



A Free Online Store for a Small Shop (Square Online)

product list, online and at the counter An Extended Guide · No. 2083

————— An Extended Guide · No. 2083 —————

Tech Made Simple. Service Made Personal.

Bill Davis — Bill's Home Tech

(330) 200-8042 · bill@billshometech.com · Atwater, Ohio

Book a visit — billshometech.com/book

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THE 60-SECOND VERSION

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1. The Whole Idea on One Page If you read only one page, read this. Here is the whole plan as a short checklist. A free online store lets a small shop sell on the web without a monthly bill. If you already run Square at the counter, you can turn on a matching online store that shares the same products, so a sale online and a sale in the shop both pull from one list.

- 1 Use the free online store built into Square — no monthly fee to start.
- 2 Add a handful of your best items with a clear photo, price, and description.
- 3 Choose how customers get their order: pickup, local delivery, or shipping.
- 4 Let the online store share your in-person product list so stock stays in step.
- 5 Share your store link on your website, social pages, and a sign at the counter.
- 6 You pay only the card processing fee on each online sale, not a monthly charge. The free plan has no monthly fee. You pay a processing fee on each online card sale — reported around 3.3% plus 30 cents as of late 2026 — so you only pay when you actually sell something. Confirm the current rate on Square's pricing page. The rest of this guide walks through setting it up, taking good photos, handling pickup and shipping, and

keeping it simple. Take it a page at a time; you can build your first store in an afternoon.

WHY BOTHER 2. Why a Small Shop Wants an Online Store You may wonder whether a little shop really needs to sell online at all. The honest answer is that it does not have to, but a simple online store quietly earns its keep. It lets a customer who can't get in before closing still buy from you, and it gives you a real web address to point people to. It also meets people where they already are. Folks increasingly expect to glance at a shop's offerings online before they drive over, or to order a pickup from the couch. A free store lets you offer that without changing how your shop works day to day. Sell to customers who can't make it in during your open hours. Give people a place to browse before they drive over.

WATCH OUT

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Offer easy pickup orders, which many customers now prefer.

Have a real web link to put on cards, signs, and social posts. You do not have to put your whole shop online. Even a dozen of your most popular items, available for pickup, can be worth the small effort of setting up a free store. **WHAT 'FREE' MEANS 3. What 'Free' Really Means Here** Free online stores exist, but it pays to understand exactly what is free and what is not, so there are no surprises. With Square's free plan, there is no monthly subscription. What you do pay is a processing fee on each card sale, the same way you pay a fee when a customer taps a card at your counter. No monthly subscription on the free plan — you can leave it on at no standing cost. A processing fee applies to each online card sale, taken from that sale. The online rate (reported near 3.3% plus 30 cents in late 2026) is a bit higher than in-person. Paid plans lower the online rate and add features, but most small shops start free. Because the only cost is per-sale, a free store carries no risk. If a slow month brings no online orders, it costs you nothing to have kept the store open. This per-sale model is what makes a free store so friendly to a small shop. You are never paying for a store that isn't selling, and the cost scales naturally with your actual business. **THE CHOICES 4. Which Free Store Fits Your Shop** There are several ways to get a free or low-cost online store, and the best one usually depends on what you already use at the counter. If you run Square in the shop, Square Online is the obvious match because it shares your products automatically. Other tools exist and are worth a glance. Square Online: free to start, and it shares your in-person Square catalog — the easy fit.

WATCH OUT

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A marketplace like Facebook or Etsy: good for reaching browsers, with their own fees and rules. A full website builder's store: more control, usually a monthly cost. Your point-of-sale maker's own online add-on, if you use a different register system. This guide uses Square Online as the main example, because the free plan and the shared product list make it the gentlest path for a shop that already rings up sales with Square. The ideas carry over to the others. Match your online store to your register if you can. Sharing one product list between the counter and the web saves you from keeping two lists in step by hand — a chore that never ends well. ONE CATALOG 5. One Product List for Shop and Web The quiet magic of a matched store is that your shop and your website draw from a single product list. When you add an item or change a price once, it is right in both places. This is the difference between a store that is a joy and one that becomes a second full-time job. Add or edit a product once, and it updates at the counter and online together. A price change in one place is a price change everywhere. Stock counts can be shared, so the web doesn't sell what the shelf no longer has. You manage one list, not two that drift apart. Keeping two separate lists — one for the register, one for the website — is the single biggest reason small online stores get abandoned. A shared catalog removes that burden entirely. If you take one idea from this guide, let it be this: one list, shared. It is what keeps an online store from quietly turning into a burden you resent.

