

eCommerce Store Launch Checklist

- Check branding consistency
- Ensure clear calls to action
- Verify high-quality images
- [Set instant checkout pages](#)
- Check cart and checkout flows
- [Review product pages](#)
- Add a favicon
- [Set up product variations](#)
- Use retina logo version
- Test all links
- [Test checkout forms and data sync](#)
- Confirm contact info visibility
- Ensure presence of 404 page
- Optimize site loading speed
- Ensure customer order access
- Remove unnecessary data
- [Check tax setup](#)
- Test payment gateways
- Verify credit card error messages
- Set up inventory
- Test coupon codes
- Establish customer follow-up
- Ensure user-friendly dashboard
- Review product descriptions
- [Set Cart Abandonment Recovery](#)
- Test search functionality
- Verify functionality of plugins
- Check social preview of products
- [Verify shipping functionality](#)
- Test currency change
- Optimize searchability
- [Test cross-sells and upsells](#)
- Add compelling meta descriptions
- Add alt text to all images
- Consider accessibility
- Optimize titles
- Review URL structure
- [Add custom Thank-You page](#)
- Create and submit sitemap to Google
- Set up firewall
- Install SSL certificate
- Use strong passwords
- Set up backups
- Implement spam filter
- Change wp-admin login URL
- Ensure all plugins are updated
- Review terms and conditions
- Create privacy policy
- [Consider GDPR compliance](#)
- Establish return policy