**Preparing for Launch Checklist**

When you are ready to launch your Shopify store, you want to be prepared. There are a lot of things to remember. This checklist is designed to keep you on track.

Things to do and check

* Set your online store name, address, business contact information, time zone of your store, set store currency.
* Add a contact you page to your store so people know how to get in touch with you.
* Add an about your store/business page to your Shopify store. This helps people get to know you, feel more comfortable doing business with you and begins to build confidence in your business.
* Set up your home page metadata. This is the title and meta description of your page that shows up in search engine results.
* Add products, descriptions, photos to your store. Be sure to proofread for errors. Create a description that is scannable, shows the benefits and variations.
* Test for successful and failed transactions by placing a test order. By doing this, you are making sure your checkout process and order processing settings are correct. Also take note of inventory, shipping and taxes settings are working correctly.
* You should place at least one test order during your store setup. There are no charges for test orders.
* Enable test mode to simulate a sale or failed sale. Be sure to turn off test mode after you place your test orders.
* Test your refunding and canceling orders system.
* Remove your online store password by going to your Shopify admin, Online Store > Preferences. In the Password page area, uncheck the Enable password option. Then click Save.