SHOPIFY STORE
LAUNCH
CHECKLIST

EVERYTHING YOU NEED TO DO BEFORE YOUR STORE GOES LIVE – AND HOW TO DO IT

HI THERE!

In this Shopify Store Launch Checklist, I will share with you some of the most helpful, PROVEN techniques that lead to dropshipping success, especially at the birth or "launch" of a new Shopify store.

Many of us dream of being our own bosses and attaining the financial freedom to live the lives we want. By reading this ebook, you will be one step closer to making your entrepreneurship goals a reality as you learn everything you need to know about starting your first ecommerce store.

We understand how frustrating it can be for new businesses when it comes time to actually launch your online store. You want your new website launch to be perfect and go without a hitch so there are no disappointed customers but that can be easier said than done.

Cover all your bases and make sure you don't forget any important detail of your launch with this eCommerce website launch checklist. It will help you get everything in order before your launch day so you aren't scrambling at the last minute to get things done.

Ever since Shopify created the greatest eCommerce platform available, I've seen more and more people trying to get into the eCommerce game. They do their research, they built their stores, they pay for traffic, and they hope for success...

Some win and others lose - Of course, there are many different variables that play into the success of a dropshipping business. It's possible to pick the wrong niche, to work with the wrong supplier, and to get the wrong type of traffic...

But the biggest mistake I see time and time again is that people are building Shopify stores with missing elements that are necessary for success. The purpose of this report is to outline what you need and what needs to be done before you launch your store.

If you are serious about this and are ready to learn everything we do to build incredibly successful dropshipping stores on Shopify, then click the button below to get started pursuing your ideal lifestyle.

JOIN DSL FOR LIFE NOW!

VOTED BEST
ECOMMERCE
COURSE
BY SHOPIFY

STORE LAUNCH CHECKLIST

Check off each of these steps for a smooth and successful store launch. Depending on your business or your business goals, you might not need to complete every step of this launch checklist but, for most dropshipping stores using Shopify, this will be a good starting point.

STEP 1 SETUP:

- ☑ Spelling and Grammar Check
- ☑ Add a Custom Domain
- ☑ Set up Email Forwarding
- ☑ Set up Email Helpdesk
- ☑ Activate any Relevant Sales Channels
- ☑ Install Essential Apps

STEP 2 HOMEPAGE:

- ☑ Homepage Meta Title and Description
- ☑ Optimize Images
- ☑ Deactivate Your Password

STEP 3 PAGES:

- ☑ About Us Page
- ☑ Contact Page
- ☑ FAQ Page
- ☑ Privacy Policy Page
- ☑ Shipping and Returns Pages
- ☑ Setup and Test Menus
- ☑ Remove Any 'Test' Pages

STEP 4 PRODUCTS:

- ☑ Optimize Product Meta Info
- ☑ Optimize Image Alt Tags
- ☑ Setup Inventory Tracking

STEP 5 PAYMENTS AND CHECKOUTS:

- ☑ Integrate Payment Gateways
- ☑ Setup Payment Authorization and
- ☑ Capture
- ☑ Customize the Checkout Process
- ☑ Customize Abandoned Cart Emails

STEP 6 SHIPPING:

- ☑ Customize Order Fulfillment Settings
- ☑ Activate Third-Party Fulfillment

  Services
- ☑ Decide Who Receives Order

  Notifications

STEP 7 ANALYTICS AND TRACKING

- ☑ Add Tracking and Analytics
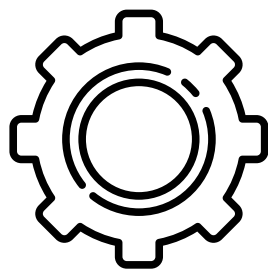
STORE LAUNCH CHECKLIST STEP 1: SETUP

SPELLING AND GRAMMAR CHECK

After all the hard work you put into creating your site, the last thing you want is unnecessary spelling and grammar mistakes that will turn off your potential customers. Use a tool like **Grammarly** or the help of a friend to look over every bit of writing on your site.

ADD A CUSTOM DOMAIN

If you haven't already changed your store's domain from something like "www.happypaws.myshopify.com" to "www.happypaws.com" now is the time to do that. You can easily purchase your domain through a domain registrar like for a low yearly fee.

SET UP EMAIL FORWARDING

When you have a custom domain through Shopify, you're also able to create an email with your domain as the handle (such as sales@happypaws.com) so when customers email your store's email, it will be forwarded to your personal address. Email hosting is separate from your ecommerce platform, so you'll have to use a service like Google Apps for Business.

