

**Shopify Store
Launch
Checklist
From Setup to
First Sale**

HAXCODE
Technology Solutions

STORE SETUP & BRANDING

- Shopify account properly created
- Mobile-friendly theme selected
- Logo, brand colors & fonts added
- Store name, address & currency set
- Custom domain connected
- About Us & Contact pages added

PRODUCT SETUP

- Clear & SEO-friendly product titles
- Detailed product descriptions added
- High-quality product images uploaded
- Correct pricing & compare-at price set
- Product variants (size, color, etc.) checked
- Inventory & SKU properly managed

COLLECTIONS & NAVIGATION

- Products organized into collections
- Main menu & footer menu created
- Important pages linked in navigation
- Search bar enabled & tested

PAYMENT SETUP

- Shopify Payments / Razorpay / PayPal enabled
- Test payment done successfully
- Taxes configured correctly
- COD option enabled (if required)

SHIPPING & DELIVERY

- Shipping zones & rates configured
- Delivery timelines clearly mentioned
- Free shipping rules added (if applicable)
- Shipping policy page created

LEGAL & TRUST PAGES

- Privacy Policy added
- Refund & Return Policy added
- Terms & Conditions page created
- Contact details visible on site

STORE PERFORMANCE & UX

- Mobile responsiveness checked
- Page loading speed tested
- Checkout process tested
- Error-free navigation verified

SEO & BASIC OPTIMIZATION

- Homepage title & meta description added
- Product page SEO optimized
- Image alt text added
- Google Analytics connected
- Google Search Console setup

APPS & AUTOMATION

- Essential apps installed (reviews, SEO, backups)
- Email notification settings tested
- Order confirmation emails customized
- Abandoned cart recovery enabled

PRE-LAUNCH FINAL CHECK

- Test order placed successfully
- All links working properly
- Content spelling & grammar checked
- Store password removed
- Store officially launched 🎉

BONUS TIP

A professionally built Shopify store converts 2–3x better than a DIY setup.

Need expert help?

Haxcode helps you build, optimize & scale high-converting Shopify stores.