GETTING STARTED

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6. Turning On Your Free Store If you already have a Square account for your shop, turning on the online store is mostly a matter of switching it on and giving it a name. You do not start from scratch; you build on the account you already use to take payments.

- 1 Sign in to your shop's Square account on a computer.
- 2 Find the Online section and choose to create a site on the free plan.
- 3 Give your store a name — usually just your shop's name.
- 4 Pick a simple look from the ready-made designs; you can change it later.
- 5 Choose a web address, either a free one Square provides or your own if you have it. You do not need to design a website from nothing. Square offers ready-made layouts, so your

job is mostly to add products and your shop's details, not to be a web designer. That is the store stood up. It will look bare until you add products, which is the next step and the most important one for actually selling. **ADDING ITEMS** 7. Adding Your First Products A product online needs three things to sell well: a clear photo, an honest price, and a short description that answers a buyer's obvious questions. You do not need all your inventory at once — start with a handful of your best sellers and grow from there. Add a clear, well-lit photo for each item — the photo does most of the selling. Set the price, matching your in-store price unless you have a reason not to. Write a short description: what it is, the size or options, and why someone wants it. Start with your most popular items; you can add the rest over time. **WATCH OUT** Begin with ten or fifteen of your best items rather than trying to list everything. A small, tidy store that is actually finished beats a huge one you never complete. Each item you add is a small piece of selling done once and working for you around the clock. Build it up a few items at a time, and the store fills out without ever feeling like a mountain of work.

GOOD PHOTOS

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8. Taking Photos That Sell Online, the photo is your window display. A good one does more to sell an item than any clever words. The happy news is that a modern phone takes photos more than good enough for a web store, as long as you give it decent light and a clean background. Shoot in bright, even light — near a window on a cloudy day is ideal. Use a plain, uncluttered background so the item stands out. Take a few angles, and a close-up of any detail that matters. Hold the phone steady, or prop it, so the photo is sharp. You do not need a fancy camera. A steady phone, a window for light, and a plain backdrop will produce photos that look right at home in an online store. Spend a little care on photos and your store looks professional and trustworthy. Rushed, dim, cluttered pictures are the fastest way to make a nice product look unappealing. DESCRIPTIONS 9. Writing Descriptions That Answer Questions A good description simply answers the questions a customer would ask if they were standing at your counter. Keep it plain and honest. You are not writing poetry; you are helping someone decide, from a distance, whether this item is right for them. Say plainly what it is and what it's for. Give the size, color, material, or options, so there are no surprises. Mention anything a buyer must know before purchasing. Keep it short — a few honest sentences beat a wall of text. TIP Imagine the customer holding the item and asking, 'Will this fit? What's it made of? How many come in a pack?' Answer those, and your description is doing its job. Clear descriptions cut down on confused questions and returns. A minute of honest writing per item saves you time and keeps buyers happy.

PICKUP

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10. Offering Pickup at the Shop For a local shop, pickup is often the simplest and most popular way to fulfill online orders. The customer orders and pays online, then comes by to collect. There is no shipping to figure out, no packaging, and it brings people into your shop where they often buy more. Turn on pickup so customers can order online and collect in person. Set the hours and the spot where orders are picked up. Tell customers how they'll know the order is ready — a text or email. Keep a simple shelf or area for ready pickup orders so nothing gets lost. Pickup is the gentlest way to start selling online. You skip all the shipping questions, and customers coming in to collect often leave with something extra they spotted on the way. If you offer only one fulfillment method at first, make it pickup. It fits a local shop naturally and keeps your first online orders easy to handle.

