

Shopify Launch Checklist

Step-by-step pre-launch guide covering products, settings, payment gateways, SEO, and testing.

1. Store Basics

- Set your store name and domain
- Upload your logo and favicon
- Add a custom email address
- Review language and currency settings

2. Product Readiness

- Add all products with complete descriptions
- Upload clear, optimized images
- Organize products into collections
- Set inventory tracking and stock alerts
- Check pricing and discounts

3. Payments and Taxes

- Set up payment gateways (Shopify Payments, PayPal, etc.)
- Enable test mode to verify transactions
- Set correct tax settings for your region
- Check currency display on storefront

4. Shipping and Delivery

- Define shipping zones and rates
- Set up free shipping or local delivery if applicable
- Check fulfillment and packaging settings
- Add shipping confirmations

5. SEO and Marketing Prep

- Set up Google Analytics and Search Console
- Add meta titles and descriptions for all pages
- Connect social media accounts
- Install Facebook Pixel or other tracking tools
- Create an email signup form

6. Store Testing

- Preview your store on desktop and mobile
- Run a full test order from checkout to confirmation
- Check navigation links and product filters
- Test forms and contact page
- Verify all site pages load correctly

7. Final Review Before Launch

- Proofread all text for spelling and clarity
- Confirm your policies are linked in the footer
- Set your store password to live mode
- Announce your launch on social media
- Back up your theme and data

Contact us for more help: info@zeeh.co.uk