

Store Reviews Checklist	
Anything with R next to it is strongly recommended but is not vital to do	
GENERAL	NOTES
Requirements	
<input type="checkbox"/> I am submitting my store with a clickable link.	
<input type="checkbox"/> My store does not have a password enabled.	
<input type="checkbox"/> My store has a custom domain which uses either .com or .co (or a country-specific variant of these) only.	
<input type="checkbox"/> My domain does not include extra words such as online or shop.	
<input type="checkbox"/> I have read through every section in the Knowledge Hub and completed all actionable steps.	
<input type="checkbox"/> My store has at minimum 5 products, preferably around 10.	
<input type="checkbox"/> I have one primary product, which I will run ads for, which follows the winning product criteria in the product-research channel.	
<input type="checkbox"/> My winning product has at least a 3x markup if running paid ads, or at least 2x if running TikTok Organic.	
<input type="checkbox"/> Your store has a professional email, created through Zoho or G-Suite	
General	
<input type="checkbox"/> My store name is short, one or two words, and easily memorable. It should not be a combination of two words like Luxe Jewels. Make it unique. Use https://namelix.com/ for name creation/inspiration.	i.e Theracure (my old store) Fightmonk (Shuayb's store)
<input type="checkbox"/> To the best of my knowledge, the overall design of the store is aesthetically pleasing. i.e the proportions are consistent and neat, images are of high quality, etc, etc.	
<input type="checkbox"/> My store does not feature any scammy looking elements.	I would avoid: Animated ATC button, odd colour scheme, etc, etc
<input type="checkbox"/> My store does not feature any elements that would distract/put off my customer from purchasing my product.	
<input type="checkbox"/> Clickable buttons somewhat appear pressable.	Hover states, rounded corners, subtle gradient, blue underlined links.
<input type="checkbox"/> The cookie notification bar or pop-up needs to be easy to accept.	Only needed if required by GDPR
<input type="checkbox"/> The shop logo is always in the same position on every page and it always leads back to the homepage.	
<input type="checkbox"/> The site doesn't include excessive, annoying pop-ups that could make the customer's life hard.	One major popup at most
<input type="checkbox"/> This one popup should be an email popup, setup through either Klaviyo or Optimonk, which offers people a discount if they signup.	Don't make it show instantly, set it to show after 30 to 60 seconds, or when the user shows leaving intent
<input type="checkbox"/> The majority of your key pages (home page, landing page, product page) load in less than 3 seconds.	Test this on https://pagespeed.web.dev/ or https://gtmetrix.com/
<input type="checkbox"/> My store has a mission statement and it includes the following: WHAT you do HOW you are experts in your field WHY you are the best in your niche Clear, concise, and easily understood in a single sentence	Examples: "Fendi is synonymous with luxury, excellence and craftsmanship, virtuosity in the processing of materials and timeless style." "Apple's corporate mission is to bring the best personal computing products and support to students, educators, designers, scientists, engineers, businesspersons and consumers in over 140 countries around the world." "Soma Ayurvedic: We make the finest Ayurvedic skincare and beauty products in the world."
<input type="checkbox"/> Even, consistent spacing throughout the entire website.	
<input type="checkbox"/> Text components have adequate, consistent spacing on the top, bottom, and sides of the page.	
<input type="checkbox"/> Uses NO MORE than 2 (3 at most) colors.	
<input type="checkbox"/> Does not use low contrast greys.	
<input type="checkbox"/> Has a positive contrast that is easy to read.	i.e black on white, or similar contrast.
<input type="checkbox"/> Consistent font throughout the entire website.	
<input type="checkbox"/> Consistent, proper grammar throughout the entire website.	
<input type="checkbox"/> Consistent capitalization style throughout the entire website.	
<input type="checkbox"/> Free of spelling errors.	
<input type="checkbox"/> The Font used on the entire website is complementary to the font used in logo.	
<input type="checkbox"/> Ensure there is no extra content or material that restricts or distracts the customer from purchasing your product.	
<input type="checkbox"/> Ensure all titles are capitalised consistently and correctly.	
<input type="checkbox"/> Your policies have been edited and have no " [] " remain in them.	
<input type="checkbox"/> Your store has a neat, good-looking favicon, that is visible in the search bar.	If you don't know what this is, USE GOOGLE.
<input type="checkbox"/> Your store use incentives to get customers to do certain things.	i.e Customer signs up with email, they get 10% off.
Overall Copywriting	
<input type="checkbox"/> Explains the core benefits of your value proposition in straightforward, short sentences.	
<input type="checkbox"/> Is clear and concise throughout the entire website, does not use run on sentences.	