LOCAL DELIVERY 11. Local Delivery for Nearby Customers If your shop serves a town or a short radius, local delivery can be a nice touch — you or a helper run orders out to nearby customers. It takes more effort than pickup, so set clear limits so it stays manageable. Set a delivery area — the towns or mile radius you'll cover. Decide a delivery fee or a minimum order, so it's worth the trip. Choose the days and times you'll deliver, not 'any time.' Start small; you can widen the area once you see how it goes. TIP Keep local delivery tightly bounded at first — a few nearby towns, set delivery days, a clear fee. It is easy to widen later and hard to walk back an over-generous promise. Local delivery can delight nearby regulars, but only if it stays sustainable for you. Clear limits keep it a pleasure rather than a burden.

SHIPPING**9. For electrical, gas, water, or ladder work, please call a licensed professional. — Bill's Home Tech**

12. Shipping, If You Want To Shipping opens your shop to customers far beyond your town, but it adds real work: packaging, postage, and the questions that come with it. Many small shops do beautifully with pickup and local delivery alone. Add shipping only if your products suit it and you have the time. Decide which items are worth shipping — small, sturdy, and not too heavy. Set shipping rates, or charge the actual postage so you don't lose money. Have packaging and a postage plan before you promise shipping. Be honest about handling time, so buyers aren't left wondering. **WATCH OUT** Underpricing shipping is a classic way to lose money on every sale. If you offer it, make sure what you charge truly covers postage and packaging, or you'll be paying to send your own goods away. Shipping is powerful but optional. There is no shame in a local store that only does pickup and nearby delivery — for many shops, that is exactly right. **GETTING PAID** 13. How the Money Reaches You Online sales are paid by card, and the money flows into the same place as your in-person sales if you use the matched store. The processing fee comes out of each sale automatically, and the rest is deposited to your bank on the service's normal schedule. Customers pay by card at checkout; you don't handle their card details. The processing fee is taken from each sale automatically. Deposits land in the same bank account as your counter sales. You can see every online order and payout in your account's reports. Because online and in-person sales flow to the same account with the same provider, your bookkeeping stays simple — one place to see all your sales, online and off.

KEEPING STOCK STRAIGHT

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There is nothing new to learn about getting paid. If you already take cards at the counter, online payments work the same way, just initiated from a web page instead of a reader. 14. Not Selling What You No Longer Have Nothing frustrates a customer more than buying something online only to be told it's sold out. If you track stock, a matched store can share those counts so the website stops offering an item once the shelf is empty. It is worth setting up for anything you can run out of. Turn on stock tracking for items that can sell out. Let the online store share those counts so it won't oversell. Mark one-of-a-kind items as single quantity so two people can't buy the same one. Check stock after busy days to keep the numbers honest. TIP For handmade or one-of-a-kind items, setting the quantity to one is essential — it stops two customers from buying the only one you have and leaving you to disappoint someone. Honest stock counts keep customers trusting your store. A shared count, kept roughly current, prevents the awkward sold-out email that sours a first impression. YOUR WEB ADDRESS 15. A Web Address People Can Remember Your store needs a web address, and you have two choices: a free one the service provides, or your own custom address if you have or buy one. A free address works perfectly well to start; a custom one looks a touch more polished and is easier to say aloud. A free address from the service gets you selling right away at no cost. Your own address (like yourshop.com) looks tidier and is easier to remember. If you already own a domain for your shop, you can point it at the store. You can start with the free address and add a custom one later. A custom web address is a small yearly cost and a nice touch, but it is not required. Plenty of fine small-shop stores run happily on the free address the service hands out.

