















Shopify for Beginners

WHAT ACTUALLY MATTERS IN YOUR FIRST 7 DAYS

A simple checklist to help you set up your store, avoid common mistakes, and launch with confidence.



<p>DAY 1</p> 	<p>Start with products, not design</p> <ul style="list-style-type: none"> <input type="checkbox"/> Add your products with clear titles <input type="checkbox"/> Write simple, honest descriptions <input type="checkbox"/> Upload high-quality product images <input type="checkbox"/> Answer: What is it? Who is it for? Why should I care? 	<p> TIP</p> <p>Focus on clarity over completeness. You can always improve later.</p>
<p>DAY 2</p> 	<p>Set up payments and shipping early</p> <ul style="list-style-type: none"> <input type="checkbox"/> Enable Shopify Payments or PayPal <input type="checkbox"/> Review and test your payment methods <input type="checkbox"/> Set up simple shipping (flat rate or free shipping) <input type="checkbox"/> Make delivery expectations clear 	<p> TIP</p> <p>Keep shipping simple at the start. You can refine it as you grow.</p>
<p>DAY 3</p> 	<p>Choose a theme and commit</p> <ul style="list-style-type: none"> <input type="checkbox"/> Install a free theme (e.g. Dawn) <input type="checkbox"/> Add your logo and brand colours <input type="checkbox"/> Set up homepage sections <input type="checkbox"/> Avoid deep customisation for now 	<p> TIP</p> <p>A clean, fast store is better than a complex one that slows you down.</p>
<p>DAY 4</p> 	<p>Focus on the pages that matter</p> <ul style="list-style-type: none"> <input type="checkbox"/> Create a clear and engaging homepage <input type="checkbox"/> Optimise product pages for clarity <input type="checkbox"/> Simplify cart and checkout <input type="checkbox"/> Remove distractions and extra steps 	<p> TIP</p> <p>Every page should help the customer understand or take action.</p>
<p>DAY 5</p> 	<p>Test everything like a customer</p> <ul style="list-style-type: none"> <input type="checkbox"/> Browse your store on desktop and mobile <input type="checkbox"/> Test add to cart and checkout <input type="checkbox"/> Check shipping costs and delivery times <input type="checkbox"/> Fix any issues before you launch 	<p> TIP</p> <p>Small issues can cost you sales. Test like your customers will.</p>
<p>DAY 6</p> 	<p>Be careful with apps</p> <ul style="list-style-type: none"> <input type="checkbox"/> Only install apps if you truly need them <input type="checkbox"/> Check if Shopify has the feature built-in <input type="checkbox"/> Avoid apps that slow down your store <input type="checkbox"/> Keep your store lean and fast 	<p> TIP</p> <p>More apps = more cost and more problems.</p>
<p>DAY 7</p> 	<p>Launch and learn</p> <ul style="list-style-type: none"> <input type="checkbox"/> Review everything one last time <input type="checkbox"/> Remove any final doubts <input type="checkbox"/> Launch your store <input type="checkbox"/> Start learning from real customers 	<p> TIP</p> <p>You don't need perfect. You need live. Improve as you go.</p>


 **REMEMBER**

Your first goal is not perfection. It's getting a store live that works.

Done is better than perfect.

 **COMMON BEGINNER MISTAKES**

- Spending too much time on design
- Installing too many apps too early
- Overcomplicating shipping and checkout
- Delaying launch trying to be perfect

 **NEED HELP LATER ON?**

When you hit the limits of your theme or need a custom solution, that's where a developer can make a big difference.

Clean code, better performance, and a store built for growth.

Work smarter, not more complex.



You've got this!

One step at a time. One day at a time. Your Shopify journey starts now.

Keep this checklist handy and tick off each day!