

Shopify Pre-Launch Checklist

Store Setup

- Confirm store name, domain, and branding
- Activate Shopify Payments or other payment gateways
- Enable SSL certificate for secure checkout
- Verify store currency and language
- Create staff accounts (if applicable)
- Publish policies: privacy, shipping, returns

Products & Inventory

- Add all products with accurate titles and descriptions
- Upload high-quality images for all products
- Set pricing and compare-at prices
- Configure product variants (size, color, material)
- Assign SKUs and track inventory
- Organize products into collections
- Complete product SEO (titles, descriptions, tags)

Store Design & Navigation

- Customize theme layout and sections
- Check homepage, product, and collection pages
- Verify main menu, footer menu, and links
- Ensure mobile responsiveness
- Test page load speed
- Confirm consistent branding (logo, colors, fonts)
- Test call-to-action buttons

Payment, Shipping & Taxes

- Test payment gateways in test mode
- Configure shipping profiles and rates
- Set up shipping zones for domestic and international
- Enable automatic tax calculations
- Test checkout with different addresses
- Confirm refund and return process is in place

Marketing & Analytics

- Install and configure Google Analytics
- Set up Facebook Pixel or other tracking tools
- Create and test discount codes

- Prepare email marketing templates and campaigns
- Schedule social media launch posts

Testing & Final Review

- Place test orders from start to finish
- Check for broken links, typos, and image errors
- Preview pages on desktop and mobile
- Backup theme and settings
- Gather feedback from test users

Launch Readiness

- Verify all sections of the store are complete and functional
- Confirm analytics tracking is live
- Ensure all marketing campaigns are scheduled
- Give final approval for launch