

WooCommerce Launch Checklist

Check the store before the first real customer does.

Before launch · On launch day · After launch

I. Store setup BEFORE LAUNCH

- ☐ Products: prices, tax status, stock, images and variations
- ☐ Tax: settings and rates for the countries you sell to
- ☐ Shipping: zones, methods, rates and shipping classes
- ☐ Cart, checkout, My account and Shop pages are assigned and published
- ☐ Terms, privacy and returns pages exist and are linked at checkout
- ☐ Order and customer emails: wording, From name and address

2. Payments TEST BEFORE GOING LIVE

- ☐ Every gateway configured, with a successful test purchase
- ☐ Switch to live keys only when tests pass
- ☐ Webhooks or callbacks from the gateway are being received

3. Technical BEFORE LAUNCH

- ☐ HTTPS everywhere, valid certificate, no mixed content
- ☐ Cart, checkout and account pages excluded from page caching
- ☐ Full backup taken, and restoring it tested
- ☐ Search engine visibility: "Discourage search engines" is off
- ☐ Debug display is off on the live site
- ☐ PHP version and memory limit suitable (see WooCommerce, Status)
- ☐ Scheduled tasks (WP-Cron or Action Scheduler) are running
- ☐ Analytics and ad tags fire on the order confirmation page

4. Launch day GO LIVE

- ☐ Place one small real order on live keys, then refund it
- ☐ Check the order status, both emails and the payment provider dashboard
- ☐ Repeat on a phone

5. After launch FIRST WEEK

- ☐ Review Failed and Pending payment orders daily
- ☐ Check logs and checkout speed on a phone
- ☐ Write down every change you make

Want a second pair of eyes?

Commerce Health Free runs read-only checks on demand across configuration: WP-Cron and Action Scheduler, SSL, PHP version and memory, debug settings, search engine visibility and updates. Commerce Health PRO watches payments, checkout errors, plugin changes and checkout speed in the background after launch. It does not place test orders.