FREE CHECKLIST · AAMIRTECHS

WooCommerce Store Setup Checklist

Every step between an empty WordPress install and a store that takes real orders, in the order to do them.

Work through this list top to bottom. The order matters: decisions first, then hosting and products, then payments, shipping, and taxes, and only then launch. Do not skip the test orders at the end. A store that has not passed a test order and one live order is not launched, it is just visible.

1. Decisions, before you install anything

- [ ] Write down what you sell, to whom, and in which countries
  Shipping and tax setup depends on this.
- [ ] Choose your payment gateways
  Check each gateway is available in your country and your category.
- [ ] Decide your shipping model
  Flat rate, weight based, zones, or free shipping, and who pays returns.
- [ ] List the pages the store needs
  Home, shop, product, cart, checkout, account, contact, and the legal pages.
- [ ] Set your budget for build and first year running costs
  Hosting, domain, theme, extensions, and maintenance.

2. Hosting, domain, and install

- [ ] Register the domain in your own name and account
  Never let a builder keep your domain in their account.
- [ ] Choose hosting that fits a store, not a brochure site
  Managed WooCommerce hosting if the store is your income.
- [ ] Install WordPress and WooCommerce
- [ ] Turn on HTTPS everywhere and check the padlock on every page type
- [ ] Set the site timezone, currency, and measurement units
  Settings, General, and WooCommerce, Settings.
- [ ] Create an admin account for yourself and a separate one for any developer
  Never share one login.

3. Products and catalog

- [ ] Build the category structure before adding products
  Categories first, products second, always.

- [ ] Prepare product data in a spreadsheet first
  Name, SKU, price, stock, weight, category, image links.
- [ ] Every product has a unique SKU
  Duplicates here break imports, stock, and reporting later.
- [ ] Resize and compress product images before upload
  Consistent dimensions, WebP where possible.
- [ ] Test one simple product and one variable product by hand
  Prove the data shape before bulk uploading.
- [ ] Bulk upload the catalog, then spot check 10 random products
  Price, image, stock, and category all correct.

4. Payments

- [ ] Connect each payment gateway with your own business account
- [ ] Set the store to the gateway's test mode
- [ ] Confirm order emails arrive for a test order
  Customer copy and admin copy.
- [ ] Check refunds work in test mode
  A refund that fails at a real dispute costs far more.
- [ ] Switch gateways to live mode only after the test orders pass

5. Shipping and taxes

- [ ] Create shipping zones for every region you sell to
- [ ] Enter rates and test one address per zone
  Use real addresses, including one awkward one.
- [ ] Set up tax rates or connect your tax service
  Get this checked if you sell across borders.
- [ ] Print or generate a test shipping label if your setup supports it
- [ ] Write the delivery times and returns process on a page customers can find

6. Legal and trust pages

- [ ] Privacy policy live
- [ ] Terms and conditions live
- [ ] Refund and returns policy live, in plain language
- [ ] Contact page with a real way to reach a human
- [ ] Cookie notice if your region requires it

7. Test orders, the step nobody may skip

- [ ] Place a full test order as a customer, start to finish
  On a phone, not just your desktop.

- [ ] Place one live order with a real card for a small amount
  Confirm the money arrives in your account.
- [ ] Refund that live order and confirm the refund lands
- [ ] Check the order appears correctly in the WooCommerce orders list
- [ ] Test a failed payment on purpose
  The customer should see a clear message, not a dead end.

8. Launch and the first 30 days

- [ ] Remove every demo product, demo page, and placeholder text
- [ ] Take a full backup and store it off the site
- [ ] Submit the site to Google Search Console
- [ ] Check the store weekly for the first month
  Failed orders, stock errors, and customer questions.
- [ ] Put maintenance in place: updates, backups, monitoring
  A store nobody maintains gets slow, then broken.

Want this done for you?

Our WooCommerce store setup service runs this exact sequence and hands you a store that has passed its test orders. See aamirtechs.com/services/woocommerce-store-setup/