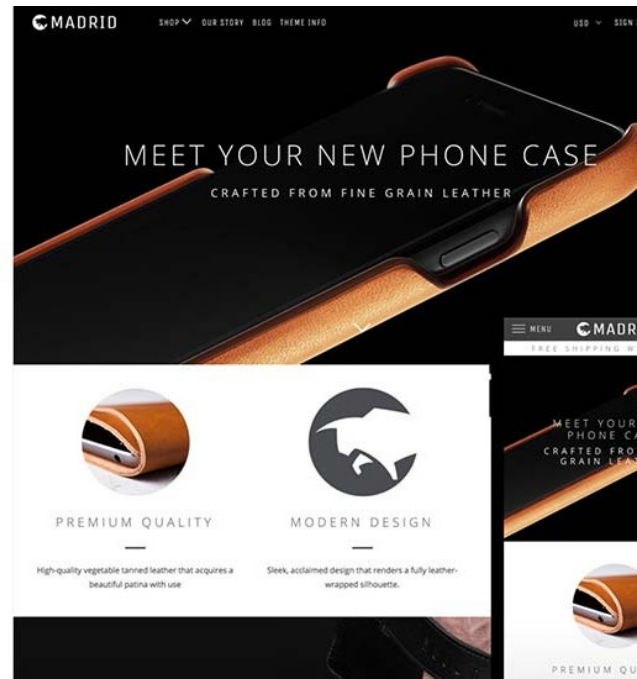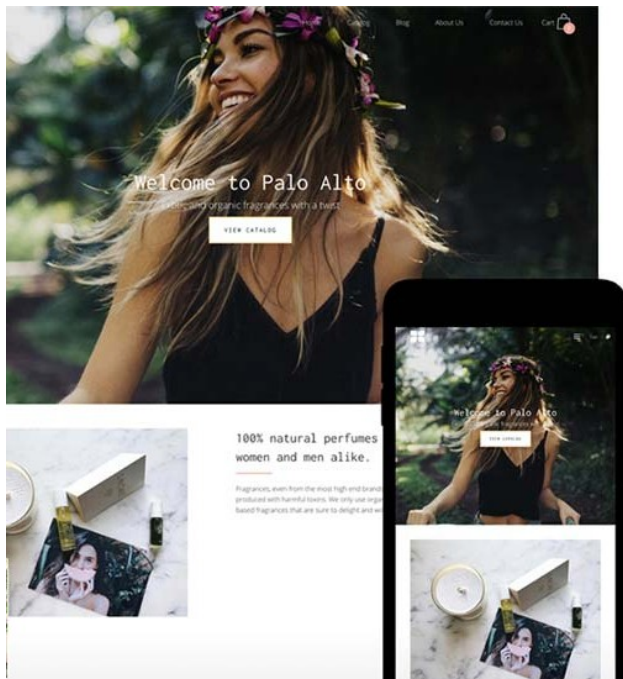# The Ultimate Shopify Store Launch Checklist for First-Time Store Owners

Make sure opening your Shopify store is smooth and stress free. We've got you covered from prep work and technical set up through optimizing sales.



## Part 1: Do Your Homework

- ☐ Know your target customers and have a marketing plan
- ☐ Choose your products carefully
- ☐ Get great photography of your products

## Part 2: Setting Up Your Shopify Store

- ☐ Pick a Shopify store theme
- ☐ Add your products
- ☐ Set up a custom domain
- ☐ Organize your store with product categories, pages, and navigation
- ☐ Take care of shipping and financial settings
- ☐ Enter your store policies
- ☐ Review everything with fresh eyes one more time before launching
- ☐ Make it live, and be your own first customer

## Part 3: Optimizing Your Shopify Store

- [ ] Customize your store's email templates
- [ ] Set up a reporting schedule and track your key stats
- [ ] Don't miss out on sales because you were out of stock
- [ ] Make a list of goals and keep putting in the time

**Make and Share Free Checklists**
**checkli.com**