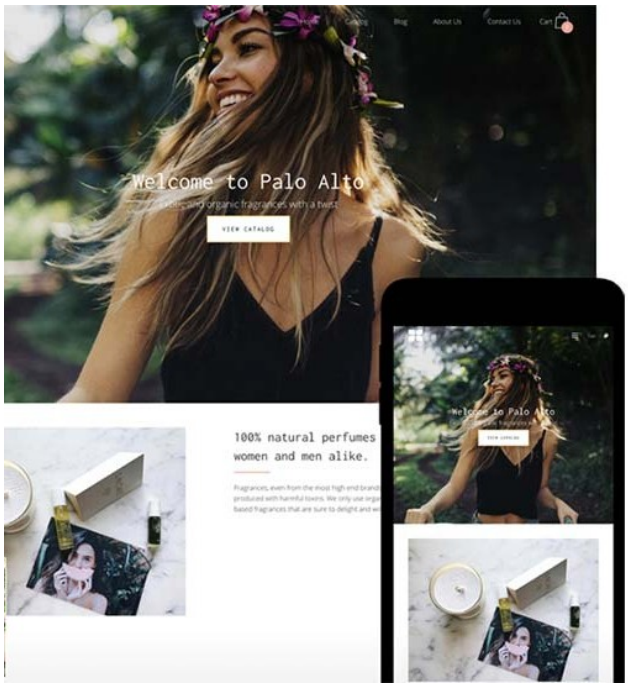
The Ultimate Shopify Store Launch Checklist for First-Time Store Owners

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

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