

YOUR STORE. READY TO OPEN.

Shopify store launch guide

A practical workbook for checking the store, testing the buying journey and deciding what must be fixed before launch.

Use it in four passes

01 Products & storefront

Check what customers see and how they find products.

02 Checkout & test orders

Follow a complete purchase and record the result.

03 Store operations

Confirm the tools, people and recovery plan behind the store.

04 Launch & follow-up

Close blockers, approve the release and watch the first day.

How to use the checkboxes

Tick a task only after checking the result. If it does not apply, write N/A beside it. Record failures on page 6 and retest them. A checklist supports your review; it does not certify security, compliance or readiness for every business.

Store: _____ Launch date: _____

Products & storefront

Work from the customer-facing store, not only from the admin editor.

☐ 01 Product information

Review every launch item: name, price, description, images, SKU and availability. Remove sample text and images you do not have permission to use.

Pass check: A shopper can tell exactly what they will receive.

☐ 02 Options and stock

Choose every size, color or other option on sample products. Compare the displayed price, image and stock state with your source data.

Pass check: Each option matches your records; unavailable items behave as intended.

☐ 03 Collections and navigation

Open the main menu, category pages and search. Follow links from the homepage to a product, including on a small screen.

Pass check: The right products are easy to find and no important link is broken.

☐ 04 Useful product details

Check delivery expectations, care instructions, dimensions and return information where relevant. Make the details easy to scan.

Pass check: Common pre-purchase questions have clear, accurate answers.

☐ 05 Mobile and accessibility

Use a real phone and a keyboard. Check menus, image galleries, buttons, forms, focus indicators, text contrast and zoom.

Pass check: Important content stays readable and controls can be reached and used.

☐ 06 Page and image quality

Compress large images, add useful alternative text, review page titles and test shared links. Remove placeholder pages from menus.

Pass check: The storefront loads acceptably and shared links describe the right page.

Checkout & test orders

Use provider-supported test tools. Keep test references and expected results.

☐ 01 Payment test setup

Use your payment provider's supported test environment and test credentials. Never enter a real card into a test-card field. Record which mode is active.

Pass check: The test is clearly separated from real customer payments.

☐ 02 A complete test order

As a shopper, choose a product, add it to cart, change quantity and finish checkout. Record the reference on the worksheet.

Pass check: The confirmation and order record agree on items, quantities and total.

☐ 03 Declined payment and retry

Use a provider-supported decline scenario. Correct an invalid checkout field and retry with a valid test payment.

Pass check: The message is understandable and a failed attempt is not treated as paid.

☐ 04 Delivery and totals

Try addresses in each region you intend to serve, including a region you do not serve. Review delivery choices and expected totals.

Pass check: Supported regions have the intended choices; unsupported ones cannot slip through.

☐ 05 Discount and cart rules

Try a valid discount and an invalid or expired one. Check thresholds, excluded items, shipping promotions and rounding.

Pass check: Only the intended offer applies and the final total is explainable.

☐ 06 Customer and order records

Test guest and account checkout if offered. Check order ownership, stock changes and the customer confirmation message.

Pass check: The order belongs to the right customer and stock changes only as intended.

Store operations

Check the people, tools and recovery steps that support an order.

☐ 01 Store details and domain

Confirm your store contact details, time zone and currency. Connect the intended domain and check HTTPS from a fresh browser.

Pass check: Customers reach the correct domain without certificate errors.

☐ 02 Theme and app review

List installed apps and why each is needed. Test app widgets in your chosen theme and remove unused trial content.

Pass check: No app blocks a key page or adds an unexpected charge or message.

☐ 03 Shipping and fulfilment

Walk through how your team will pick, pack and fulfil a test order. Confirm delivery promises against your actual process.

Pass check: One named person knows how to handle the first order.

☐ 04 Email and support

Check customer notifications and the contact form with an inbox you control. Verify your support address and reply process.

Pass check: Test messages arrive and customers have a working way to reach you.

☐ 05 Staff access and recovery

Use individual staff or collaborator access with only the permissions needed. Check account recovery and available two-factor protection.

Pass check: The owner retains access; shared passwords are not required.

☐ 06 Recovery and change records

Keep a theme copy before major edits and decide how catalog/app data will be backed up. Document what your recovery tools cover.

Pass check: You know what can be restored and who will do it; an export is not assumed to cover everything.

Launch & first-day checks

Do these after the storefront and purchase tests pass.

☐ 01 Business review

Confirm prices, support details, delivery promises and published policies with the business owner. Get qualified advice for tax and legal requirements.

Pass check: A named owner has approved the business information for the markets served.

☐ 02 Tracking and privacy choices

If analytics or marketing tags are installed, test consent choices and basic events. Keep test activity identifiable.

Pass check: Your team knows what is collected and required choices work as intended.

☐ 03 Close launch blockers

Use the worksheet to assign every failed test. Retest after fixes; keep the evidence and leave nonessential improvements on a separate list.

Pass check: No unresolved issue prevents a customer from buying or receiving support.

☐ 04 Switch from testing to selling

Complete required store setup, select your plan and turn payment test mode off when ready. Review the live payment configuration with the owner.

Pass check: The intended provider is ready for real payments; test settings are no longer active.

☐ 05 Open the storefront

After sign-off, use Shopify's store access controls to make the store public. Check it in a logged-out browser and on a phone.

Pass check: A new visitor can view products and reach the real checkout.

☐ 06 Watch the first day

Assign someone to watch orders, payment status, stock and customer messages. Record any issue and its owner before changing the store.

Pass check: The team can respond quickly and distinguish live orders from test records.

Test record & launch sign-off

Use one line per test or blocker. Keep detailed screenshots and references in your own project folder.

TEST / ISSUE	RESULT / REFERENCE	OWNER / RETEST

Store owner approval: _____ Date: _____

Launch blockers resolved: Yes / No Next review: _____

Release / recovery contact: _____

Official references

[Shopify: preparing your store for launch \(open official guide\)](#)

Platform controls can change. Check current official instructions before changing payments, access or store visibility.
Prepared 20 October 2026. This workbook is general guidance, not legal or tax advice.

Need help working through the list? Visit nextxentech.com/services/store-setup/ or email info@nextxentech.com.