

13 Things To Put You in the Top 1% of Shopify Stores Checklist

for the full article <https://dragondroptthemes.com/13-things/>

- ☐ Site loads in 3 seconds or under ? Fix it with step by step report from GTMetrix.com -
- ☐ About Us - At least 800
- ☐ Descriptive About Us Section with
- ☐ Good Logo
- ☐ Phone Number
- ☐ Email
- ☐ Address (Non PO Box)
- ☐ Opening / Closing Times or Availability on Chat
- ☐ Free Shipping Bar or Incentive
- ☐ Good Above the Fold Content (What are you selling ? Who is it for ? How can customers get it ?)
- ☐ Good Contrasting Footer
- ☐ Badges in Footer
- ☐ Newsletter Sign Up in Footer
- ☐ Best Sellers in Footer
- ☐ Phone/Socials/Email
- ☐ Scroll To Top
- ☐ Product Badges
- ☐ Clearly Visible Pricing on Product Page
- ☐ Good Photos / Videos
- ☐ Answer All Shipping Questions on Product
- ☐ Product Page Badges
- ☐ Product Tabs/ Size Guides if applicable
- ☐ Product Reviews functionality
- ☐ Product Reviews present
- ☐ Scarcity in Product / Checkout/ Cart Pages
- ☐ Upsells and Crossells for all relevant products
- ☐ Pixel and Google Analytics Set Up w/ Google Conver
- ☐ Follow up Sequence after purchase - Post purchase upsell, receipt upsell, review email & newsletter emails
- ☐ Looka Audience Set up on Facebook (After pixel data available)

- ☐ Turn on Abandoned Carts (<https://help.shopify.com/en/manual/orders/abandoned-checkouts>)
- ☐ Set up Retargetting Custom Audiences using Shoelace (or retargetting app), Adroll, FB Ads Manager etc.
- ☐ Non Spammy Email Collection ? Coupon, Wheelio etc.
- ☐ Plan After Expensive Ads ? Are your On Site SEO, Social Media all being considered

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