



A PreLaunch Testing Checklist for Your eCommerce Store



So after months of hard work, you've finally reached that key moment - you're ready to launch your eCommerce store. You want to give your customers the best first impression possible, presenting them with a slick, professional and engaging store.

If you're going to launch effectively and avoid any post-launch issues, you'll need to pay attention to the details. Checking every aspect of your site's functionality is essential.

That's why we've put together a comprehensive checklist for testing your new eCommerce store pre-launch.



Content

Before launching, you need to be sure that all of your eCommerce site's content is present, correct and in the right tone of voice. Make sure to test the following:

☐ **Check that Content Is Complete**

Check that all of the content on your site has been completed. This means checking every page and ensuring that all content has been added to the site for products, pages and content marketing.

☐ **Check Spelling & Grammar**

Carry out a thorough spelling and grammar check for your site's content. Errors should have been picked up earlier in the writing and proofing process, but a final check is important - things can easily be missed!

☐ **Evaluate Tone of Voice**

Taking the content of your site as a whole, evaluate the tone of voice and make sure it is consistent. Check against your brand values and customer personas, tweaking the tone of content where necessary.

☐ **Remove Test Content**

Check that any test content used for the creation of the site has been removed. This includes test products and placeholder content.



Functionality & Usability

Your first visitors need to be able to navigate and use your site efficiently, so test the functionality of your site to ensure that no errors occur and your site runs smoothly.

☐ **Test Browser Compatibility**

Test the functionality of your site in different browsers, ensuring that all of your customers will be able to use the site. This includes both desktop and mobile devices.

☐ **Test Site Search**

Test your site's search functionality to ensure that products have been tagged and categorised correctly. Carry out advanced searches and filtering to confirm that searches perform as expected.

☐ **Test Any Bespoke Functionality**

Bespoke functionality and pages are prone to errors, so thoroughly test any bespoke sections of your site and make sure they perform well under stress.

☐ **Test Form Completion**

Make sure that forms complete correctly and that all information is received. This includes testing email signup and contact forms.

☐ **Check Links**

Checking your eCommerce store's links may seem tedious, but broken links can significantly damage search presence and impact on the user experience.

☐ **Test Accessibility**

Ensure that your site meets accessibility guidelines and test your eCommerce store's accessibility features.

Security

Security issues have the potential to be incredibly damaging for a new, fledgling eCommerce store, so thoroughly testing site security is vital. Make sure that your pre-launch testing checks all of the following boxes:

☐ Check SSL Certificate

Check that your site's SSL certificate is correctly implemented and working. You need to provide customers with a safe and secure browsing experience. This is also increasingly important for search engine optimisation.

☐ Back Up

Begin creating backups of your eCommerce site in case of any issues. Start by backing up prior to launch, then test your backup schedule and confirm all procedures.

☐ Check Passwords

Test your password security and ensure that passwords used during setup are changed to be appropriately secure and unique.

☐ **Configure Error Reporting**

Check your error reporting procedure to ensure that any site errors will be flagged up after launch. You need to be aware of any issues as soon as they arise.

☐ **Check robots.txt**

Ensure that any pages you don't wish to be indexed are covered by robots.txt. You need to ensure that no sensitive information or account information is indexed.



Speed & Performance

A speedy, easy to use site is essential for turning those initial visitors into paying customers. You need to test your site's speed and optimisation both for usability and search purposes.

☐ **Check Speed Optimisation**

Test your site's speed and optimise where necessary. You may need to optimise images or your site's code to achieve the best performance.

☐ **Optimise Mobile Speed**

Mobile is vital for your eCommerce store, so test mobile optimisation and improve your site's performance where possible.

☐ **Check Database Performance**

Check that your eCommerce site's database is performing as expected and shouldn't run into any performance issues or errors after launch.



SEO

Search Engine Optimisation is a long term strategy for your eCommerce business, but you'll want to start off on the right foot by testing and checking the following:

☐ **Set Up Page Redirects**

If you are transitioning from an old site, ensure that any old URLs are redirected to appropriate locations in your new site.

☐ **Check Page Titles**

Check that page titles are appropriate and optimised for search. They should include key terms and be formatted correctly.

