Local shop store launch checklist

SEOs Hut
AI-First Local SEO Agency

WooCommerce or Shopify: tick each line before you open your online shop. Prices and menu paths checked 18 Nov 2026 (US).

1. Pick your platform

- [ ] I compared my yearly cost for Shopify and WooCommerce with my own sales (seoshut.com/blog/woocommerce-vs-shopify/#calculator).
- [ ] I know who will do updates, backups and security (Shopify does it; on WooCommerce it is me or my developer).
- [ ] I checked card fees: 2.9% + 30¢ online on both (Shopify Basic + Shopify Payments, WooPayments). Shopify adds 2% / 1% / 0.6% with another provider.

2. Set up local selling

- [ ] Pickup in store is on. Shopify: Settings > Shipping and delivery > Pickup in store. WooCommerce: WooCommerce > Settings > Shipping > Local pickup (Checkout block).
- [ ] My counter takes payments: Shopify POS (included) or WooCommerce POS (free in the Woo app on a tablet).
- [ ] Online and in-store stock come from one inventory.
- [ ] Products sync to Google Merchant Center for free listings (Google & YouTube app, or Google for WooCommerce).

3. Add the local basics

- [ ] Tap-to-call phone link in the header.
- [ ] Store address, hours and phone on the site, matching my Google Business Profile.
- [ ] LocalBusiness schema on the homepage or contact page.
- [ ] Product schema on product pages (name, price, availability). Checked one page in a schema tool.

4. Before launch

- [ ] Homepage and one product page pass Core Web Vitals on mobile.
- [ ] Every product has a clear name, real photos, price and stock.
- [ ] Checkout tested on a phone: card, pickup and shipping.
- [ ] Shipping, returns and contact pages are live.
- [ ] Google Search Console set up; sitemap submitted.

5. If you are switching platforms

- [ ] Saved every old URL from my old sitemap.
- [ ] Exported products and customers to CSV; imported them.
- [ ] Planned past orders (migration app), coupons (recreate) and customer passwords (reset email).
- [ ] Every old URL 301-redirects to its new address. Redirects stay at least 1 year.
- [ ] Checked top old URLs with a redirect checker.
- [ ] Watching clicks in Search Console for the next few weeks.

Free from SEOs Hut. Full guide, cost calculator and sources: seoshut.com/blog/woocommerce-vs-shopify/ · Sources: Shopify Help Center and pricing, WooCommerce docs, WooPayments fees, Google Merchant Center, Google Search Central.