

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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