The Shopify launch checklist: *20 things to check before you open*

Tick these off before you remove the store password. Most take minutes; a few will save you your first refund or your first angry email.

PRODUCTS

- ☐ 01 **Photos:** at least three per product, same background and shape throughout the store.
- ☐ 02 **Variants** (size, colour) set up as options on one product, with SKUs filled in.
- ☐ 03 **Weights** entered for every product. Shipping rates depend on them.
- ☐ 04 **Descriptions** that answer material, size or fit, care and what's in the box.
- ☐ 05 **Collections** that match how customers browse: by category, occasion or price.

PAYMENTS & TAXES

- ☐ 06 **Payments activated** and the payout bank account verified.
- ☐ 07 **Canadian taxes:** GST/HST, plus PST or QST where you're registered. Confirm with your accountant.
- ☐ 08 **Selling to the US?** Set up Markets for USD and check where you owe sales tax.

SHIPPING

- ☐ 09 **Shipping zones and rates**, with a free-shipping threshold that still leaves margin.
- ☐ 10 **Labels:** carrier account linked and one label printed as a test.
- ☐ 11 **Delivery times** stated on product pages and in the FAQ.

POLICIES & TRUST

- ☐ 12 **Refund, privacy, terms and shipping policies** filled in under Settings → Policies.
- ☐ 13 **Contact page** with an email address, and your shop address if you have one.
- ☐ 14 **About page** with real photos of you, your team or your shop.

GOOGLE & TRACKING

- ☐ 15 **Titles and meta descriptions** written for the home page, collections and best sellers.
- ☐ 16 **Image alt text** on product photos.
- ☐ 17 **Domain connected**, with redirects from any old site's URLs.
- ☐ 18 **Search Console and Google Analytics** set up, sitemap submitted.

LAUNCH DAY

- ☐ 19 **Real test order** with a real card, then refund it. Read the confirmation email as a customer would.
- ☐ 20 **Remove the password**, check the store on your own phone, then announce it.