SET UP AN EMAIL HELPDESK

With your email set up, you'll also want to utilize a helpdesk to better manage and organize support emails.

ACTIVATE ANY RELEVANT SALES CHANNELS

If you plan to sell your products via any of your social media channels or on your blog, make sure to implement and activate the buttons on any of the relevant sales channels.

INSTALL APPS (ONLY THE ESSENTIALS)

Make sure the essential Shopify apps are installed into your store so everything can run smoothly once you go live. Make sure to stick to only the essentials and don't go app crazy. Too many apps can slow down your store, so pick your favorites and make sure they're ready to work properly. Have a look at our **Favorite Shopify Apps** post to see which apps we use ourselves and recommend.
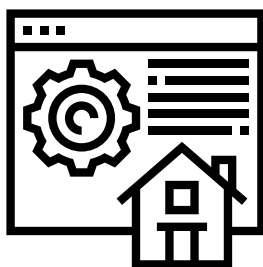
STORE LAUNCH CHECKLIST STEP 2: HOMEPAGE

HOMEPAGE META TITLE AND DESCRIPTION

For SEO purposes, make sure your homepage meta title and meta description are both updated with all the right information you want your future customers to see when they find you in the Google search. Make sure it's neat and tidy, don't let your 160-character descriptive sentence cut off… Also, ensure that the title is your store's actual name so it can be clearly identified by both Google and potential customers.

OPTIMIZE IMAGES

Upon the launch of your store, one of the most important things you'll want to watch for is site speed and how quickly your pages load. Visitors will click off from slow loading sites, and one of the main reasons for slow loading sites is poorly optimized images. Run your website through **GTmetrix** before launching and fix any suggestions they have.

DEACTIVATE YOUR PASSWORD

In order for your customers to actually visit your website, you'll have to remove the password protection and make it 'live' to the public. This should likely be one of the last things that you do. So only do this when you're ready for people to start viewing and buying from your site.

STORE LAUNCH CHECKLIST STEP 3: PAGES

ABOUT US

Use this page to engage with your customers and to relay your brand story. **Template here**

CONTACT US

It's imperative that clients can get in touch with you in the event that they ever need to, regardless of whether that be by email, telephone or live visit support. Make it unmistakable to your clients on your this page how they can connect with you. **Template here**

FAQ PAGE

Despite the fact that you're simply propelling and likely haven't been shelled with numerous Frequently Asked Questions presently, envision what clients might be keen on knowing before you begin getting the inquiries so you can spare time later on.

PRIVACY POLICY

Many countries also require a privacy policy as part of your legal requirements. It's also important to note that many advertising services like Facebook Ads also require you to have a valid privacy policy displayed on your site.

Template here

SHIPPING AND RETURNS

Your clients are going to need to know how your transportation procedure functions, how and within what time period they can restore any items, and what your discount strategy resembles, so ensure you give this data to them. **Template here**

SETUP AND TEST MENUS

Before you launch, test out your menus by family and friends search for products on your site. If they can't locate a product with ease, or easily find a particular page on your site, consider making changes because it's likely your future customers will also have issues.

REMOVE ANY 'TEST' PAGES

Chances are when you were in the process of building your Shopify store you may have created some sample pages to play around with. Make sure there are none live on your site for visitors to find.
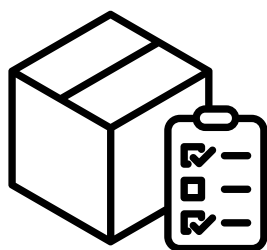
STORE LAUNCH CHECKLIST STEP 4: PRODUCTS

OPTIMIZE PRODUCT META INFO

Like image alt tags, meta info also plays an important part in your SEO strategy. ou want your product page meta info to be clear and clean for your potential customers. Make sure to optimize your meta info for each product page with keywords so your products will show up in the search results when potential customers are using search engines like Google.

OPTIMIZE IMAGE ALT TAGS

Image alt tags are important because they play a role in SEO and, when properly optimized with keywords, they can help boost your ranking. Have them in place for your new website launch so you can take advantage of their SEO-building capabilities from the start.

SETUP INVENTORY TRACKING

One of the most headache-inducing mistakes you can make for your website launch is not having inventory cutoffs for your products. Make sure you've entered the correct integers into Shopify so you won't run into this problem. It won't hurt to double check either.

STORE LAUNCH CHECKLIST STEP 5: PAYMENTS AND CHECKOUT

INTEGRATE PAYMENT GATEWAYS

Before launch, make sure customers are able to purchase from your store via their preferred payment method. Which may include payment methods like Shopify Payments, PayPal or Stripe.

