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Opening an online shop without starting from nothing

Platforms & Getting Started

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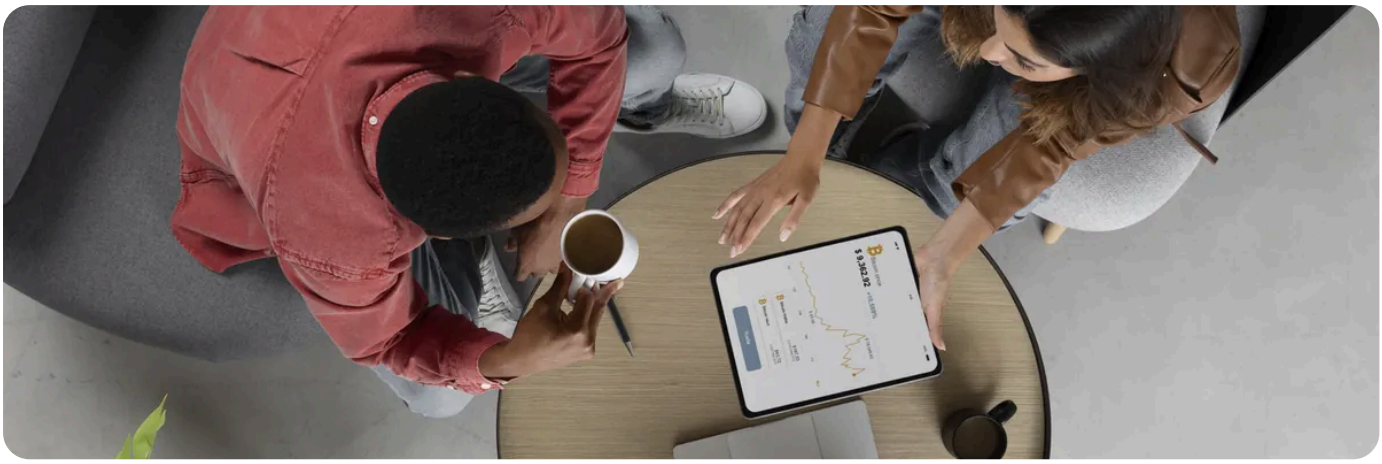

Building a shop from scratch, product by product, text by text, is what makes most people give up halfway. It is not necessary. There are real shortcuts, and there are things that look like shortcuts and cost dearly. This article separates the two.

We have no product that builds the shop for you, and we do not sell AI shop assistants.

What we have is hosting, where WordPress and WooCommerce run as they do anywhere. The shortcuts below are ways of working, not things you contract from us.

The shortcuts that really are shortcuts

Shortcut	What it saves
A ready-made shop theme	Saves the design work, which takes the most time and sells the least
Importing products from a CSV file	WooCommerce imports a spreadsheet. A hundred products go in at once instead of one by one
AI for the descriptions	Give it the characteristics of each product and ask for the description. Then fix the facts
Photographs on the same background	A plain wall and daylight are enough. Uniformity is what looks professional
Opening with ten products	A shop with ten products done properly sells more than one with a hundred done halfway
Manual payment at the start	Transfer and cash on delivery work from day one and need no contract

One afternoon, start to finish

1. **Install WordPress** from cPanel: **in a few clicks**.
2. **Install WooCommerce** from inside WordPress, under Plugins, and run the wizard to the end.
3. **Pick a shop theme** and do not customise it yet. The button colour can wait.
4. **Add three real products**, with a photograph, a price and a description. They are what reveal what is missing.
5. **Enable bank transfer and cash on delivery** in the payments list.
6. **Create a shipping zone** for where you actually deliver, with a flat rate and, if you can, local pickup.
7. **Place a test order** from outside your own account, on a phone, through to the confirmation e-mail.
8. **Open the shop** and add the remaining products with the shop already running.

AI in a shop: where it helps, where it ruins

Use	Verdict
A description from the characteristics	Helps. Give it the measurements, the material and the use, and ask for three lines
Product names and categories	Helps to tidy a large catalogue in one go
Answering repeated questions	Helps you write the answers. Do not send them unread
Bulk-generated descriptions	Ruins it. A hundred descriptions generated at once all share the same cadence and read like spam
Facts about the product	Ruins it, and it is dangerous. Invented measurements, materials, compatibility and guarantees are misleading advertising
Generated photographs of a real product	Ruins it. Showing a generated image of what you sell deceives the buyer, and the returns will prove it

Every number the AI writes has to go through you.
In a shop a wrong number is not a typing error: it is a returned order, or a complaint. Weight, measurements, delivery time, guarantee, compatibility. Check all of it.

What cannot be postponed

1. **How the money reaches you.** It is the question that stalls most shops. Start manual, but start: **WooCommerce and getting paid**.
2. **A returns policy, written down.** Without one, every return is an argument.
3. **Your customers' details.** Name, address and phone are personal data, with obligations: **personal data protection**.
4. **The padlock and the backups.** A shop loses orders, not just pages: **restoring a backup yourself**.

You do not need a shop to start selling.
A catalogue on the site with the order closed over WhatsApp works, and plenty of people here sell very well that way: **putting WhatsApp on your site**. The shop comes when the volume justifies it.

NEED A HAND?

Want to check the plan is enough for the shop you have in mind?

Talk to us →

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