

RECIPE FOR

Perfect Storefronts



Tips

A good healthy photo for your storefront should be more than 1200 x 800 px (683 KB) but no more than 5472 x 3648 (4.5 MB). All photos need to have a resolution of 72 px/in.

Every storefront comes with a designer to help with the process, so please feel free to reach out!

Ingredients

- Photos 1200 x 800 px
- Logo 250 x 100 px
- Favicon 16 x16 px

Preparation

1. **Domain Settings, Themes, and Styling** are necessary when making a beautiful website. Your domain name will automatically populate, so next pick a theme. **Themes** are built as you create, so be on the watch for a new one! **Styling** is for your logo, tab icon, and color. Everything on the styling page will be on your emails.
2. We recommend that each page should be filled out completely. The more pages within your site make for a better experience for customers. **Homepage, About Us, and Contact Us** should have high-resolution photos in the main area. The **Gallery** page is reflective of your inventory in action. So choose pretty photos! **Shop + Cart** and **My Events** pages need no creative, just turn them on. **Category Showcase** is for party themes or showing off one part of your inventory. **Featured Looks** is to show customers a built out look, such as winter wonderland.
3. **Menu** will automatically show the most commonly used pages. Make sure all menus are linked to the correct page. **Testimonials** are a great way to show reviews from customers, and **Social Media** is highly used as well! And to top off your beautiful site, fill out your **Footer** with some witty copy about your company!
4. **SEO** (search engine optimization) is the process of optimizing the visibility of your website and its ranking among the different search engines such as Google, Bing, and Yahoo!