Ready To Launch Your Shopify Store?
Get Organized With This Handy Shopify Store Launch Checklist

1. Add A Custom Domain

Your custom domain name should represent your business or brand. Choose a name your customers can remember easily and make sure that the name you choose is available across different social platforms. Choose a name that isn't too long, avoid dashes and misspellings, and stick with local extensions such as .com.

2. Add Any Available Sales Channels

Sales channels represent the different marketplaces where you sell your products. Choose the sales channels will work best for you. By connecting sales channels to Shopify, you can keep track of your products, orders, and customers in one place. After you add a sales channel, it will be listed under Sales Channels in Shopify.

3. Conduct A Content Audit

Check for mistakes like spelling, grammar, or broken links. Make sure your product pages read easily and have all necessary content.

4. Optimize All Images On Your Website

Be descriptive when naming your images. Optimize your alt attributes, compress images to reduce file size.

5. Check Your Store And Policy Pages

Add, generate or review your policies and make any changes. Privacy, Service, and Refund policies can be critically important to your ecommerce store, both for your legal protection and that of your customers.

6. Check Your Store's Contact Info

Make it easy for shoppers to contact you. Include your business address, phone number, live chat etc.

7. Check Social Media

Check Social Media links and profiles and check or set up auto posting to your business profiles

8. Review And Test Your Newsletter Signups

Make sure to sync your email newsletters with your newsletter signup section.

9. Check Or Set Up Your Billing Information

If you're coming to the end of your 14-day free trial, set up your store's billing information to ensure there aren't any hiccups when your store is finally live.

10. Double Check Your Payment Gateway Settings

Place a test order on your site with a live payment gateway to make sure people can actually complete a purchase.

11. Review Your Notification Settings

Your store has many notification templates. Notifications are triggered by events, like a new order being placed, or an order being fulfilled. They are sent to you, your staff, or your customers, depending on the event as well as your order notification settings. View, update and test your store's notification settings.

12. Taxes

Check your tax settings to confirm that they are current and appropriate for the products you are selling.

13. Shipping

Check shipping rates, and product weights. Test and print shipping labels.

14. Install An Analytics Tool

Your Shopify store will have its own set of analytics reporting built in, but you may also want to install a third-party tool such as Google Analytics.