

QIROVA · CHECKLIST

The Shopify Launch Checklist

Catalog & Content

- Product titles follow a naming convention
- Descriptions written for the customer, not the warehouse
- Minimum 4 images per product (hero, detail, lifestyle, scale)
- Variants use consistent naming across the catalog
- Collections structured around buyer intent, not internal ops

Theme & UX

- Above-the-fold loads in under 2.5s on mobile
- Sticky add-to-cart on PDP
- Cart drawer instead of full-page cart
- Trust badges near CTA, not in footer only
- Reviews visible on PDP and collection cards

Checkout

- Express checkout (Shop Pay, Apple Pay, Google Pay) enabled
- Shipping thresholds surfaced in cart
- Discount code field collapsed by default
- Guest checkout available
- Order confirmation email branded and clear

Apps & Integrations

- Analytics (GA4 + Shopify) firing correctly
- Klaviyo / email flows: welcome, abandoned cart, post-purchase

- Reviews app installed and pulling automatically
- Meta / TikTok pixels validated
- Inventory sync tested with any ERP or 3PL

Launch Day

- Redirects mapped from old URLs
- Robots.txt and sitemap submitted
- Test transactions on 3 devices
- Team briefed on customer support scripts
- Post-launch review scheduled at day 7 and day 30

Ready to ship? Book a discovery call at nandinisaini.online/contact