

Shopify Store Checklist

Simple steps so your shop can actually sell

You do not need a technical handbook. If you can stock a shelf in a real shop, you can follow this list. Tick the boxes before you spend money on ads. Partner tools include current discounts where available.

1. Choose a good starting point

- ☐ Be clear what you sell and who it is for
- ☐ Start with a Shopify theme that already looks like a real store, not a template demo
- ☐ Browse themes at noel.marketing/shopify-themes — code WELCOME10 saves 10%
- ☐ Only add apps when they solve a real need (reviews, bundles, upsells...)
- ☐ Explore apps at noel.marketing/shopify-apps
- ☐ Need a launch / product landing page fast? Replo: <https://try.replo.app/noel-dario-andres>

2. Make the shop look like yours

- ☐ Remove sample products — add your real products with clear photos
- ☐ Need on-brand product shots without a full photoshoot? Riverflow is 20% off first purchase: <https://go.riverflow.ai/noel-dario-andres>
- ☐ Write short, honest product descriptions (what it is, who it is for, why it is good)
- ☐ Add your logo and brand colors
- ☐ Write shipping, returns, and contact info in plain language
- ☐ Hide pages you will not use

3. Make buying easy

- ☐ Price and “Add to cart” should be obvious on every product
- ☐ Say how long shipping usually takes — near the buy button
- ☐ Do one full test order yourself (even a tiny one)
- ☐ Open the shop on your phone and try to buy something
- ☐ Show real reviews — Testimonial (15% off for 12 months): <https://refer.testimonial.to/noel-dario-andres>

4. Get ready for payments and delivery

- ☐ Turn on the payment methods your customers actually use
- ☐ Set shipping rates that make sense for your country
- ☐ Check tax settings with your accountant if you are unsure
- ☐ Send yourself a test order email — does it look trustworthy?

5. Help people find the shop

- ☐ Add the store in Google Search Console (free)
- ☐ If you sell physical products, connect Google Shopping when you are ready
- ☐ Claim Google Business Profile if you have a location
- ☐ Share new products with Buffer: <https://join.buffer.com/noel-dario-andres>

6. Stay in touch after the visit

- ☐ Grow email/SMS with popups and flows — Privy is 15% off for 12 months: <https://go.privy.com/noel-dario-andres>
- ☐ Turn on abandoned cart emails (Shopify and/or Privy)
- ☐ Reply fast to customer messages — EU shops can try Watermelon (10% off first month): <https://link.watermelon.ai/noel-dario-andres>
- ☐ Once a month: update photos and fix anything that confused buyers

Partner tools & current discounts

Shopify-focused tools from noel.marketing/stack. Partner links may earn a commission; discounts are for you. Confirm the offer when you check out.

- Privy (email, SMS, popups) — 15% off for 12 months !' <https://go.privy.com/noel-dario-andres>
- Replo (Shopify landing pages) !' <https://try.replo.app/noel-dario-andres>
- Riverflow (on-brand product creatives) — 20% off first purchase !' <https://go.riverflow.ai/noel-dario-andres>
- Testimonial (reviews) — 15% off for 12 months !' <https://refer.testimonial.to/noel-dario-andres>
- Watermelon (EU chat / WhatsApp support) — 10% off first month !' <https://link.watermelon.ai/noel-dario-andres>
- Buffer (social) !' <https://join.buffer.com/noel-dario-andres>
- More offers: <https://noel.marketing/stack/>

Browse all partner offers !' <https://noel.marketing/stack/>

Want a storefront that is ready to sell?

Shopify themes and focused apps from noel.marketing help you look professional faster. Spend your time on products and customers — not on fighting the layout.

- Themes: <https://noel.marketing/shopify-themes/>
- Apps: <https://noel.marketing/shopify-apps/>
- Welcome code: WELCOME10 (10% off on noel.marketing)
- Note: the code does not work for App Store installs

Browse Shopify themes !' <https://noel.marketing/shopify-themes/>

From noel.marketing. WELCOME10 works on eligible products on noel.marketing after you confirm your email (not on Shopify App Store apps). Partner links may earn a commission at no extra cost to you. Discounts shown were current when this PDF was generated — always verify on the partner checkout.

<https://noel.marketing>