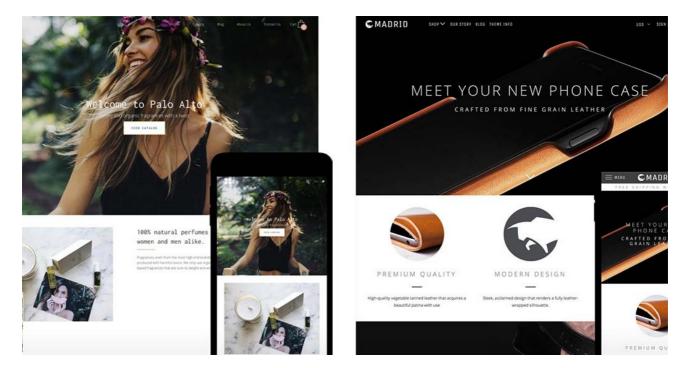
# The Ultimate Shopify Store Launch Checklist for First-Time Store Owners

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

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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

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