SHARING IT

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Do not let the web-address question slow you down. Launch on the free address, start selling, and upgrade to your own name whenever it feels worth it. 16. Getting People to Your Store A store with no visitors sells nothing, so once it's live, your job is to point people to it. The good news is you already have an audience — your regulars, your social followers, and everyone who walks past your shop. Tell them all. Put the store link on your social pages and in every post about products. Add it to your Google and Apple business listings. Print it on receipts, bags, cards, and a sign at the counter. Mention 'order online for pickup' to customers at the register. TIP A small sign at the counter that says 'Shop with us online — pickup available' plants the idea with every customer. Many will use it later, from home, when they remember something they meant to buy. Promoting your store is not a one-time blast; it is a steady habit of mentioning it wherever your customers already look. Keep pointing people to it, and the orders follow. ON SOCIAL 17. Tying It to Your Social Pages If your shop has a Facebook or Instagram page, you can often connect it to your store so a post about an item links straight to buying it. This turns your everyday social posts into a storefront window, with the checkout a tap away. Link your store to your Facebook and Instagram pages where the option exists. When you post a photo of an item, include the link to buy it. Share pickup availability so local followers know they can order and collect. Keep posting as you normally would — just add the 'buy it here' link. You do not need to become a social-media expert. Simply adding a 'buy it online' link to the photos you already post turns casual browsing into easy sales.

KEEP IT SIMPLE

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Your social pages and your store work best as partners: the pages draw interest, the store closes the sale. Connecting them means a delighted follower can act on the spot. 18.

Resisting the Urge to Overbuild The biggest trap with an online store is trying to make it too grand. Endless pages, every product, fancy features — all of it can keep a store from ever launching. A small, finished store that takes real orders beats a sprawling one that is always 'almost ready.' Launch with a handful of items rather than waiting to list everything. Use a ready-made design instead of fussing over a custom look. Offer pickup first; add delivery and shipping only if you need them. Add and improve a little at a time, once it's live and selling. TIP Done and selling beats perfect and unpublished. Get a simple store live, take a few real orders, and let what you learn guide what you add next. A store is never truly finished, and that is fine. Launch small, keep it tidy, and grow it in response to real orders rather than imagined ones. HANDLING ORDERS 19. A Simple Routine for New Orders Once orders start coming, a simple daily routine keeps them from piling up or slipping through. You want to know when an order arrives, prepare it promptly, and let the customer know it's ready. A little rhythm here keeps customers delighted.

- 1 Turn on order alerts so you know the moment a sale comes in.
- 2 Check for new orders at set points in the day.
- 3 Prepare and set aside each order, marking it ready.
- 4 Let the customer know their pickup or delivery is ready, as promised. Prompt, friendly order handling is what earns repeat online customers. A quick 'your order is ready' message makes the whole experience feel cared-for, the same as good service at your counter.

RETURNS**13. For electrical, gas, water, or ladder work, please call a licensed professional. — Bill's Home Tech**

Fold order-checking into your day the way you'd check the mail, and online orders become a pleasant part of the routine rather than a surprise scramble.

20. A Fair, Simple Return Policy Selling online means the occasional return, and a clear, fair policy spares everyone grief. Decide your rules before you need them, write them plainly on your store, and apply them kindly. Most customers are reasonable when the terms are stated up front. Write a short, plain return policy and put it on your store. Say how long customers have, and what condition items must be in. Explain how a pickup or online order gets returned or refunded. Keep it fair — generous within reason earns loyalty. **TIP** A policy you can point to calmly settles most return questions before they become disagreements. Write it once, display it, and you'll rarely have to argue about it. Returns are part of retail, online or off. A clear policy, applied with good humor, turns a potential sore point into just another smooth part of doing business.

SALES TAX 21. A Word on Sales Tax Selling online, like selling at the counter, involves sales tax, and it is worth setting up correctly from the start. The store can calculate and collect tax for you once you tell it your rules, which keeps your records clean and your reporting simple. Set your store to collect sales tax according to your state and local rules. Keep it consistent with how you handle tax at the register. Save the store's tax reports for your bookkeeping. When in doubt about what to collect, ask your accountant or the state. **WATCH OUT** Sales-tax rules for online sales can be fiddly and do change. This guide can't be tax advice; set it up with your accountant or your state's guidance so you collect and report correctly.

