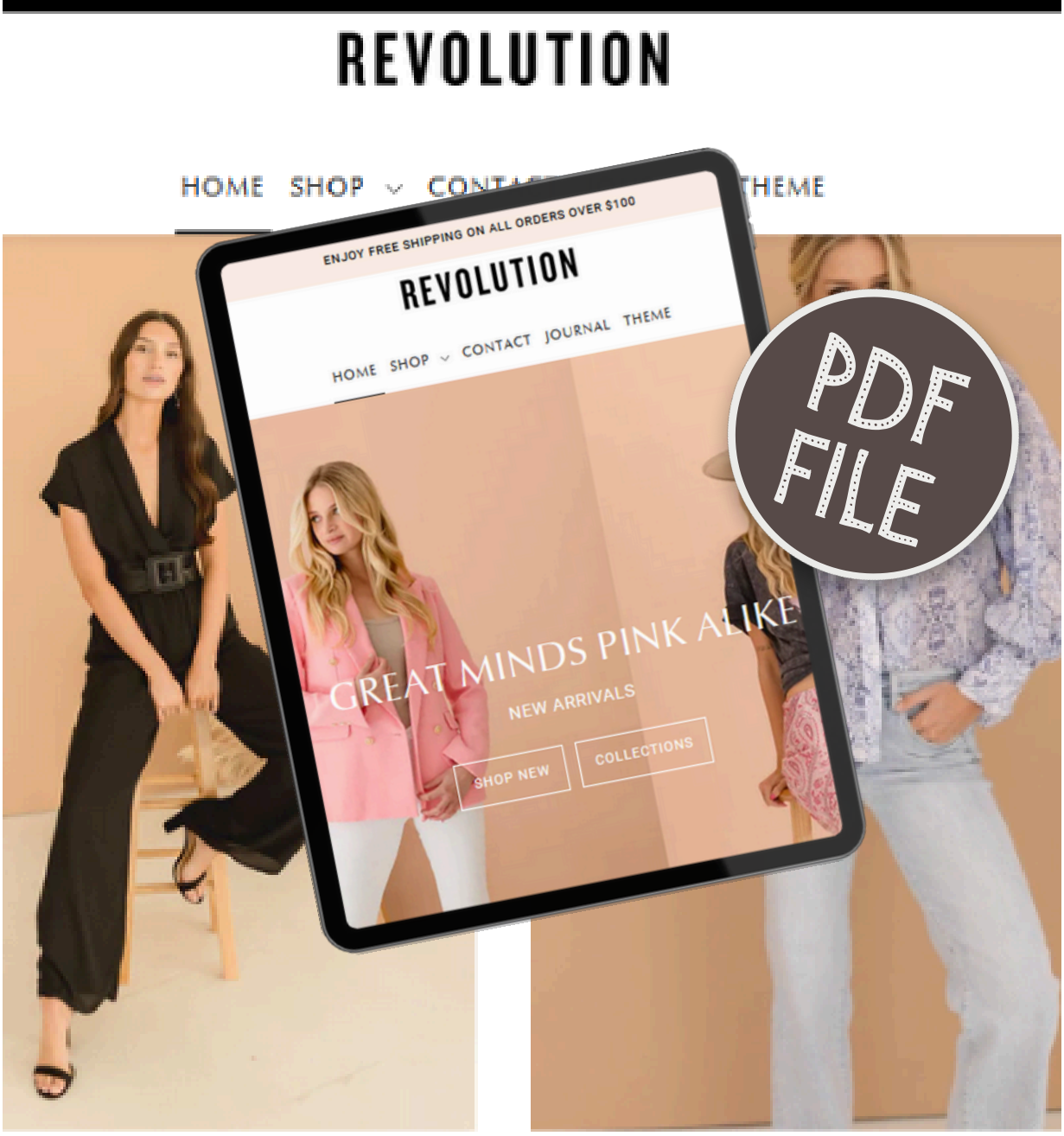

SET UP, ORGANIZE, TEST AND PROMOTE

YOUR SHOPIFY STORE

MAKINGITREMOTELY.COM

SET UP YOUR SHOPIFY STORE

CHECK LIST

Before you stock your Shopify store with products, you need to enter some information about yourself and your store. You need to decide on some basic standards for your product listings and customer transactions. Also, you need to set up your domain to make sure that your customers can find your store online.

- Log in to your store
- Password protect your store
- Name your store and set your legal business name
- Enter your business address
- Add your billing information
- Set the default currency for your store
- Set a default weight unit for your store listings
- Set up your shipping settings
- Set up Shopify International, if applicable
- Set up pickup and local delivery
- Set up your taxes
- Set up your payment gateways
- Staff your store, if applicable
- Set up your domain
- Explore the Shopify App store to view which apps could help you with your business

ORGANIZE YOUR SHOPIFY STORE

CHECK LIST

The way that your store looks and the kinds of products that you're going to sell are two of the most important parts of your online store. Try a few different themes to see which one looks best, and then add some products to sell.

Depending on how many products you plan to offer, adding and organizing your product listings can be the most time-consuming step of setting up a Shopify store. Be sure to give yourself plenty of time to add your products, to organize them into groups, and to set the necessary tax and shipping information.

- Make your website look great with a theme
- Customize your theme
- Add your products
- Organize your products into collections
- Customize your menu and navigation
- Add a blog to your store

TEST YOUR SHOPIFY STORE

CHECK LIST

Before you launch your online store, place some test orders to see how the checkout process works.

- Test successful and failed transactions
- Test refunding and canceling orders
- Test fulfilling and partially fulfilling orders
- Test archiving successful orders
- Learn about Shopify's fraud analysis settings

PROMOTE YOUR ONLINE STORE

CHECK LIST

After you launch your online store, you need to promote it. You can improve your store's visibility by adding the information that will be used by search engines and by promoting your store in all of the appropriate spaces.

- Define your home page metadata
- Promote your store
- Create a marketing plan
- Set up Shopify Email and send your first email marketing campaign
- Improve your store’s SEO
- Use discount codes and sales
- Customize your abandoned cart emails
- Read and respond to messages in Shopify Inbox