



FREE RESOURCE • 2025 EDITION

# The Complete Shopify Store Setup Checklist

70 actionable steps to launch a store  
that actually sells.

## Built by XQL Systems

We don't just build Shopify stores.

We turn your idea into a store that actually sells — fast.

# How to Use This Checklist

This 70-point checklist walks you through every step of launching a Shopify store — from planning and branding to payments, SEO, and launch day. Work through it in order, or jump to the phase you need help with right now.

Tick off each item as you complete it. By the time every box is checked, your store will be ready to sell — properly.

<b>70</b> Action items	<b>16</b> Phases covered	<b>1–2</b> Weeks to launch	<b>100%</b> Free forever
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PLANNING			4 tasks
#	Task		Done
1	Define target audience and buyer persona		<input type="checkbox"/>
2	Choose business model (DTC, dropship, POD, wholesale)		<input type="checkbox"/>
3	Validate product-market fit		<input type="checkbox"/>
4	Register business and get tax ID		<input type="checkbox"/>

ACCOUNT SETUP			4 tasks
#	Task		Done
5	Create Shopify account and start trial		<input type="checkbox"/>
6	Choose your Shopify plan		<input type="checkbox"/>
7	Set store name, timezone, currency		<input type="checkbox"/>
8	Enable two-factor authentication (2FA)		<input type="checkbox"/>

## DOMAIN & BRANDING

4 tasks

#	Task	Done
9	Buy a custom domain	<input type="checkbox"/>
10	Connect domain in Shopify settings	<input type="checkbox"/>
11	Upload logo and favicon	<input type="checkbox"/>
12	Set brand colors and fonts	<input type="checkbox"/>

## THEME & DESIGN

4 tasks

#	Task	Done
13	Choose a Shopify theme	<input type="checkbox"/>
14	Customize homepage sections	<input type="checkbox"/>
15	Build collection and product page templates	<input type="checkbox"/>
16	Optimize for mobile responsiveness	<input type="checkbox"/>

## PRODUCTS

6 tasks

#	Task	Done
17	Upload high-quality product images (4–6 per product)	<input type="checkbox"/>
18	Write SEO-optimized product titles	<input type="checkbox"/>
19	Write compelling product descriptions	<input type="checkbox"/>
20	Add SKUs, inventory, and variants	<input type="checkbox"/>
21	Organize products into collections	<input type="checkbox"/>
22	Set up product tags for filtering	<input type="checkbox"/>

## ESSENTIAL PAGES

7 tasks

#	Task	Done
23	Build homepage	<input type="checkbox"/>
24	Create About Us page	<input type="checkbox"/>
25	Add Contact page with form	<input type="checkbox"/>
26	Build FAQ page	<input type="checkbox"/>
27	Publish Shipping Policy	<input type="checkbox"/>
28	Publish Return & Refund Policy	<input type="checkbox"/>
29	Publish Privacy Policy and Terms of Service	<input type="checkbox"/>

## NAVIGATION

3 tasks

#	Task	Done
30	Set up main menu	<input type="checkbox"/>
31	Set up footer menu	<input type="checkbox"/>
32	Add search bar functionality	<input type="checkbox"/>

## PAYMENTS

4 tasks

#	Task	Done
33	Activate Shopify Payments	<input type="checkbox"/>
34	Enable PayPal	<input type="checkbox"/>
35	Enable Shop Pay, Apple Pay, Google Pay	<input type="checkbox"/>
36	Add Buy Now Pay Later options	<input type="checkbox"/>

SHIPPING		4 tasks
#	Task	Done
37	Define shipping zones	<input type="checkbox"/>
38	Configure shipping rates (flat, free, calculated)	<input type="checkbox"/>
39	Set up shipping profiles for special products	<input type="checkbox"/>
40	Connect carrier accounts (USPS, UPS, FedEx)	<input type="checkbox"/>

TAXES		3 tasks
#	Task	Done
41	Add tax registrations	<input type="checkbox"/>
42	Configure tax rates by region	<input type="checkbox"/>
43	Set duties for international orders	<input type="checkbox"/>

APPS		5 tasks
#	Task	Done
44	Install reviews app	<input type="checkbox"/>
45	Install email/SMS marketing app	<input type="checkbox"/>
46	Install SEO app	<input type="checkbox"/>
47	Install upsell/cross-sell app	<input type="checkbox"/>
48	Install loyalty program app	<input type="checkbox"/>

ANALYTICS		5 tasks
#	Task	Done
49	Connect Google Analytics 4	<input type="checkbox"/>
50	Connect Google Search Console	<input type="checkbox"/>
51	Install Meta Pixel	<input type="checkbox"/>
52	Install TikTok Pixel (if relevant)	<input type="checkbox"/>
53	Set up Google Tag Manager	<input type="checkbox"/>

SEO		4 tasks
#	Task	Done
54	Write meta titles and descriptions	<input type="checkbox"/>
55	Add alt text to all images	<input type="checkbox"/>
56	Submit sitemap to Google Search Console	<input type="checkbox"/>
57	Create blog and publish 3–5 launch posts	<input type="checkbox"/>

EMAIL MARKETING		3 tasks
#	Task	Done
58	Set up welcome email flow	<input type="checkbox"/>
59	Set up abandoned cart flow	<input type="checkbox"/>
60	Set up post-purchase flow	<input type="checkbox"/>

PRE-LAUNCH TESTING		6 tasks
#	Task	Done
61	Place a real test order	<input type="checkbox"/>
62	Test checkout on mobile, desktop, tablet	<input type="checkbox"/>
63	Test across browsers (Chrome, Safari, Firefox)	<input type="checkbox"/>
64	Check all internal and external links	<input type="checkbox"/>
65	Verify automated email notifications	<input type="checkbox"/>
66	Run PageSpeed Insights test (target 80+)	<input type="checkbox"/>

LAUNCH		4 tasks
#	Task	Done
67	Remove password protection	<input type="checkbox"/>
68	Announce launch on social media	<input type="checkbox"/>
69	Send launch email to your list	<input type="checkbox"/>
70	Monitor analytics for first 48 hours	<input type="checkbox"/>

READY TO LAUNCH?

# Skip the learning curve. Let our team launch your Shopify store for you.

XQL Systems is a senior-led Shopify development team. We design, build, migrate, and scale stores for ambitious brands. Predictable delivery. Transparent pricing. Real results.

[Book a free 30-min strategy call](#)

[xqlsystems.com](https://xqlsystems.com)

**98.7%**

On-time sprints

**32%**

Cost saved

**100%**

Transparent

**Senior**

Engineers only