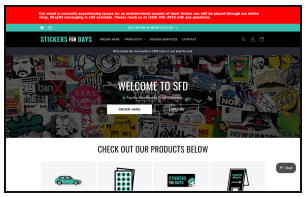
Stickers For Days Build Log

Day one to launch. October 11 to November 17, 2026. Prepared by Nathan Berg, Suubi Media.

The new site is live at stickersfordays.com. Five builds, 38 days from first concept to launch.

BEFORE SUUBI

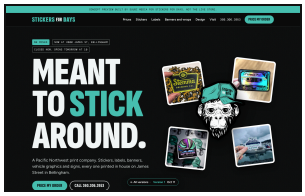
The old site



- Welcome to SFD banner over the sticker wall.
- Products shown as tiles.
- Prices only on each product page.

OCT 11

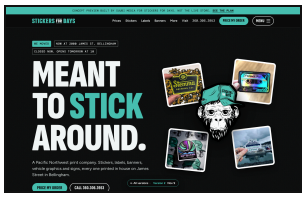
Version 1 First concept



- Meant to Stick Around headline with the chimp logo and real sticker photos.
- Price finder for every product in three taps.
- Full price list on the page.
- Price my order and Call buttons.

NOV 9

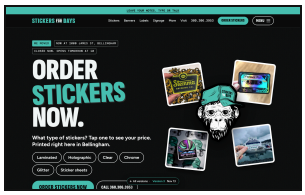
Version 2 After meeting Carlos



- Bigger, easier to read labels and prices.
- Menu button and a shorter page with tap to open sections.
- Clearer photo names.
- Teal facts bar.
- Nov 11: walked the shop and filmed it.

NOV 13

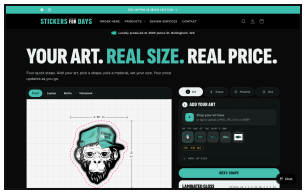
Version 3
Liz's first notes



- Order Stickers Now front page. Stickers come first.
- Sticker price finder: Laminated, Holographic, Clear, Chrome, Glitter, Sticker sheets.
- Savings line and free shipping line on the price card.
- Banners and labels moved into their own list, each with a price finder.
- Google reviews section and a quick jump bar on phones.
- From file to pickup steps.
- Built inside Shopify as a private draft.
- Nov 13 to 15: ticker removed, 3 real customer reviews added, AI images swapped for real shop photos.

NOV 15

Version 4
Sticker Studio



- A design tool built by Suubi for the shop.
- Upload art, remove the background, get an automatic cut line.
- Shapes, borders and finishes.
- True size views on a laptop, bottle and notebook.
- Live prices and an art quality check.
- A proof image to check before printing.
- Nov 16: rebuilt as four guided steps. Art, Shape, Material, Size.

NOV 16, MORNING

Final draft
Round 1

- Top bar: Locally produced at 2000 James St, Bellingham, WA.
- Teal bar: Google Reviews, 5 to 7 business days, 100% produced in house.
- Turnaround changed from 7 to 8 days to 5 to 7.
- Sticker FAQs under the calculator with Order now buttons.
- Product pages with calculator, art upload and add to cart.
- More we produce quote section for storefronts, wraps, vinyl, design and large prints.

NOV 16, EVENING

Final draft Round 2

- Calculator asks for the cut: Circle, Square, Rectangle, Oval, Custom.
- Reviews moved to the bottom. 5 stars above Google Reviews.
- Reflective and Glow in the dark added.
- White ink choices: none, partial, full flood, with explainer cards.
- Minimum 100 on stickers and labels.
- Calculator and order form became one step on product pages.
- Small signage and Magnets calculators added.
- Sticker Studio band added to the homepage.

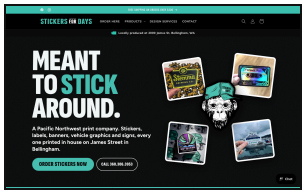
NOV 17, AFTERNOON

Final draft Round 3

- Clear priced the same as Laminated.
- Order online section got the printer photo background from Version 1.
- Studio band shows a real picture of the Studio.
- White ink box moved up next to Clear.

NOV 17, 6 PM

Launch



- The new design went live on stickersfordays.com.
- Red email notice taken down.
- First test order placed with a free code.

NOV 17, EVENING

Round 4 After launch

- Art upload button put back on all 7 product pages. Add to cart is blocked until art is uploaded.
- Cart page, older pages and the lower half of product pages matched to the new design.
- Product tiles clickable again.
- Order Here opens the sticker order page.
- Sticker Studio added to the main menu.
- Store side of the Studio art handoff built, so Studio art can travel with the order.

Live today

- New homepage with the sticker price finder, FAQs, product cards and reviews.
- Product pages for Stickers, Labels, Banners and A frames with live prices, art upload and checkout.
- Small signage and Magnets calculators.
- Sticker Studio, in the menu and on the homepage.
- Cart and older pages in the new design.

Still to test

- **A real paid order.** One small order with a card, then refund it.
- **An order with art.** Confirm the file opens from the order in Shopify.
- **A Studio order.** After the Studio update, confirm the art and proof arrive.

Open items

STUDIO ART HANDOFF

The store side is live. The Studio itself needs one update before art travels with the order. Until then customers upload on the product page.

MATTE OR GLOSS ON ORDERS

The finish choice and the sticker type both save under the word Material, so the finish gets replaced. One of them needs a new name.

TRACKING AND SEARCH CODE

A Shopify theme update removed Google Tag Manager, two search listing helpers and the old calculator script. Google Analytics and Google Ads still load.

WAITING ON THE SHOP

Price audit. Holographic 3.5 inch at 150 and 200. Free shipping at $100 or $200. Photos of clear, chrome and glitter stickers and one vehicle wrap. Two footer links that open missing pages.

Housekeeping

- Test order #1955 should be cancelled.
- Three months of fixes are included after launch.