

The Ultimate Shopify Store Launch Checklist for First-Time Store Owners

Make sure opening your Shopify store is smooth and stress free. We've got you covered from prep work and technical set up through optimizing sales.

Part 1: Do Your Homework

- Know your target customers and have a marketing plan
- Choose your products carefully
- Get great photography of your products

Part 2: Setting Up Your Shopify Store

- Pick a Shopify store theme
- Add your products
- Set up a custom domain
- Organize your store with product categories, pages, and navigation
- Take care of shipping and financial settings
- Enter your store policies
- Review everything with fresh eyes one more time before launching
- Make it live, and be your own first customer

Part 3: Optimizing Your Shopify Store

- Customize your store's email templates
- Set up a reporting schedule and track your key stats
- Don't miss out on sales because you were out of stock
- Make a list of goals and keep putting in the time