<u>The EcomChallenges 57-Point Master Checklist:</u>

(in no particular order)

1. Name of your Store
   a. No hyphens, mix of letters and numbers, etc.
   b. Keep it clean and simple, NOT generic though
   c. Example: If you're selling higher priced bracelets, DO NOT name your store "luxury bracelets" - be unique and give it an authentic name
   d. Ensure this name is available on your social media platforms you'll be using
      i. You can also add 'shop' or other small phrases if your name is taken (ex: instead of @threebar if it's taken, it could be @shopthreebar
2. Custom Domain
   a. Either purchase a domain through Shopify or GoDaddy
   b. Again, keep it simple, no weird spellings, hyphens, etc.
   c. Try to get a .com or .co domain in most cases
3. Drop Shipping, Private Label, or Print on Demand?
   a. Drop Shipping: Download Oberlo in the shopify app store in most cases
   b. Private Label: You'll have your own fulfillment/inventory
   c. Print on Demand: Download Printify or another PoD app in the shopify app store of your choice
4. Set Up Taxes
   a. It's now required by law to pay taxes for online purchases
   b. Make sure you've configured your taxes properly and for your location in the Shopify settings
5. Select Theme
   a. Customize, edit, and use any Shopify theme of your choice
6. Remove the 'Powered By Shopify' text on the bottom of your website
   a. This keeps a more professional vibe
7. Install your FaceBook Pixel on your site
8. Install your Google Analytics ID on your site
9. Customize your Store's MetaData
   a. This is information displayed in search engine results
   b. Go to **online store -> preferences**, then add your custom information and click save
10. Add appropriate, keyword optimized alt-tags to your product images
11. Make sure all your products have relevant tags to help with product searches on your site
12. Create an About Us page
13. Create a Contact Us page, with an embedded contact form
14. Set Up an FAQ page
15. Set up Returns / Refund Policy

16. Set Up Shipping Tracking page
17. Set Up legal Terms and Conditions / Privacy Policy page
    a. Shopify can auto-generate this for you
18. Verify there are no spelling / grammatical errors anywhere on your website
    a. Can use tools like Grammarly
19. Create a Back-up of your theme in case of issues
20. Create a duplicate of your theme, name it 'Test Theme' to preview and edit the website without altering it publicly
21. Configure your primary navigation (also known as your header)
    a. Do not need to include FAQ, Terms, Refund policy, etc. in your header
22. Configure your drop down navigations if you have any
23. Review and/or configure your email hosting settings (shopify can help [here](#))
24. If you require site-wide SSL encryption instead of Shopify's standard SSL on checkout, you will need to upgrade to [Shopify Plus](#)
25. Configure your primary payment gateway
    a. If you're new / very beginner, it will most likely be the standard Shopify Payments
    b. If you want to avoid the hold, or are more experienced, you may want to look into 2Checkout or Authorize net
26. Add Secondary payment methods
    a. Paypal, Amazon Pay, Bitcoin, etc.
27. Configure checkout settings
    a. Ensure you collect customers first and last name, not last name only (will help with retargeting, email marketing ,etc.)
    b. Decide whether or not you need to collect phone numbers
28. Customize and configure your abandoned cart emails
29. Configure your fulfillment settings
    a. If you are drop shipping, you will do this through Oberlo
30. Update your stores shipping origin address
31. Configure shipping settings
    a. Free worldwide shipping while you add a few more dollars to the cost of each product
    b. Or are customers paying for shipping themselves
    c. These all affect conversion / bounce rates
32. Remove Your StoreFront password
33. Start your actual shopify trial [here](#)
34. Get Proof to use for FOMO, [free trial here](#) it's the BEST sales / fomo app out there and super customizable
35. Create a simple logo
36. Create your Instagram profile
37. Create your FaceBook Business Page
38. Link your Instagram profile to your business page
39. In your FaceBook business manager, connect your page and instagram account
40. Order product to get custom content

41. Reach out to influencers that you have adequately sourced and know are 1000% legit
    a. Or grab my list of 30+
42. Create a favicon (usually your logo) for the website browser
43. Integrate SendLane dynamic email marketing to increase RPC (revenue per customer), [sign up for free here](#)
44. Create product categories (Fashion ex: bracelets, shades, necklaces, rings, etc.)
45. Get the single best upsell / downsell app for Shopify ever made: Zipify. [Get it here](#)
46. Test your website on your phone to emulate mobile traffic
    a. Most of the time store owners will only test and design their stores for desktop use when most traffic will be mobile
47. Set-up, customize, and check that your automatic cart-abandonment emails are configured
    a. Do this in the SendLane email marketing software for much better results. Again you can [get it for free trial here.](#)
48. Disable test mode in your payment gateway (shopify payments, stripe, authorize net, etc.)
49. Check your site for any broken links
    a. Can hurt SEO, search rankings, etc.
50. Have a marketing plan ready BEFORE you go live
    a. You want your first day of launch to be successful with lots of traffic - have a plan on how you're going to get that traffic to your store beforehand
    b. Use my Influencer list here, prepare FB ads, and set up email blasts.
51. Set up a referral program so you can reach out to influencers
52. Set up any coupons you will be using to hand out to influencers, track shoutouts, or use for ads
53. Make sure all product images are the same size and not too big or too small
54. Include your website link in your Instagram profile, and ensure your bio has at least a little use of Emoji's
55. When testing FB ads, try split testing as many VC ad objectives as possible for cold traffic, then retarget that audience, create LLA's off of it, and scale.
56. Order 10-15 of your product that you can ship out to People Influencers and have them take their own photos with for their audience
    a. You can also use these photos for paid ads down the line
57. Ensure your content is quality, and matches your branding / theme. Buyers will be instantly turned off
    a. If you need help with editing, you can get done-for-you presets here