☐ **Check Meta Descriptions**

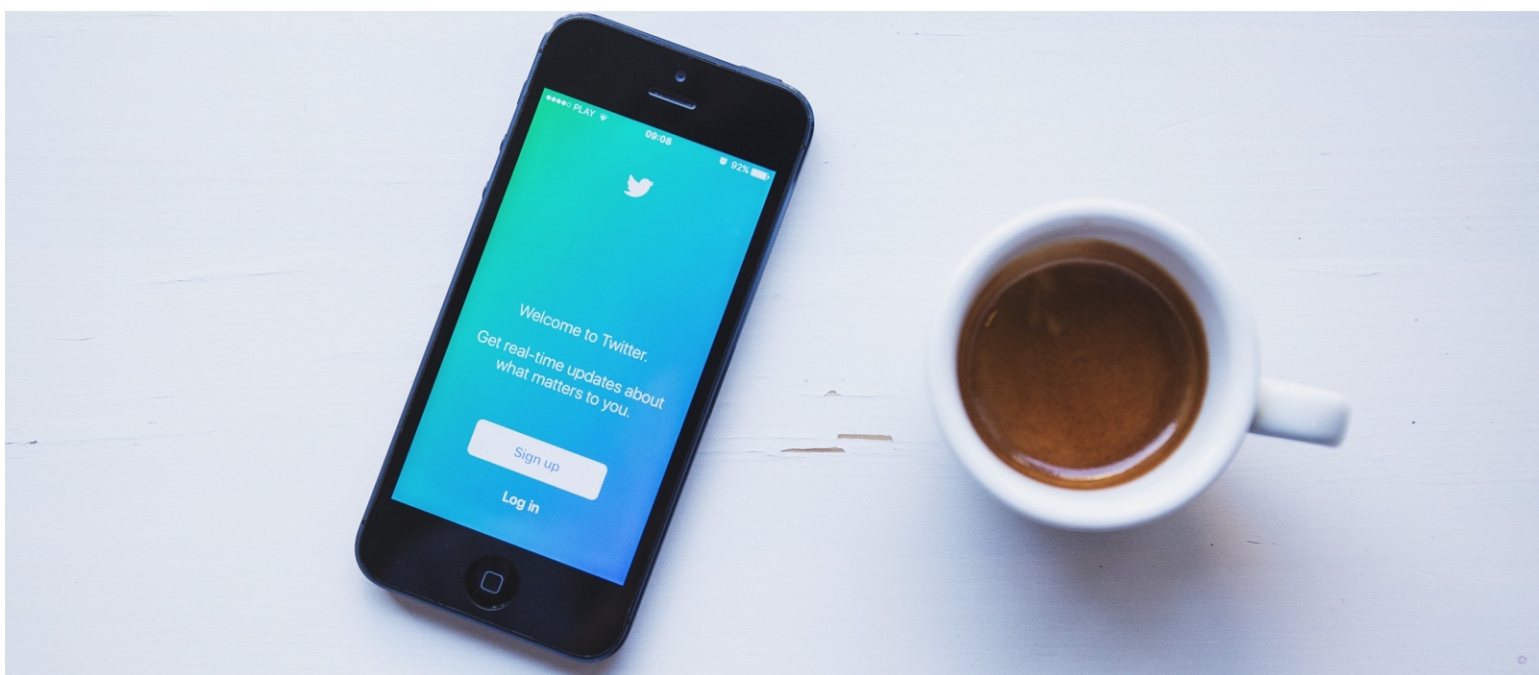
Ensure that all media elements on your site have meta descriptions and titles. These should be relevant to your content and descriptive.

☐ **Check URLs**

Check that all of your URLs are semantic and relevant to the page. Eliminate the use of overly complex URLs and also be sure that your page structure is simple and easy to navigate.

☐ **Check Sitemaps**

Check that your sitemaps are complete and accessible, you will need to submit these to Google Search Console.



App Integrations, Social Media & Email Marketing

Test any integrations and tracking tools that are to be used for your eCommerce site. This includes Google Analytics setup and add-ons for email marketing and social accounts.

☐ **Integrate Social Buttons & Accounts**

Test your site's social button integration for sharing products and content, as well as directing customers to your social accounts.

☐ **Check Facebook Open Graph & Twitter Cards**

Test your site's compliance with Facebook's Open Graph and Twitter's Cards features.

☐ **Set Up Analytics & Search Console**

Set up and integrate Google Analytics and Search Console to begin tracking your site. Test your analytics setup by driving test traffic to your site.

☐ **Implement Conversion Tracking**

Set up and test conversion tracking in Google Analytics to track conversions.

☐ **Check App & Extension Setup**

Check that any apps and extensions for your site are correctly integrated with their respective 3rd party services.

☐ **Set Up Email Marketing Lists**

Ensure that lists for customer segments and marketing signups work correctly.

☐ **Test Remarketing**

Check that any email or ads for remarketing campaigns work correctly and that visitors are sent the correct content depending on their actions.



Payments

The last thing you want is to convince customers that they want your products, but then lose them because of an error in the checkout process. Thoroughly test your payment gateways and checkout to ensure they function properly.

☐ **Check Payment Gateway Setup**

Check that all payment gateways have been set up and correctly linked to your store and bank account. You should also check that accounts have been verified prior to launch as this can slow down order processing.

☐ **Test Payment Gateways**

Run test orders through all of your payment gateways to test that orders complete effectively. You should check that all payments are received and any confirmation emails and correspondence is sent.

In Summary...

There's a lot to think about in the final moments before launching your eCommerce site. Whether it's site usability or order processing, you need to ensure that everything will run smoothly once you click that launch button.

Following the points on this checklist will give you the best chance of an eCommerce launch that engages and excites your first customers. A great launch will help set you up for a fantastic, growing eCommerce business.



About HYFIG

We're a group of friendly, creative, and passionate individuals that love working together to serve our clients. We truly care for our clients and are willing to go above-and-beyond the call-of-duty to add value to our clients. We apply the golden rule and offer our clients what we ourselves would like to receive. This dedication to quality, honesty, and openness gives us a competitive advantage. We take pride in our reputation and the quality of work we produce. Go ahead, give us a shot and find out why all of our clients love us!

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