Pre-Launch Checklist

Design

☐ Is your branding consistent?
☐ Do you use clear calls to action?
☐ Are your images high-quality?
☐ Can your cart/checkout be easily accessed?
☐ Do you grab attention right away?

☐ Do you have a favicon?
☐ Are your products displayed well?
☐ Do you have a retina version of your logo?
Functionality

- Do all of your links work?
- Do forms work?
- Is your contact info accurate and visible?
- Is there a 404 page?
- Does your site load quickly?
- Can existing customers still access their orders?
- Have you removed unnecessary data?

eCommerce

- Are taxes set up correctly?
- Does your checkout work?
- Does the correct message appear for credit card errors?
- Is your inventory set up?
- Do coupon codes work?
- Do variations work?
- Is your shipping working?
- Does currency change appropriately?
- Is it easy for someone to find what they’re looking for?
- Are cross-sells and upsells working?
- Do you have a way to follow up with customers?
- Is your customer dashboard easy-to-use?
- Have you read your product descriptions?
- Are digital products delivered after purchase?
- Does your search functionality work?
- Are your extensions working?
- How do products look on social media?