

EXHIBIT B

STORE LAUNCH PACKAGE: Expert

SERVICE AREA	SERVICE DETAILS
Orientation & Resources	Get to know your BigCommerce store: ● Overview of service and expectations ● Control Panel Tour We will walk you through additional ways to achieve success on BigCommerce beyond this service: ● Overview of additional BigCommerce resources and services ● BigCommerce Community Forum ● Additional coaching services
Store Setup	We will guide you through setting up your store basics across: ● Store Profile ● Payments ● Shipping ● Tax ● Display ● Themes (Logo, Favicon, Carousel) ● Content Pages
Adding Products & Categories	We will enable you with the know-how on setting up your first few products: ● Category, Subcategory, and Product setup ● Working with Option and Option sets ● Product rules ● SKU overview ● Inventory settings And complete a test order to make sure it all works: ● Create a faux customer ● Enable test payment gateway ● Place order ● Configure order notification
Enable Advanced Features	● We will help set up additional advanced features to help you get even more out of selling on BigCommerce: ● Enable store reviews/comments ● Walkthrough of working with coupons and discounts ● Configure the Abandoned Cart feature* ● Create a Customer Group ● Walkthrough of working with products and images in bulk
Get Traffic	Help merchants find your store! We will help set your store pages up with basic SEO

	and configuration of several channels: ● Configure Home, Category, Product Page SEO (3 pages) ● Configure the store to sell on Facebook, Pinterest, Instagram, and Google Shopping
Optimize Your Store for Conversion	We will show you ways to best optimize your storefront and pages: ● Home, Category, Product, Checkout page optimization ● Mobile-optimized themes
Domain & Security	We will help establish your store presence and security online: ● Domain/DNS and Email setup ● Security setup (SSL, sitewide HTTPs)
Connect to Search Engines & Wrap Up	We'll help connect your store to search and ensure everything is backed up ● Connect to Google and Bing Search consoles ● How to perform a store backup

Your BigCommerce eCommerce Growth Coach will reach out to help you determine the best time to start your coaching sessions, within three (3) business days of contract signature.

Once start times are determined, the eCommerce Growth Coach will also send over a Google Calendar invite(s) as well as a detailed scheduling document confirming times and coaching session details.

End