

YOUR STORE. READY TO OPEN.

# WooCommerce 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 Hosting and HTTPS

Confirm the production domain, HTTPS, hosting access and renewal ownership. Ask the host to confirm supported WordPress/WooCommerce requirements.

Pass check: The domain loads reliably and the team knows who manages hosting.

## ☐ 02 Test site and updates

Use a separate test site to review WordPress, theme and plugin updates. Disable real customer messages and payments there.

Pass check: A test change cannot email customers or charge real orders.

## ☐ 03 Plugin and theme compatibility

List each active plugin and its purpose. Check the cart, checkout and account pages after updates with your chosen theme.

Pass check: Required plugins work together without blocking purchase or account flows.

## ☐ 04 Backups and restoration

Back up files and the database to a suitable separate location. Test restoration on a safe environment and record the procedure.

Pass check: You can restore a usable store, not just see that a backup job ran.

## ☐ 05 Email and scheduled work

Check order notifications, support forms and the background jobs used by your plugins. Review failures with the responsible person.

Pass check: Expected messages arrive and essential background work completes.

## ☐ 06 Permissions and customer data

Use separate accounts with limited roles. Review stored customer data, access, recovery and available two-factor protection.

Pass check: Only the people and tools that need data have access to it.

# 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 Release the tested configuration

Back up production before release. Move only the agreed changes; do not overwrite live orders or customer data with an older test database.

Pass check: The release preserves current business data and has a recovery plan.

## ☐ 05 Open the store and verify caching

Review live payment settings, then switch WooCommerce Site visibility to Live. Check logged-out pages and clear host caches if needed.

Pass check: New visitors see the live store; cart and checkout do not show another customer's content.

## ☐ 06 Watch the first day

Monitor orders, payment status, email delivery and application errors. Check scheduled jobs and assign an owner for each unexpected issue.

Pass check: Live orders reach the fulfilment team and problems are tracked.

# 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

WooCommerce: store visibility ([open official guide](#))

WooCommerce: launch checks ([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/](https://nextxentech.com/services/store-setup/) or email [info@nextxentech.com](mailto:info@nextxentech.com).