

ONE OF A KIND - VIRTUAL MARKET REVIEW

SECTION ONE - OOAK PROFILE

LINKS

OOAK SHOP _____

WEBSITE _____

FACEBOOK _____

INSTAGRAM _____

PRO TIP:

USE A URL SHORTENER LIKE BIT.LY TO CREATE LINKS TO SHARE ON SOCIAL AND YOUR OOAK PROFILE. USE THE STATS TO SEE WHERE REFERRALS COME FROM.

PROFILE OVERVIEW

- ☐ BUSINESS PROFILE IMAGE
- ☐ HEADER IMAGE
- ☐ ABOUT SECTION
- ☐ PERSONAL PROFILE IMAGE
- ☐ PERSONAL DETAILS
- ☐ CATEGORY
- ☐ OFFER
- ☐ SHIPPING CUTOFF
- ☐ PRODUCT LINKS (FIRST 15)
- ☐ VIDEO
- ☐ STUDIO IMAGES
- ☐ LATEST POSTS
- ☐ POLICIES

NOTES

LOOKBOOK OVERVIEW

- ☐ LOOKBOOK
- ☐ MULTIPLE PAGES
- ☐ PRODUCTS LINKED
- ☐ COMPANY STORY

NOTES

STORE OVERVIEW

- ☐ COLLECTIONS
- ☐ NUMBER OF PRODUCTS
- ☐ FIRST IMPRESSION (12 PRODUCTS)
- ☐ IMAGES (DIMENSIONS, UNIFORM)

NOTES

ONE OF A KIND - VIRTUAL MARKET REVIEW

SECTION TWO - ITEM AUDITS

ITEM ONE

- ☐ MAIN IMAGE
- ☐ IMAGES (DIMENSIONS, UNIFORM)
- ☐ VARIANT(S)
 - DESCRIPTION**
 - ☐ SEO FIRST SENTENCE
 - ☐ DIMENSIONS
 - ☐ SUGGESTIONS FOR SIMILAR
 - ☐ SHIPPING POLICY/INFO
 - ☐ SOCIAL LINKS
 - ☐ COLLECTION
 - ☐ CATEGORY
 - ☐ ANYTHING ELSE?

NOTES



NOTES

ITEM TWO

- ☐ MAIN IMAGE
- ☐ IMAGES (DIMENSIONS, UNIFORM)
- ☐ VARIANT(S)
 - DESCRIPTION**
 - ☐ SEO FIRST SENTENCE
 - ☐ DIMENSIONS
 - ☐ SUGGESTIONS FOR SIMILAR
 - ☐ SHIPPING POLICY/INFO
 - ☐ SOCIAL LINKS
 - ☐ COLLECTION
 - ☐ CATEGORY
 - ☐ ANYTHING ELSE?



ITEM THREE

- ☐ MAIN IMAGE
- ☐ IMAGES (DIMENSIONS, UNIFORM)
- ☐ VARIANT(S)
 - DESCRIPTION**
 - ☐ SEO FIRST SENTENCE
 - ☐ DIMENSIONS
 - ☐ SUGGESTIONS FOR SIMILAR
 - ☐ SHIPPING POLICY/INFO
 - ☐ SOCIAL LINKS
 - ☐ COLLECTION
 - ☐ CATEGORY
 - ☐ ANYTHING ELSE?

NOTES



ONE OF A KIND - VIRTUAL MARKET REVIEW

SECTION TWO - ITEM AUDITS

ITEM FOUR

- ☐ MAIN IMAGE
- ☐ IMAGES (DIMENSIONS, UNIFORM)
- ☐ VARIANT(S)

DESCRIPTION

- ☐ SEO FIRST SENTENCE
- ☐ DIMENSIONS
- ☐ SUGGESTIONS FOR SIMILAR
- ☐ SHIPPING POLICY/INFO
- ☐ SOCIAL LINKS
- ☐ COLLECTION
- ☐ CATEGORY
- ☐ ANYTHING ELSE?

NOTES



ITEM FIVE

- ☐ MAIN IMAGE
- ☐ IMAGES (DIMENSIONS, UNIFORM)
- ☐ VARIANT(S)

DESCRIPTION

- ☐ SEO FIRST SENTENCE
- ☐ DIMENSIONS
- ☐ SUGGESTIONS FOR SIMILAR
- ☐ SHIPPING POLICY/INFO
- ☐ SOCIAL LINKS
- ☐ COLLECTION
- ☐ CATEGORY
- ☐ ANYTHING ELSE?

NOTES



CART AND CHECKOUT FUNCTIONALITY

- ☐ LOGO PRESENT
- ☐ PAYMENT OPTIONS
- ☐ SHIP & PICKUP OPTIONS
- ☐ SHIPPING RATES WITHIN REASON
- ☐ OVERALL BRANDING
- ☐ ABANDONED CART EMAIL?



PRO TIP:

SETTING UP AN AUTOMATIC
EMAIL FOR ABANDONED
CARTS CAN INCREASE SALES
BY UP TO 10%.
[LEARN MORE HERE.](#)

NOTES

ONE OF A KIND - VIRTUAL MARKET REVIEW

SECTION THREE - SOCIAL MEDIA

INSTAGRAM

- ☐ PROFILE IMAGE
- ☐ PROFILE INFORMATION
- ☐ BUSINESS PROFILE
- ☐ HIGHLIGHTS & STORIES
- ☐ IMAGE FEED
- ☐ REELS
- ☐ IGTV
- ☐ HASHTAG USE

PRO TIP:

THE MORE COHESIVE AND 'ON BRAND' YOUR FEED LOOKS, THE MORE PUT TOGETHER YOUR BUSINESS LOOKS TO PROSPECTIVE CUSTOMERS.

FACEBOOK

- ☐ PROFILE IMAGE & HEADER
- ☐ PROFILE COMPLETE
- ☐ LINK TO OOAK EVENT
- ☐ EVENT PROMOTION

SUMMARY AND REVIEW



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INSTAGRAM / FACEBOOK / SHOP ONLINE

TO LEARN MORE ABOUT HER ENTHUSIASM
FOR SMALL BUSINESS AND WHAT SHE CAN DO,
VISIT HER DESIGN WEBSITE.

WEB DESIGN / BRANDING / PORTFOLIO