

Looking to launch a Shopify Store. Following is the checklist to have a successful online store.

## 1. Store Setup

- Create your Shopify account and choose a plan
- Set your store name, currency, and timezone
- Add your business address and contact info
- Set up custom domain and connect it to Shopify
- Install and customize your theme
- Add your logo, favicon, and brand colors

## 2. Products & Inventory

- Add all products with titles, descriptions, and prices
- Upload high-quality product photos
- Set up product variants (size, color, etc.)
- Configure inventory tracking
- Organize products into collections
- Add SKUs and barcodes if applicable

## 3. Payments & Checkout

- Enable Shopify Payments or a payment gateway
- Set up accepted payment methods (cards, PayPal, etc.)
- Configure checkout settings and fields
- Set up SSL certificate (auto with Shopify)
- Test a real transaction end-to-end
- Configure abandoned cart recovery emails

## 4. Shipping & Taxes

- Define shipping zones and rates
- Set up free shipping thresholds if applicable
- Configure tax rates for your regions
- Set up returns and refund policy
- Add shipping carriers or real-time rates

## 5. Legal & Policies

- Write and publish privacy policy
- Create terms of service page
- Add refund and return policy page
- Set up cookie consent if selling to EU
- Review Shopify's acceptable use policy

## 6. Launch & Marketing

- Set up Google Analytics or Shopify Analytics
- Install Facebook Pixel / Meta integration
- Add SEO titles and meta descriptions
- Create a launch email or social post
- Remove password protection from your storefront
- Submit sitemap to Google Search Console
- Place a test order on live site
- Share your store link!