<input type="checkbox"/> Written in perfect and consistent grammar style.	
<input type="checkbox"/> Uses only essential language to express the fundamental ways your brand or star product provides value to the customer.	
<input type="checkbox"/> Avoids general statements and is always focused.	
<input type="checkbox"/> Leaves a lasting impression on the customer.	NEVER says "we want to give you the best shopping experience ever and the best products" or any broad variation of that.
The Logo	
<input type="checkbox"/> High Definition, free of pixelation.	
<input type="checkbox"/> Large enough to read.	
<input type="checkbox"/> Simple enough in it's color scheme and design that it is recognizable.	
<input type="checkbox"/> Expresses the unique aesthetic of your brand.	
<input type="checkbox"/> Preferably horizontal rather than vertical or square. R	
<input type="checkbox"/> Places any embellishment in graphic element to the sides or behind the brand name.	
<input type="checkbox"/> Uses thick lines and a simple design, is not extremely intricate.	
Navigation	
<input type="checkbox"/> The navigation system has max 3 levels of menu. Keep it simple for your customers. R	
<input type="checkbox"/> The store uses a sticky header. This way navigation, search bar, and cart are always accessible easily. R	
<input type="checkbox"/> The home page promotes site-wide offers at the top of the page	i.e "Free Shipping" with urgency and scarcity triggers "Only today" or a linked CTA "Shop best-sellers now"
<input type="checkbox"/> Main navigation doesn't include a privacy policy, return policy, and terms and conditions, they go in the footer.	
<input type="checkbox"/> Directs to most important pages with a single click.	
Footer	
<input type="checkbox"/> Does not include "Powered By Shopify".	Edit Languages > Search "Powered By" > Replace Text > Replace it with a single space.
<input type="checkbox"/> The store showcases proof that you are a real and organized business. R	Phone number, email, a physical address.
<input type="checkbox"/> There is a "legal" (or similar) menu with all the policies listed.	
<input type="checkbox"/> Includes an email signup form.	
<input type="checkbox"/> The footer includes links to all your social media. R	
<input type="checkbox"/> The footer includes quicklinks and a sitemap.	
<input type="checkbox"/> The footer includes a list of all the payment methods available in your store. R	
<input type="checkbox"/> The footer contains your "Our Mission" to describe you in a couple of words. Maximum 2 to 3 sentences.	
<input type="checkbox"/> Free of unnecessary embellishment, visual elements, or statements that distract from conversion	
<input type="checkbox"/> The footer has a "Back to top" button to get to the top quickly and easily. R	Or have the Vitals back-to-top button enabled.
HOMEPAGE	
General	
<input type="checkbox"/> The value proposition needs to be prominent and one of the first things the customer notices.	
<input type="checkbox"/> The home page contains meaningful high-quality graphics, not clip art or pictures of models.	
<input type="checkbox"/> The home page offers a quick and easy way to contact support. R	
<input type="checkbox"/> The brand mission and vision need to be promoted through a section on the homepage. R	
<input type="checkbox"/> The home page has a "recently viewed products" section. R	
<input type="checkbox"/> The home page contains customers reviews and if it has a photo, it needs to link to the product itself. R	
Banner Image/Above the Fold	
<input type="checkbox"/> Uses one Simple + High Quality photo.	Fold = Bottom of page before scrolling
<input type="checkbox"/> Expresses the unique aesthetic of your brand.	
<input type="checkbox"/> Includes/mentions your featured product or collection.	
<input type="checkbox"/> Expresses the value you provide to customers in a clear and concise way.	
<input type="checkbox"/> Explains what you are selling through the caption and/ or image.	
<input type="checkbox"/> Includes a "call to action button": ie SHOP, SHOP NOW, BUY NOW.	
<input type="checkbox"/> Includes all visible components without customer having to scroll to understand what they are buying and how to buy it.	
COLLECTION PAGES	
<input type="checkbox"/> Category pages have the option to sort products. R	Sort by Best sellers, features, A-Z, Price.
<input type="checkbox"/> The category title indicates how many products are in the collection. R	
<input type="checkbox"/> 3-4 products cards are shown per row.	
<input type="checkbox"/> The image is professional, this means the style is consistent, always the same angle and methods used.	
<input type="checkbox"/> Product cards contain the important details of the product: product title, old price, new price, discount, and reviews stars.	
<input type="checkbox"/> CTA button appears when hovering over, or below the product cards to encourage customers to click. R	
PRODUCT PAGE	
General	
<input type="checkbox"/> Product titles are descriptive.	
<input type="checkbox"/> The product title needs to be prominent and big enough to stand out.	
