

Store Name: _____

Date & Time: _____

General Store Settings

- [ ] Store Support Email
- [ ] Store Address
- [ ] Store Phone Number
- [ ] Store Terms Of Service – Default / Custom
- [ ] Printful Account Setup & Integration
- [ ] Stripe Account Setup & Integration
- [ ] PayPal Account Setup & Integration

Appearance Settings

- [ ] Theme Selection
- [ ] Add Logo & FAV Icon
- [ ] Add Menu
- [ ] Create Categories
- [ ] Checkout Page Editor Configuration
- [ ] Checkout Page Editor Configuration
- [ ] Custom Domain

Product Setup

- [ ] Product Title
- [ ] Pricing – On Sale/Compare At & COGs
- [ ] Featured Image & Image File Size
- [ ] Additional Images (Placeit.net) & Image File Size
- [ ] Product Video
- [ ] Product Reviews
- [ ] https://www.printful.com/custom-products

Tracking

- [ ] Google Analytics
- [ ] Google Tag Manager
- [ ] Facebook Pixel ID
- [ ]
- [ ]
- [ ]
- [ ]

MARKETING RELATED

- [ ] Customer Review Settings
- [ ] Promotional Bar Setup
- [ ] Coupon Set Up for List Builder Pro
- [ ] List Builder Pro
- [ ] Mailchimp Integration
- [ ]

STORE CONVERSION AUDIT

- [ ] Checkout Page – Logo, Trust Seal/Image
- [ ] About Us Page
- [ ]
- [ ]
- [ ]
- [ ]

DECORATIONS

- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]

SET UP

- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]

ACTIVITIES

- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]

CLEAN UP

- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]