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

for the full article https://dragondropthemes.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 consi[illegible]

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