Instagram Checkout Checklist for Selling Digital Goods

Website & E-commerce Setup

- [ ] Create an e-commerce website with a robust platform.
- [ ] Purchase a branded domain that matches your brand and avoid hyphens or numbers.
- [ ] Install an SSL certificate to ensure your site is secure and trusted.
- [ ] Set up all essential pages, including your Homepage, About Us, Privacy Policy, and Refund Policy.
- [ ] Configure time-limited download links for digital products, typically set for 24-72 hours.
- [ ] Implement a system for automatic customer account creation after a purchase.

Payment Processor Integration

- [ ] Select a payment processor that specializes in selling digital goods.
- [ ] Generate and configure API keys from your chosen processor.
- [ ] Test your connection with at least 10 sandbox transactions.
- [ ] Enable credit card processing & digital wallets, local payment methods.
- [ ] Configure automatic sales tax, VAT, and GST calculation.
- [ ] Set up an automated system for license key generation and delivery for software products.
- [ ] Enable fraud protection features, as digital products have a 40% higher chargeback rate than physical goods.

Instagram Business Setup

- [ ] Convert your personal Instagram account to a Business or Creator account.

- [ ] Link your Instagram profile to your business's Facebook Page, ensuring the categories match to avoid approval delays.

- [ ] Access Meta's Commerce Manager and complete business verification.

- [ ] Create an e-commerce product catalog and manually upload all your digital goods.

- [ ] For each product, include a high-quality image of at least 1024x1024px and a compelling title (150 characters max).

- [ ] Add the required HTTPS checkout URL for each product in your catalog.

- [ ] Verify your domain to ensure it meets Instagram's commerce requirements.

Launch & Optimization

- [ ] Use product tags on your Instagram posts and stories to link directly to your external checkout pages.

- [ ] Test your checkout links on mobile devices, since 97% of Instagram users access the platform via mobile.

- [ ] Monitor your conversion funnel to track drop-off rates, particularly the 70-85% from Instagram to your website.

- [ ] Track key metrics like your Instagram click-through rate (1.5-3.0% target) and overall conversion rate (2-5% target).

- [ ] Regularly analyze your performance and conduct A/B tests to improve your sales flow and customer experience.