

## PRE-LAUNCH CHECKLIST

# The 62-point ecommerce launch checklist

Everything we test before a store goes live — payments, tax, shipping rules, pin-code edge cases, invoices, analytics, redirects, speed and legal pages. Written for Indian stores, in plain language.

62 CHECKS

11 SECTIONS

WRITTEN FOR INDIA

NO SALES FOLLOW-UP

## How to use this

Work down it in order. Anything you cannot tick is either a task or a decision you have not made yet – both are worth knowing before you announce a launch date rather than after. Roughly a dozen of these are the ones that cause real money to go missing, and they are the ones most often skipped: tax rounding, pin-code serviceability, the redirect map, and test orders placed with real money.

### 01 Before you touch the store

4 checks

Decisions that are cheap now and expensive once products are loaded.

- ☐ **You know who owns the domain and the hosting.**  
Registered in your name, not your developer's. Check the registrar login works today.
- ☐ **You can log in to every account the store depends on.**  
Payment gateway, courier, email, analytics. Recovery goes to an address you control.
- ☐ **Someone is named as responsible for orders after launch.**  
A store nobody is watching on day one is worse than a store that launches a week later.
- ☐ **You have decided what "live" means.**  
Soft launch to a few customers first, or a full announcement. They need different readiness.

### 02 Products and catalogue

7 checks

- ☐ **Every product has a real title, not a spreadsheet code.**  
"HB-M10-SS" tells a customer nothing and ranks for nothing.
- ☐ **Variants are variants, not separate products.**  
Size, colour and weight belong on one page. Splitting them divides your ranking and confuses stock.
- ☐ **Every image is under 200KB and correctly oriented.**  
Phone photos carry rotation data that some browsers ignore. Check on a real phone.
- ☐ **Out-of-stock behaviour is decided per product.**  
Hide it, show it greyed, or take backorders – pick deliberately.
- ☐ **Categories match how customers search, not how you store things.**  
Your warehouse layout is rarely a good navigation menu.
- ☐ **Weights and dimensions are filled in on every product.**  
Courier rates are calculated from these. Blank fields become wrong shipping charges.
- ☐ **Food, cosmetics and electronics carry their required declarations.**  
FSSAI number, net quantity, batch and expiry, importer details. Customers check these.

## 03 Payments

7 checks

Test every one of these with real money, then refund yourself. Sandbox mode hides real failures.

- ☐ **UPI works and shows in the app your customers use.**

Test on GPay, PhonePe and Paytm separately — they behave differently.

- ☐ **Cards work, including one that fails.**

A declined card must return the customer to the cart with the basket intact.

- ☐ **Net banking works for at least three banks.**

Bank redirects break more often than any other method.

- ☐ **Cash on delivery has rules, if you offer it.**

Order value cap, pin-code restrictions, and a plan for refusals at the door.

- ☐ **An abandoned payment does not create a paid order.**

Close the browser mid-payment and check what the admin shows. This one costs real money.

- ☐ **Refunds have been tested end to end.**

Including a partial refund. Find out now how many days it takes.

- ☐ **Settlement account and cycle are confirmed in writing.**

You know which account receives money and on which day.

## 04 Tax and invoicing

6 checks

- ☐ **The correct GST rate is set per product, not site-wide.**

A single default rate across a mixed catalogue is a filing problem later.

- ☐ **Prices are marked clearly as inclusive or exclusive of tax.**

Retail buyers expect inclusive. B2B buyers usually expect exclusive.

- ☐ **HSN codes are filled in.**

Required on the invoice, and a nuisance to backfill across 500 products.

- ☐ **Place of supply switches CGST/SGST to IGST correctly.**

Place one test order inside Maharashtra and one outside, and read both invoices.

- ☐ **Rounding is consistent between cart, invoice and settlement.**

A one-rupee difference across thousands of orders is a reconciliation you will hate.

- ☐ **The invoice carries your GSTIN, legal name and address.**

Business buyers cannot claim credit without them.

## 05 Shipping and delivery

8 checks

- ☐ **Shipping charges are calculated the way you intend.**  
By weight, by value, by zone or flat. Check a heavy cheap item and a light expensive one.
- ☐ **Free-shipping thresholds cannot be gamed.**  
Check what happens when a customer crosses the threshold then removes an item.
- ☐ **Pin-code serviceability is checked before payment, not after.**  
Taking money for an address you cannot reach is the worst possible order.
- ☐ **Delivery estimates are honest and stated on the product page.**  
"3-5 days" that is really 9 generates more support work than a slower promise kept.
- ☐ **The courier integration creates a real label.**  
Push one test order all the way to a printed label and a pickup request.
- ☐ **Tracking links reach the customer automatically.**  
By email and SMS or WhatsApp. "Where is my order" is the most common support ticket.
- ☐ **Fragile and oversized items have their own handling.**  
Different packaging, different rate, sometimes a different courier.
- ☐ **Returns have an actual process, not just a policy page.**  
Who collects it, who pays for it, and when the refund goes out.