<input type="checkbox"/> The product title has a maximum of 65 characters. R	
<input type="checkbox"/> The product description follows the format explained by Shuayb in the "Adding Products to Your Store" video.	
<input type="checkbox"/> Consolidates in-depth product information with dropdown menus. R	
<input type="checkbox"/> Allows customers to understand product without extensive research or reading.	
<input type="checkbox"/> Products have at most 5 variants (can have some exceptions) and the "Ships From" variant has been deleted from all products.	
<input type="checkbox"/> The product variant titles are neat, capitalised and consistent through all products. I do not use colour swatches.	
<input type="checkbox"/> If required for your product, you have a sizing chart.	
Image gallery	
<input type="checkbox"/> The main product photo needs to stand out and make an amazing first impression.	
<input type="checkbox"/> The user can zoom in on the product images. R	
<input type="checkbox"/> The product images show all features of the products.	
<input type="checkbox"/> The product gallery shows thumbnails of other available images.	
<input type="checkbox"/> The product gallery supports native mobile swipe.	
<input type="checkbox"/> Consistent photography style with ALL other product pages.	
<input type="checkbox"/> Features plain background photography of the product.	
<input type="checkbox"/> Uses only High Definition Photography of product.	1000 x 1000 pixels
<input type="checkbox"/> Does not use low quality, generic images ever at all.	
CTA area	
<input type="checkbox"/> The main CTA is prominent and optionally contains a "cart" icon.	
<input type="checkbox"/> When selecting a variant, the image attached to it becomes the main image.	
<input type="checkbox"/> The product page contains a quantity selector.	
<input type="checkbox"/> When selling products of different sizes, a size chart is easily accessible.	
<input type="checkbox"/> The CTA copy tells you what will happen if you click on it. Example: Proceed to checkout, Add to cart.	
<input type="checkbox"/> When CTA is pressed, there needs to be clear feedback from the website after Example: Show added product, Open mini cart, Go to Cart, Go to checkout.	
<input type="checkbox"/> The price of the product is placed near the main CTA.	
<input type="checkbox"/> The background color of the CTA needs to stand out and be unique on the page.	
<input type="checkbox"/> Old price is strike-through and present beside the new price. (if applicable)	
<input type="checkbox"/> If free shipping is offered, it's displayed near the CTA. R	
Social Proof	
<input type="checkbox"/> Customer reviews are present on the product page, optimally the reviews contain photos or videos from happy customers with the products.	
<input type="checkbox"/> The reviews (specifically the top ones) are detailed and more than a few words.	P.S. Sort Vitals reviews so that the image ones show at the top.
<input type="checkbox"/> The product page contains screenshots of social media comments or DMs about product satisfaction. R	
<input type="checkbox"/> Reviews stars are displayed above the fold.	
<input type="checkbox"/> The product reviews only show 5 to 10, then have "Show More" button, to ensure the customer doesn't have to scroll through 10s of reviews to get to the end of the page.	
<input type="checkbox"/> Your winning product has at minimum 50 reviews, other products have at minimum 20 reviews.	
CART PAGE	
<input type="checkbox"/> The overall cart design is clean and easy to navigate.	
<input type="checkbox"/> Cart timer is shown on the cart page. R	i.e "Your cart expires in 12:00 minutes"
<input type="checkbox"/> The cart saves the items using cookies, when a customer returns all products are still in the cart.	Shopify should do this, check that it works with your theme
<input type="checkbox"/> Information about the products added is all present on the cart page.	
<input type="checkbox"/> The image of the product in cart is the image linked to the variant selected. R	
<input type="checkbox"/> The cart offers the possibility to change the quantity of a product easily.	
<input type="checkbox"/> The cart offers the possibility to remove an item easily.	
<input type="checkbox"/> The cart has an upsell or crosssell widget to increase AOV. R	
Things to remember:	
If you choose to include an "announcement" block it must be simple, straightforward, easy to understand, and add value to your ability to convert customers. If it is straightforward or generally pointless, remove it. The entire announcement must be short enough that the entire statement is visible.	
Read all of the text on your website out loud to make sure it is easy to understand and uses appropriate language style. If you need help improving your language skills use Grammarly	
Avoid making a "general store", the convenience store business model is not appropriate for E Com. It is important to remain focused in how you provide value to customers by SOLVING a particular problem. Do not expect to be able to compete with Amazon or even local brick and mortar.	
Images from Unsplash can be a powerful tool to enhance the visual aesthetic of your brand, but you should not rely solely on these images to sell your products. Get custom content if your product photography is low quality or too generic.	
Your color scheme should always be simple before it is complex.	