

LAUNCH CHECKLIST

01

PROOF READ COPY & TEST LINKS

Slowly go through each page and proof read copy. Test all links and buttons to make sure they work.

02

USE ON A MOBILE DEVICE

Test the website on your phone. Scroll each page and go through the checkout process. Your website should be simple and easy-to-use.

03

ADD SOCIAL MEDIA LINKS

Add links to your social media accounts. Connect your Instagram account to your website if you have an Instagram strip.

04

CUSTOMISE CHECKOUT PAGE

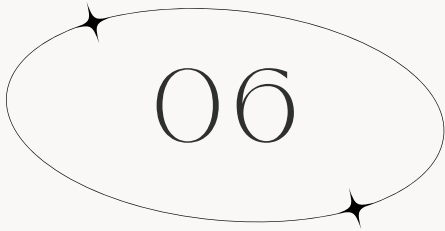
Make sure to add your logo and brand colours to the checkout page via the Shopify theme customizer.

05

CUSTOMISE EMAIL NOTIFICATIONS

Check the email notifications customers receive. Add your logo and colours. Edit the copy if necessary.





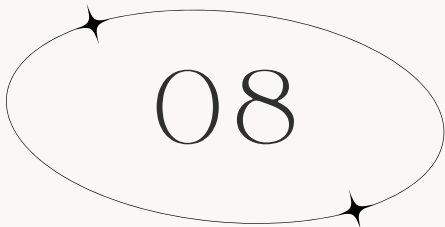
SET UP ABANDONED CART EMAILS

You can use Shopify Email for these or your preferred email marketing tool.



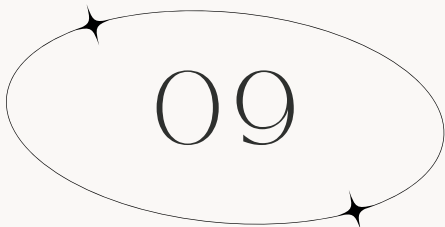
CONNECT TO EMAIL MARKETING

Make sure email marketing is set up. If using a sign-up discount, check it's created and working. Remember to create a welcome email sequence.



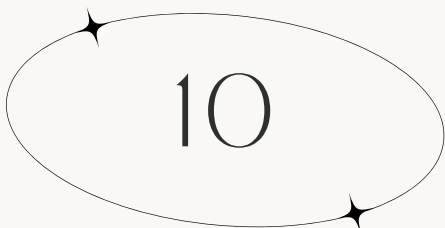
CHECK STORE POLICIES

Your website needs these legal and shop policies: Privacy Policy, Terms and Conditions, Shipping, Returns and Refunds.



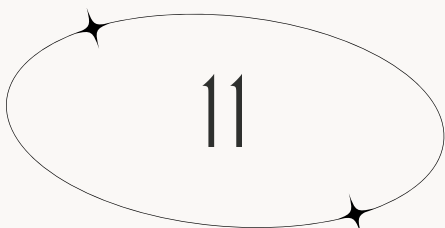
ADD A COOKIE CONSENT APP

Important for privacy and meeting data protection regulations.



SET UP REVIEWS APP

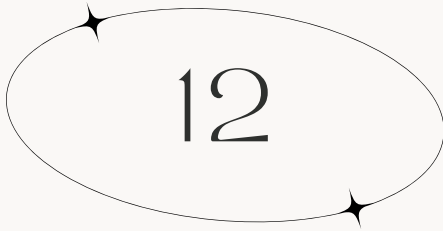
Make sure you've installed a reviews app and set it up correctly to automatically ask customers to review their recent purchase.



REMOVE UNUSED APPS

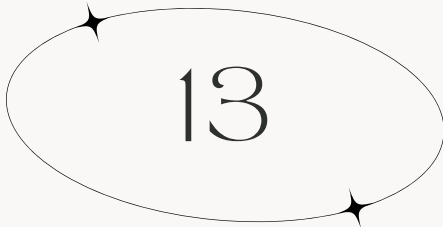
Do an audit of your store's apps and remove any that you don't need (this improves performance).





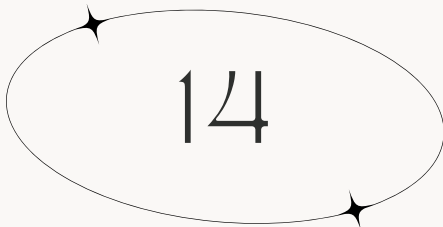
CONNECT ANALYTICS

Connect your website to your chosen analytics tool such as Google Analytics (free to use).



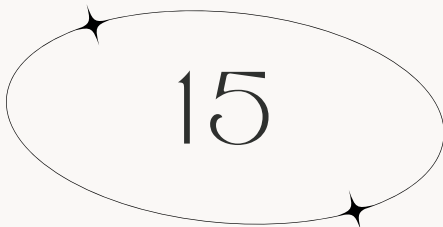
CONNECT TO SEARCH CONSOLE

Search Console is an insightful and free SEO tool. You can also use it to submit your sitemap to Google.



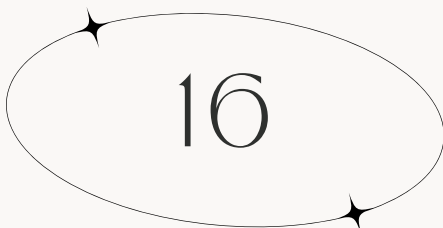
ADD SALES CHANNELS

Connect your online store to sales channels like Facebook / Instagram Shop, TikTok, Pinterest, Amazon, eBay and Google Shopping.



CONNECT YOUR DOMAIN

Remember to point or connect your domain to Shopify so that your proper business domain shows up instead of the myshopify one.



CHECK TAX & SHIPPING DETAILS

Check your store's tax and shipping settings to make sure they're correct before you start getting sales.



SET UP BILLING INFORMATION

If you're on a free Shopify trial plan, remember to add your billing details.





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TEST THE CHECKOUT

Before going live or announcing your website launch, make sure to test the checkout process by placing a test order.

Check the following:

- Payment methods
- Shipping rates
- Email notifications sent to you and the customer
- Mobile shopping experience

