

The Shopify Launch Checklist

Every step we run before a client store goes live, in the order we run them. Print it, pin it, check the boxes. Built from 14+ years of Shopify launches.

1 Foundations

- ☐ **Domain connected**, one canonical version (www or not, pick one)
- ☐ Professional email on your own domain, not @gmail
- ☐ Payment provider activated, payout bank account verified
- ☐ Shipping zones and rates for every country you actually sell to
- ☐ Taxes configured for home province or state, plus anywhere you owe them
- ☐ Legal pages published: privacy, refund, terms, shipping policy
- ☐ Store currency, timezone, and address correct in settings
- ☐ Checkout fields decided: phone or email, tipping off unless you mean it

2 Products & Collections

- ☐ Product titles written for shoppers, not vendor SKU codes
- ☐ Descriptions answer the real questions: size, materials, care, fit
- ☐ Images consistent: same aspect ratio, clean backgrounds
- ☐ Alt text on every product image
- ☐ Variants correct, no stray "Default Title" showing
- ☐ Inventory quantities entered, tracking turned on
- ☐ Compare-at prices only where a real discount exists
- ☐ Collections built and wired into the navigation

3 Theme & Experience

- ☐ **Full pass on a real phone**, not just the desktop preview
- ☐ Anything important reachable within two taps of the menu
- ☐ 404 page customized with a path back to products
- ☐ Favicon uploaded
- ☐ All placeholder text and demo sections removed (search for "Lorem")
- ☐ Contact form tested, and a real person receives the email
- ☐ Search returns sensible results for your top products
- ☐ PageSpeed Insights mobile run done, biggest offenders fixed

4 Tracking & SEO

- ☐ GA4 connected and receiving events
- ☐ Google Search Console verified
- ☐ Ad pixels installed if you will run paid traffic
- ☐ **Migrating?** Redirect map covering every old URL
- ☐ Title tags and meta descriptions on homepage and key pages
- ☐ Email platform connected (Klaviyo or Shopify Email)
- ☐ Signup form tested end to end, welcome email arrives
- ☐ Abandoned checkout email turned on

5 The Final Hour

- ☐ **Place a real order with a real card.** Read every email it triggers, check the packing slip, then refund it. You will see exactly what your customer sees. Most merchants skip this. Don't.
- ☐ Confirm the refund flow worked and the money came back
- ☐ Order notifications reach the right people on your team
- ☐ Remove the password page
- ☐ Submit your sitemap in Search Console
- ☐ Run one more checkout while live (gift card or 100% code)
- ☐ Announce it: email list, social accounts, Google Business Profile

6 The First Week

- ☐ Watch Search Console and analytics for 404s and broken paths
- ☐ Read every abandoned checkout, the reasons are usually fixable
- ☐ Reply to early customer emails fast, reviews depend on it
- ☐ Duplicate your theme before making any edits
- ☐ Block an hour to review week-one data and adjust

Stuck on any of these?

We build, fix, and grow Shopify stores for a living. Book a free consultation and we will tell you honestly what your launch needs, and what it doesn't.

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