BOOKKEEPING

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A companion guide on sales tax in your point of sale goes deeper. For the store, the key is to turn on tax collection from day one so it is never a scramble at reporting time. 22.

Keeping the Books Tidy Online sales should flow neatly into your bookkeeping rather than becoming a separate mystery. Because a matched store runs through the same account as your counter sales, your reports already gather both in one place, which keeps month-end tidy. Use your account's reports to see online and in-person sales together.

Reconcile deposits against sales the same way you do for the counter. Keep records of fees, since they're a deductible business cost. Export reports for your accountant or your bookkeeping software. Keeping online and in-person sales under one provider means one set of reports to reconcile, not two. That single habit saves hours at tax time. A tidy connection between your store and your books means the online side never becomes a loose end. Companion guides on receipts and bookkeeping go further if you want them.

HANDOFF 23. When Someone Else Helps Run It If a family member or employee helps with the store, set it up so they can do their part without holding the only keys. Give helpers their own access where you can, and keep the master account firmly in the owner's hands. Give a trusted helper limited access to add products or handle orders. Keep the main account and its password with the owner. Write down how the store works so a new helper can pick it up. Review who has access when someone's role changes. **WATCH OUT** Let helpers help, but never let the store depend entirely on one person's logins. The owner should always be able to get into the account, whoever does the day-to-day work.

STAYING SAFE

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A little thought about access keeps the store running smoothly through staff changes and busy seasons, without anyone being a single point of failure. 24. Keeping the Store and Its Money Safe A store holds the keys to your sales and your bank deposits, so a little security goes a long way. The basics are the same as for any important account: a strong, unique password and an extra login step so no one else can get in. Protect the account with a strong, unique password. Turn on the extra login step (a code to your phone) for the account. Watch for fake 'your store' emails asking you to log in — go to the site directly. Keep your bank details current so deposits land where they should. WATCH OUT Scammers send fake emails that look like they're from your store or payment provider, hoping you'll type your password into a lookalike page. When in doubt, don't click the email — open the real site yourself. A strong password and the extra login step are the two habits that keep your store and its money yours. Neither takes long, and together they close the door on the most common trouble. CATEGORIES 25. Grouping Items So People Can Find Them As your store grows past a handful of items, a little organization helps shoppers find what they want. Grouping products into a few plain categories turns a jumbled list into a tidy shop someone can browse the way they would walk your aisles. Sort items into a few clear categories, named the way customers think. Keep the number of categories small — too many is as confusing as none. Put your best sellers where they're easy to spot. Revisit the groupings as your store grows, so they still make sense.

WATCH OUT

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Name categories the way a customer would ask for things, not the way your supplier labels them. 'Gifts under \$20' helps a shopper more than an industry term they've never heard. Good grouping is quiet hospitality: it lets a visitor find what they came for and stumble happily onto something else. A few sensible categories are plenty for a small shop. **GIFT CARDS 26.** Selling Gift Cards Online Gift cards are a lovely thing to offer online, because they sell your shop without you shipping anything at all. A customer buys a digital gift card, the recipient gets it by email, and they come to you to spend it. It is pure upside for a small shop. Offer a digital gift card customers can buy and send by email. Let it be spent online or in the shop, so it's flexible. Promote it around holidays, when people are hunting for easy gifts. Keep a simple record so you honor balances correctly. Gift cards are the easiest online 'product' of all — nothing to photograph, nothing to ship. They also bring new faces into your shop, since the recipient may never have visited before. A companion guide on gift cards and store credit goes deeper. For your online store, a digital gift card is a simple, profitable thing to offer from the start. **COUPONS & SALES 27.** Running a Simple Online Sale Every so often you may want to run a sale or offer a coupon code online — a holiday discount, a thank-you for your email list, a nudge to clear slow stock. The store can handle this, and a well-timed, modest offer can bring a pleasant bump in orders. Set a coupon code or a sale price for a limited time. Share the code with your email list or social followers. Keep discounts modest and occasional, so they stay special. Check that a discount still leaves you a fair margin after fees.

