call to Actions.

**Site Navigation**

Build value into your menu and navigation links based on what particular shoppers are looking for.

**Build Trust in Your Brand**

Display symbols that communicate site security, boost confidence by enabling the live chat feature, and leverage product reviews and testimonials to improve overall conversion.

**Exit Offers and Pop Ups**

Incentivize customers in the purchase funnel by using exit offers and pop ups.



△ **Color Theory**

Understand how to use colors and visual effects to communicate the Call to Action for your customers.

△ **Product Pictures, Descriptions and Options**

Understand specific and in depth guidelines for product pictures and descriptions. Also, configure your product options for specific product types.

△ **Checkout Page Optimization**

Simplify the checkout process for a seamless conversion.

△ **Mobile Optimized Themes**

Adjust your content to improve customers' mobile experience.

△ **Post-Work:**

- ❑ Your eCommerce Growth Coach will send your Reference Guide by email. The guide includes all of the topics we covered and helpful resource links for your ongoing learning and growth.
- ❑ When you are ready, keep in mind that we do have [SEO and Conversion Audits](#) available to help identify areas of your store we can improve to grow your revenue!

***Congratulations!***  
***You have completed your B2B launch package!***

**Questions for your next session?**

Email [learning@bigcommerce.com](mailto:learning@bigcommerce.com)

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**Steps for Immediate Support**

1. Find answers in the [Knowledge Base](#)
2. Learn from BigCommerce merchants through the [Community Pages](#)
3. Contact our 24/7 [Customer Success Team](#)