SETUP PAYMENT AUTHORIZATION AND CAPTURE

Shopify provides two options to collect a customer's payment: automatically or manually. When a payment is automatically captured, that means your customer's credit card will be authorized and charged automatically. If you choose for payments to be manually captured, your customer's credit card will be authorized immediately but not charged until you accept the payment.

CUSTOMIZE THE CHECKOUT PROCESS

Customize the fields your customers' have to fill out during the checkout process. Make sure you get just the information you need. Know that having an overly-complex checkout process that asks for too much can overwhelm them and cause them to abandon their cart before completing the purchase.

CUSTOMIZE ABANDONED CART EMAILS

Abandoned carts will happen, and although it's not optimistic to be thinking about all the customers who are going to jump ship before they check out before, it's best to be prepared for the worst. Prepare and enable this feature before you launch so you can reach out to customers as soon as those abandonments start to happen.
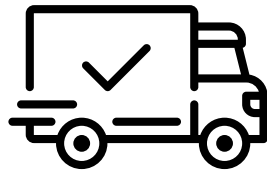
STORE LAUNCH CHECKLIST STEP 6: SHIPPING

CUSTOMIZE ORDER FULFILLMENT SETTINGS

You have two options when it comes to order fulfillment: Manually or automatically. Make sure you've properly chosen which setting you'll be fulfilling orders by before you launch so that there are no errors or confusion once orders start getting placed.

ACTIVATE THIRD-PARTY FULFILLMENT SERVICES

If you're using any third party fulfillment services like at warehouse that picks, packs, and ships orders for you, or if you're using a dropshipping service that has a compatible Shopify app, make sure you've integrated the service in properly with your store before you launch.

DECIDE WHO RECEIVES ORDER NOTIFICATIONS

If you're working with a team of people, make sure you've developed a system for who will be in charge of receiving notifications every time an order is placed, and who will be managing the order fulfillment process. It's best to organize this before you launch so that you know exactly how the process will take shape once orders start being placed so there is little room for confusion or error.

STORE LAUNCH CHECKLIST STEP 7: ANALYTICS AND TRACKING

ADD TRACKING AND ANALYTICS

Facebook Pixel, **Shopify Reports**, and **Google Analytics** are the three main tools you'll use to track visitors coming to your store. Make sure you've installed these tools before you launch so that you can start to build your reports and analytics profile on Day One.

CONGRATULATIONS!

Now…If you haven't already, it is time to put your newfound knowledge into action! You can do this.

You deserve a second stream of income that is completely controlled by you, one that can work on whenever you choose and take a break from whenever you choose. Or, if your goal is to create an online stream of income that can replace your 9-to-5 entirely so you can quit your job, you can achieve that as well – and you'll get it if you work hard and follow my proven system.

When I was first starting out in the eCommerce more than a decade ago, I remember how overwhelming the process of building an online business was. One of the key things that enabled me to achieve success was ignoring the "I need to build a business" thought, and just focusing on the very next step I knew I had to take… the little but important next action that would take me that much closer to realizing my goal.

So, whether you're feeling overwhelmed by this or whether you're just excited and ready to get started, take that next step. And then the next one after that. And before you know it, you'll be looking back at how far you've come as a successful business owner and entrepreneur.

WANT INSTANT ACCESS TO THE WORLD'S BEST ECOMMERCE COURSE WITH FREE UPDATES & MONTHLY CALLS… FOR LIFE?

FIND OUT MORE HERE

OUR MISSION AT DROP SHIP LIFESTYLE IS TO EMPOWER FREEDOM THROUGH ENTREPRENEURSHIP.

As a leader in the field of eCommerce, I've experienced this first hand. With both my own stores, and the stores of 10,000+ students that I am proud to have as part of the Drop Ship Lifestyle family.

Here are a few quick facts about Drop Ship Lifestyle:

1) Drop Ship Lifestyle has 10,000 members from over 30 different countries.
2) We have 1,000+ success stories from people of all different backgrounds.
3) In 2018, Shopify voted Drop Ship Lifestyle as the "Best eCommerce Course" in the industry.

This isn't about bragging or showing off. This is about giving you a proven path to follow that starts with your desire and ends with your success.

That path is paved by following my Blueprint, which has been created from more than 10 years of trial, error, optimization, and always working to create highly profile, semi-automated online stores.

Drop Ship Lifestyle is not just another course. It's an entire program that has been changing lives since I started it back in 2013!

Thousands of people have already said yes, and they're doing it. Are you ready to get started?

JOIN DROP SHIP LIFESTYLE TODAY!

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