## 06 Checkout

6 checks

- ☐ **Guest checkout works without creating an account.**  
Forced registration is the single most reliable way to lose a first-time buyer.
- ☐ **The whole checkout fits a phone screen.**  
Test on a real mid-range Android, not a desktop browser resized.
- ☐ **The address form matches how Indian addresses are written.**  
Flat and building, landmark, area, city, state, pin code. Pin code autofills the rest.
- ☐ **Phone numbers are validated but not over-validated.**  
Accept +91, spaces and a leading zero. Reject letters and wrong lengths.
- ☐ **Discount codes apply, and cannot be stacked by accident.**  
Try two at once. Try one twice. Try an expired one.
- ☐ **The final amount is visible before the payment button.**  
A charge that appears only on the gateway page is an abandoned cart.

## 07 Orders and what happens after

5 checks

- ☐ **Order confirmation reaches the customer within a minute.**  
Check it does not land in spam. Send from your own domain, not a generic address.
- ☐ **You are notified of a new order without opening the admin.**  
Email, WhatsApp or both. Do not rely on someone remembering to check.
- ☐ **Stock reduces on order, and returns on cancellation.**  
Cancel a test order and confirm the count goes back up.
- ☐ **Order numbers are sequential and human-readable.**  
Customers read them out on the phone. Long random strings do not survive that.
- ☐ **Someone can find an order by phone number in under ten seconds.**  
This is what support actually is, most days.

## 08 Analytics and tracking

5 checks

- ☐ **Analytics is installed once, not three times.**  
Duplicate tags double your traffic figures and ruin every decision made from them.
- ☐ **Purchase events fire with the correct value.**  
Place a test order and confirm the amount matches what you were paid.
- ☐ **Search Console is verified and the sitemap is submitted.**  
Do this on day one. It backfills nothing, so late verification loses data permanently.
- ☐ **Your own visits are excluded.**  
Otherwise your team is your best-converting traffic source.
- ☐ **You know which three numbers you will actually look at monthly.**  
A dashboard nobody reads is not measurement.

## 09 Search, URLs and redirects

6 checks

If you are replacing an existing site, the redirect map is the most valuable hour of the whole project.

☐ **Every old URL redirects to its closest new equivalent.**

Not all to the homepage. That reads as a soft 404 and loses the ranking anyway.

☐ **Redirects are 301, not 302.**

A temporary redirect passes no authority and can sit there for years.

☐ **The site resolves on one hostname only.**

www or not, http to https, with a trailing slash or without. Pick one, redirect the rest.

☐ **The staging site is blocked from search engines and the live one is not.**

Shipping a live site with noindex left on is the most expensive quiet mistake available.

☐ **Every page has its own title and description.**

Duplicates across a catalogue tell Google the pages are interchangeable.

☐ **Product structured data validates without errors.**

Price, availability and currency must match what the page actually shows.

## 10 Speed and mobile

4 checks

☐ **The homepage and a product page have been tested on 4G, not office wifi.**

Most of your customers are on a phone on mobile data. Test what they experience.

☐ **Nothing jumps around while the page loads.**

Images and banners without reserved space push the buy button as the customer taps it.

☐ **You know how many third-party scripts are running.**

Chat widgets, pixels and popups are usually the slowest thing on the page.

☐ **Tap targets are big enough for a thumb.**

Quantity steppers and filter chips are the usual offenders.

- 
- ☐ **Terms, privacy, shipping and returns are all published.**  
Payment gateways check for these during onboarding, and so do customers.
  - ☐ **The refund window and method are stated in days and rupees.**  
"As per policy" is not a policy.
  - ☐ **A real address and phone number appear on the site.**  
The single cheapest trust signal there is, and the one most often left off.
  - ☐ **Contact details are the same everywhere they appear.**  
Footer, contact page, invoices, Google. Inconsistency hurts local search.

## Stuck on any of these?

Send us the ones you cannot tick. We will tell you which actually matter for your store and which can wait until after launch — no charge for that, and no sales sequence afterwards.

[ecommercepune.in/contact](https://ecommercepune.in/contact) · +91 88620 92781

---

ECOMMERCE PUNE · SHANIWAR PETH, PUNE 411030  
ECOMMERCE WEBSITE DEVELOPMENT & SEO