

Vape Store Shopify Launch Checklist

(Printable & Fillable Setup Guide by ShopThemeDetector.com)

Use this checklist to plan, launch, and optimize your vape store from start to finish. Mark off what's complete and use the blank lines to make notes as you go.

Legal Setup

- I've confirmed I'm legally allowed to sell vape products online
- I've checked age restrictions in my region
- I've reviewed shipping and product regulations
- I've identified if I need any licenses or permits

Notes:

Business Focus

- I've defined my product niche (e.g., disposables, e-liquid, CBD, mods)
- I've chosen a clear brand direction (premium, budget, lifestyle, etc.)
- I've sourced or planned my inventory

Notes:

Shopify Store Setup

- I created a Shopify account
- I selected a plan that fits my current stage
- I connected a custom domain name
- I chose a clean, mobile-friendly theme

Theme Name: _____

Notes:

Store Design & Pages

- Homepage layout is clear and focused
- Product collections are organized and visible
- Age verification popup is installed
- Legal disclaimers are accessible

Notes:

Product Listings

- Products include nicotine strength, flavor, and compatibility info
- High-quality product photos are uploaded
- Variants (flavors, strengths) are set up
- Tags and filters are applied

Number of products added: _____

Notes:

Payments & Shipping

- High-risk payment processor is set up (e.g., NMI, DigiPay)
- Shipping carrier allows vape product delivery
- Adult signature delivery is enabled (if required)
- Shipping rates and zones are configured

Payment provider: _____

Shipping carrier: _____

Notes:

Legal & Compliance Pages

- Terms & Conditions
- Privacy Policy
- Shipping & Returns Policy
- Age and Nicotine Disclaimers

Launch date: _____

Notes:

Apps & Tools

- Age verification app installed
- Product filter/search functionality added
- SEO plugin installed
- Optional: bundling, upsells, reviews

Apps installed:

1. _____
2. _____
3. _____

Notes:

Pre-Launch Testing

- Store tested on both desktop and mobile
- Product pages double-checked
- Checkout tested
- Site speed reviewed
- Policies reviewed and easy to access

Notes:

Post-Launch Plan

- Email signup form live
- SEO basics in place (titles, descriptions, H1s)
- Affiliate or influencer outreach started
- Google Analytics or similar tool installed

Next steps:
