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Shopify Launch Checklist

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1. Choose your sales channels
Research where your customers are online and choose appropriate channels

2. Add a custom domain
Keep it short and check for potentially embarrassing spellings

3. Optimize your product images
Use compression tools to reduce the file size, and use accurate descriptions with alt descriptions

4. Review your buying experience
Pretend you're a customer and follow the checkout process

5. Have an email marketing strategy
Decide on the automations you want. Implement them and check they work correctly

6. Have a system for collecting reviews
Look at relevant Shopify apps and incorporate a review request in your email automations

7. Build a marketing plan
Think about pre-launch as well as post-launch activities

8. Check your customer support
Decide on your support channels (e.g. email, live chat, phone), create any necessary templates or documentation, and decide on your response time window

9. Add a data analytics app
Connect Google Analytics to your Shopify store and follow a guide to set it up

10. Set up taxes
Start by reading Shopify's pages on taxes and research the relevant rules for your state or country

11. Write an About Us page
Focus on your story and your audience, remember this page can win or lose customers

12. Check your content
Read your pages, meta descriptions, alt descriptions, and review images and videos for errors

13. Launch
Open your store to the world!