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Discount after discount trains customers to wait for the next sale and never pay full price.

Use offers sparingly, for real reasons, and your regular prices keep their meaning. An occasional, honest offer is a friendly way to reward loyal customers and move slow stock. Used with restraint, it adds sparkle without cheapening your shop. EMAIL SIGNUPS 28. Gathering Emails the Right Way Your online store is a natural place to invite customers to join an email list, so you can tell them about new items and sales. Done honestly — with their clear say-so — a small email list is one of the most valuable things a shop can build, because it reaches past customers directly. Offer a simple 'keep me posted' signup at checkout or on the store. Only add people who clearly agree — never buy or scrape addresses. Tell them what they'll get and how often, and keep that promise. Always include an easy way to unsubscribe in every message. A willing email list beats almost any advertising, because these are people who already like your shop. Treat it with respect — useful, occasional notes — and it stays a welcome guest in their inbox. A companion guide on a simple newsletter goes further. For now, just plant the invitation on your store and let your list grow from genuine fans. CUSTOMER PHOTOS 29. Letting Happy Customers Help You Sell A kind word or a photo from a happy customer sells better than anything you can say about yourself. Your store and social pages can gather and show this goodwill, turning satisfied buyers into your warmest advertising, at no cost to you. Invite happy customers to leave a review or share a photo. Show a few genuine reviews near your products, with permission. Repost customer photos on social when they tag your shop.

WATCH OUT**18. For electrical, gas, water, or ladder work, please call a licensed professional. — Bill's Home Tech**

Never fake reviews — honesty is the whole value of them.

Never write or buy fake reviews. A single invented rave can cost you the trust of every real customer who senses it. Real, modest praise is worth far more than a wall of suspicious five-stars. Genuine customer goodwill, gently gathered and shown, is the most believable selling your store can do. Make it easy for happy buyers to speak up, and let their honest words carry your shop.

COMMON MISTAKES 30. The Mistakes That Trip Up New Stores

Most small online stores stumble for a handful of avoidable reasons. Knowing them in advance keeps yours healthy and selling. Keeping two separate product lists, so the shop and web prices drift apart. Waiting to list everything, so the store never launches at all. Underpricing shipping and losing money on every mailed order. Forgetting stock counts, so customers buy things you've already sold. Never telling customers the store exists, so no one visits it.

TIP Run a simple test: can a customer find your store online, order a real item for pickup, and get it without a hitch? If yes, you're doing it right. If not, one of these mistakes is usually why. Avoid these five and the rest is smooth. A good small-shop store is simple, shares one product list, and gets mentioned everywhere.

COMMON QUESTIONS 31. Answers to Common Questions

A few questions come up again and again for shops setting up their first online store. Here are short, honest answers to the ones heard most. 'Is it really free?' No monthly fee on the free plan; you pay a fee per online sale. 'Do I need a website already?' No — the store is the website, with ready-made designs.

A SIMPLE START

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'Can I just do pickup?' Yes, and for many local shops that's the best way to start.

'Will it mess up my register?' No — a matched store shares your list and works alongside it. 'What if I'm not techy?' Adding a product is about as hard as sending an email with a photo. If a question here makes you nervous, that's normal. In practice, most shop owners find the first store far simpler than expected, and a small one takes an afternoon to build. If a worry is holding you back, it's worth a short conversation before you begin. There's rarely a question here without a reassuring answer. 32. If You Only Do Three Things Perhaps the whole guide feels like a lot. That's all right. If you do nothing else, these three steps give your shop a real, working online store that takes orders.

- 1 Turn on the free store in your Square account and name it.
- 2 Add ten of your best items with a good photo, price, and short description.
- 3 Turn on pickup, then put the store link on your social pages and a counter sign. That's a complete, working store. Everything else in this guide simply makes it richer. But those three steps alone let a customer buy from you online and collect at your door. TIP Done beats perfect. Launch with ten items and pickup, take your first few orders, and let real sales tell you what to add next. GETTING GOING 33. Getting Your Store Going You now know the whole shape of it: a free store that shares your product list, good photos, pickup to start, honest stock counts, and a link you share everywhere. The best time to set it up is soon, before another customer wishes they could buy from you after hours.
- 4 First: turn on the free store and pick a simple design.

