

The Ultimate Dropshipping Checklist

Research & Planning

- Use [Google Trends](#) to identify market demand
- Research your target product's competitive landscape
- Narrow down your target audience and create [customer profiles](#)
- Research potential dropshipping automation apps (such as [Oberlo](#) or [Spocket](#))
- Research suppliers for your target product (Start with [SaleHoo](#), [AliDropship](#), and [Chili-Hunter](#))
- Order samples from different suppliers
- Shortlist suppliers based on product quality, delivery time, and communication
- Develop a pricing strategy
- Review competitor backlinks to identify SEO opportunities
- Set up short and long term marketing goals

Setting Up Your Store

- Create a [Shopify](#) account
- Choose a store name
- Register your store's domain
- Design an eye-catching logo and favicon
- Design and develop your Shopify store (or choose an appropriate theme)
- Research which Shopify apps can help you elevate your store
- Research apps that can integrate your site with your supplier's inventory management (such as [Dropified](#) or [AutoDS](#))
- Determine your product category pages and assign products to corresponding categories
- [Optimize your site](#) for different devices, including desktop, mobile, and tablet
- Test your checkout process
- Determine the best payment methods for your store and set up your payment details
- Add a review system
- Create an FAQ page with answers to common questions about shipping and return policies, payment methods, order statuses, and more.
- Write your "About" page content
- Create a privacy policy page
- Add security badges to your product pages
- Develop a [customer service system](#)
- Write meta descriptions for all pages
- Optimize your product titles and descriptions for keywords
- Customize customer notifications

Developing Your Marketing

- Develop a [digital ads strategy](#) (social media ads, display ads, email campaigns, content marketing)
- Determine your [sales and promotions strategy](#)
- Research marketing software solutions (such as [AdRoll](#))
- Figure out a content strategy and create a content calendar
- Create social media accounts
- Connect your social media accounts to your store for social selling
- Build your email marketing list
- Develop a pricing strategy
- Review competitor backlinks to identify SEO opportunities
- A/B test different creatives, CTAs, and marketing channels (display, social, search) before launching your first campaign
- Add links to your social media profiles in your footer
- Build SEO backlinks
- Set up ads

Monitoring and Optimizing

- Set up a [Google Analytics](#) account
- Set up [Google Alerts](#) for high-end keywords and trends
- Use a social media tool (such as [Hootsuite](#)) to monitor your social media accounts
- Set up an abandoned cart recovery campaign using [AdRoll](#)
- Collect customer feedback