

# DM-to-Checkout Migration Checklist

**Best for:** Instagram sellers and small ecommerce brands.  
**Use it for:** Move the repeated DM work into a cleaner buying path.

## How to use this

Print it, mark it up, and keep it beside the build. The goal is not to become a web strategist. The goal is to stop small missing decisions from eating the launch day.

## Map the repeat questions

- Price, stock, sizing, delivery, payment, refund, and care instructions.
- Turn each repeated answer into a website section or product field.
- Keep WhatsApp/Instagram as support, not the whole sales system.

## Pick the first store shape

- Catalog only, inquiry-led product page, or full checkout.
- Start where the biggest manual drag disappears.
- Do not build a giant store before product photos and operations are ready.

## Launch checks

- Product names and images are clear.
- Payment and delivery expectations are visible.
- Order/contact flow has been tested by a real person.

## Next step

If you want the site done with you instead of by you, book a free intro call at [niyalo.com](https://niyalo.com). Bring this worksheet and we can tell you quickly whether a one-day Sprint fits.

# 30-minute action plan

Do this before you hand the project to anyone. The point is not to finish the whole website. The point is to remove the decisions that slow the website down.

Priority	Decision or task	Owner	Due
1	Map the repeat questions: Price, stock, sizing, delivery, payment, refund, and care instructions.		
2	Map the repeat questions: Turn each repeated answer into a website section or product field.		
3	Pick the first store shape: Catalog only, inquiry-led product page, or full checkout.		
4	Pick the first store shape: Start where the biggest manual drag disappears.		
5	Launch checks: Product names and images are clear.		
6	Launch checks: Payment and delivery expectations are visible.		

## What usually breaks the launch

- No single decision-maker.

---

- Missing assets scattered across chat threads.

---

- A CTA that changes halfway through the build.

---

- A first version trying to behave like a six-month roadmap.

---