BILL'S HERE TO HELP**20. For electrical, gas, water, or ladder work, please call a licensed professional. — Bill's Home Tech**

- 1** Add your best items with clear photos and short descriptions.
- 2** Set up pickup, and local delivery if it suits you.
- 3** Turn on stock tracking for anything that can sell out.
- 4** Share the link everywhere and mention it at the counter. You do not have to remember all of it. You just have to remember you can call. Friendly, in-person help for shops around Portage County — I come to you. (330) 200-8042. A free online store is one of the simplest ways to let a small shop sell beyond its open hours. Take the afternoon, launch something small, and grow it from there. 34. You Don't Have to Build It Alone If any part of this feels like more than you want to take on — turning on the store, adding products, setting up pickup and payments — that's exactly the kind of thing I help local shops with. There's no such thing as a silly question, and I'm glad to sit down at your counter and get it working. I can switch on your free store, help you photograph and list your first items, set up pickup or delivery, connect it to your social pages, and make sure the money lands in your account cleanly. Then I leave you with it working and a simple written cheat sheet, so you own it for good. Friendly, in-person tech help for shops and people around Portage County. I come to you. If you are not happy with a visit, I will make it right. (330) 200-8042. Whether you build it yourself with this guide or give me a call, the goal is the same: a simple store that lets your customers buy from you any time, and keeps your shop and web in step.

CHEAT SHEET**21. For electrical, gas, water, or ladder work, please call a licensed professional. — Bill's Home Tech**

Everyday Cheat Sheet Keep this page handy. It points you straight to what to do for each task. I want to... Do this Turn on the store Use the free plan in Square — no monthly fee, just a per-sale rate Share one catalog Let the store use your in-person product list so prices stay in step Add your best items A clear photo, honest price, and a short description each Offer pickup first The easiest way to start; add delivery or shipping only if needed Track stock Turn on counts so you don't sell what's already gone Mind sales tax Set tax collection to match your register; save the reports Share the link Social pages, business listings, receipts, and a counter sign Keep it safe Strong password and the extra login step on the account Get help Call Bill: (330) 200-8042

HOW I CAN HELP**22. For electrical, gas, water, or ladder work, please call a licensed professional. — Bill's Home Tech**

Your Visit — and My Promise In-home visit — \$99 flat for your first visit. No contracts and no surprise charges, and a 30-day follow-up is included. Remote Support — \$49 for a screen-share session. I only connect with your permission, you watch the whole time, and you can end anytime. If I can't fix it over the screen-share, I refund the \$49 — and if it turns out you need me in person, that \$49 goes toward your visit. It's included free for Support Plan members (\$39/mo). My promise — If you're not 100% satisfied with your visit, I'll come back at no charge, or refund the full \$99. No questions, no awkwardness. That's how I'd want to be treated. Call or text (330) 200-8042 · Book a visit: billshometech.com/book · bill@billshometech.com This free guide is for general information only — not professional advice, and no substitute for your device's own manual. Any prices or outside products mentioned can change; please confirm current details before you buy. Please use your own good judgment and follow it at your own risk — for anything involving electricity, gas, water, or heights, stop and call a licensed professional. Bill's Home Tech and Bill Davis can't be responsible for any damage, data loss, or injury that results. © 2026 Bill's Home Tech, LLC.

AT A GLANCE

A Picture to Follow Along

One Catalog, Two Counters

The same products ring up in the shop and sell online — kept in step.

