

Ecommerce Website Prelaunch Checklist

Must-Haves

Your site will not work. You can't sell anything, or you put your website at risk without these.

SSL certificate installed

User accounts are using secure usernames and passwords

Privacy policy included

Terms and conditions included

GDPR statement and compliance included

PCI DSS compliance included

Secure theme chosen

Install and activate the ecommerce plugin

Fill in store settings

Choose and connect to a payment processor

Set shipping costs (if selling physical goods)

Set tax amounts

Build at least one product with a name, image, category, tags, price, shipping settings, and description

Make sure your Shop, Cart, Checkout, My Account, and Refund and Returns Policy are available on the Pages screen

Theme is compatible with your brand and goals

Theme provides ongoing support

Theme has frequent security updates

Theme is compatible with the newest version of WordPress

Theme has a mobile responsive design

Make sure text sizes are as legible as possible

All colors pass color contrast tests

Navigation and page links are accessible with a screen reader

All images that need them have alt tags

Links are distinguishable from normal text in a way other than color

All information on the site is clear and concise

Photos use clear imagery

Set a keyword focus

Incorporate your keywords into product titles, descriptions, alt text and categories

Make sure your site is being indexed by search engines

Site architecture and navigation make sense

Should-Haves

Your site will work, and people can buy without these items, but for security and performance reasons, they are highly recommended.

Caching optimization installed or set up

Image optimization plugin installed

Malware scanning and firewall enabled

Safe list and block list enacted

CDN enabled

Customize the emails for your store and brand

Add an SKU

Add a stock quantity

Customize the settings for the store

Add necessary pages to your navigation

- Woo: Shop, Cart, Checkout, My Account, and Refund and Returns Policy to your navigation
- EDD: Checkout, Confirmation, Order History, Receipt, Transaction Failed, and Privacy Policy pages to your navigation

Theme has block editor compatibility

Theme has advanced customization options

Theme has features to support an ecommerce experience

Theme has great reviews from other users

Communication about what to expect after someone places an order

Popups and video are used sparingly, if at all

Do research about keywords and competitors

Breadcrumbs to help users navigate if multiple pages are nested

Recommended products on product pages

An SEO plugin like Yoast to help build SEO details

Site speed tests and optimizations

Nice-to-Haves

These items are not necessary or required but can improve your or your user's experience with the site, and potentially increase sales.

Refund policy included

2FA plugin installed

Limit Login Attempts plugin installed

Connect to more than one payment processor

Plugins that help with accessibility, so long as they are not overlays or one-click solutions

A custom 404 page to help users find where they need to go