

PRE-LAUNCH TO DO LIST

1. Setup your home page metadata

From your Shopify admin, go to Online Store > Preferences.

In the Title and meta description section, enter your home page metadata under Homepage title and Homepage meta description

Note: Search engines will list only about 140 characters of your meta description below your title tag, so keep it short.

2. Place a test order

[Go to this help page in Shopify and set up a bogus test order](#) or follow the steps below.

- From your Shopify admin, go to **Settings > Payment providers**.
- If you have a credit card payment provider enabled, then deactivate it before continuing. Click **Manage > Deactivate** (this button also shows the name of your payment provider, for example **Deactivate Shopify Payments**), then confirm your deactivation.
- You will now see the **Accept credit cards** section. In that section, click **Add a provider**.
- Select **Third party credit card provider**, and open the **Provider** drop-down menu.
- Under **Other**, choose **(for testing) Bogus Gateway**:
- Click **Continue**, and then click **Activate**.
- Go to your online store and place an order as a customer would. At checkout, enter the following credit card details instead of genuine numbers:

Field name	Details to enter
Name on card	Enter Bogus Gateway
Credit card number	Enter each of these in turn to simulate different types of transaction: <ul style="list-style-type: none"> • Enter 1 to simulate a successful transaction • Enter 2 to simulate a failed transaction • Enter 3 to simulate an exception (this generates a message indicating that an error has occurred with the provider)
CVV	Enter any 3-digit number (for example, 111.)
Expiry Date	Enter any date in the future.

- After you're done testing, click **Change provider** on the **Payment providers** page in your Shopify admin to reset your payment provider.

3. Check

- SEO and product description.
- Check your prices
- Check your vendor integration
- Make a test order (see #2).
- Go into "incognito mode" in your browser and check all of the pages of your site.
- Click on every product and make sure all product listing, prices, descriptions and photos are correct.
- Verify the URL of your store in incognito mode.
- Verify the shipping costs and zones you have set up.

4. Remove the password from your store

5. Send out an announcement to your email list and post on social media.