NEXTGEN FUSION · FREE CHECKLIST

Ecommerce store launch checklist

41 checks for Shopify and WooCommerce stores

By Ritesh Kumar Giri · Updated 21 November 2026 · Interactive version: www.nextgenfusion.in/ecommerce-store-launch-checklist/

An online store has more places to fail than a brochure site: a payment that fails on mobile, a shipping rule that is wrong for one pincode, an order email that lands in spam. Check each of these with a real test order before you tell customers you are open.

1. Products and catalogue

- [ ] Every product has a unique title, a description written for the product and at least three clear images.
- [ ] Variants (size, colour) have their own stock levels, images and SKUs.
- [ ] Categories and filters match how customers shop, not how your stockroom is organised.
- [ ] Out-of-stock products show a clear message or a back-in-stock sign-up, not an error.
- [ ] Product URLs are clean and stable. Changing them later needs redirects.
- [ ] Size guides, care instructions and materials are on the page, not only in a PDF.

2. Payments and checkout

- [ ] Run test orders with each payment method you offer, on a phone and on a desktop.
- [ ] Cash on delivery rules (if used) are explained before checkout, not after.
- [ ] Test a failed payment and an abandoned checkout. Customers should land somewhere helpful.
- [ ] Guest checkout is possible, and the form asks only for what you need.
- [ ] Payment gateway is in live mode, not test mode, and the first live order is refunded as a check.
- [ ] Discount codes are tested: stacking, minimum order, expiry. If a code does not work, see why Shopify discount codes fail.

3. Tax, invoices and legal

- [ ] Tax is switched on and matches your registration and the places you ship to. Shopify fills in default rates that you must confirm are current for you; WooCommerce needs tax enabled under WooCommerce > Settings > General before you add rates. Confirm what to charge with your accountant.
- [ ] Invoices show the details your accountant needs, with the legal business name.
- [ ] Returns, refunds and shipping policies are written, linked in the footer and linked at checkout.

- [ ] Privacy policy and cookie notice cover your analytics and advertising tools. For UK visitors, see our UK cookie consent guide.

4. Shipping and delivery

- [ ] Shipping zones and rates work for your nearest pincode, your farthest and one international address, if you ship abroad.
- [ ] Delivery times are shown on the product page and at checkout.
- [ ] Packing slips and labels print correctly from the admin.
- [ ] Customers get tracking links by email or WhatsApp after dispatch.

5. Emails and notifications

- [ ] Order confirmation, shipping and refund emails arrive in the inbox, not spam, and are mobile friendly.
- [ ] The sending domain has SPF and DKIM set up, and a DMARC record exists.
- [ ] You receive a new-order alert on a phone someone watches.
- [ ] On WooCommerce, test with a real mailbox. If emails fail, see WooCommerce emails not sending.

6. Speed and mobile experience

- [ ] Google asks for LCP within 2.5 seconds, INP of 200 ms or less and CLS of 0.1 or less (web.dev). Test a product page and the checkout on a mobile connection.
- [ ] Remove apps and plugins you do not use. Each one can add scripts on every page.
- [ ] Compress product images and give them fixed dimensions.
- [ ] The homepage hero, banners and videos are not larger than they need to be.

More: Shopify speed and WooCommerce speed.

7. SEO for a store

- [ ] The store is not password-protected or set to noindex.
- [ ] Sitemap is submitted in Google Search Console.
- [ ] Product pages use Product structured data with price, availability and reviews, and pass the Rich Results Test. If your products are not appearing, see Shopify products not showing on Google.
- [ ] Duplicate collection and tag pages are handled with canonical tags.
- [ ] Your Google Merchant Centre feed (if used) has no disapproved items.

8. Tracking and growth

- [ ] Analytics records product views, add to cart, begin checkout and purchase, tested with one real order.
- [ ] Advertising pixels fire once, not twice.
- [ ] An abandoned cart email or WhatsApp message is set up.
- [ ] A WhatsApp or chat contact is visible on product and cart pages for pre-sale questions.

9. After launch: first 7 days

- [ ] Place one real order from a phone and track it end to end.
- [ ] Look at checkout drop-off and fix the biggest leak first.
- [ ] Check Search Console for crawl errors and see that product pages are being indexed.
- [ ] Ask the first ten buyers for honest feedback.

Frequently asked questions

Is Shopify or WooCommerce better for a new store?
It depends on catalogue size, budget for apps and plugins, and who will maintain the store. See our comparison for large variant catalogues: WooCommerce vs Shopify for product variants.

How many test orders should I place?
At least one per payment method, plus one failed payment and one order with a discount code.

Do I need a developer to launch?
Not always, but a technical review of speed, tracking and email setup before launch usually saves time later.

Want us to review your store before you launch? Message us on WhatsApp at +91 73482 28167 and you get a fixed written quote within one working day.
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