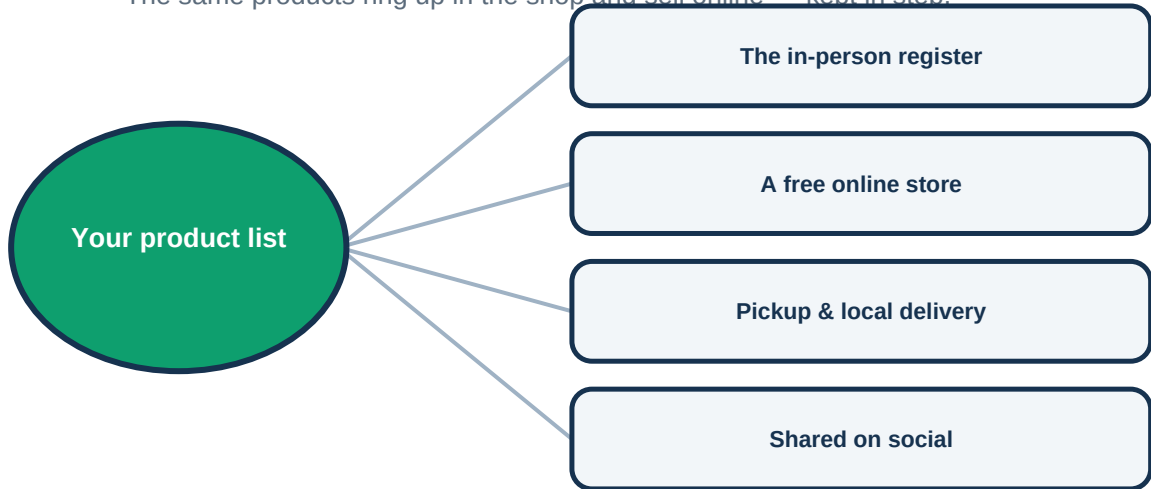


Illustration — a schematic. Set-up screens differ; each takes only a few minutes.

AT A GLANCE

A Second Look

From Nothing to First Online Sale

Each box is a short, calm step you can do at the counter.

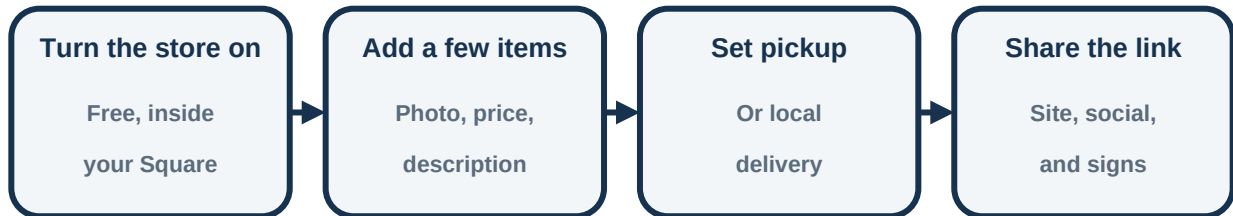


Illustration — a schematic. The order is a suggestion; do one box at a time.

A schematic of the plan — company steps vary; the order does not have to.

BEFORE YOU GO

A Note From Bill

A quick note from Bill. I write these guides to make home tech a little less frustrating, and I do my best to keep every step accurate and up to date. Still, every home, device, and setup is a bit different, so I can't promise a guide will match yours exactly or fix your particular problem. These guides are for general information only — they're not professional, legal, or financial advice, and they don't replace your device's own manual or the manufacturer's instructions. Please go slow, use your own good judgment, and use everything here at your own risk. If a step involves electrical wiring, a gas appliance, a water heater, plumbing, or climbing a ladder — or if anything just doesn't feel safe — please stop and call a licensed professional (or give me a call at 330-200-8042). Bill's Home Tech and Bill Davis can't be responsible for any damage, data loss, or injury that results.



HOW I CAN HELP

Your Visit — and My Promise

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GOOD TO KNOW

My promise — If you're not 100% satisfied with your visit, I'll come back at no charge, or refund the full \$99. No questions, no awkwardness. That's how I'd want to be treated.

Call or text **(330) 200-8042** · Book a visit: **billshometech.com/book** · **bill@billshometech.com**

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