



From Amazon to Shopify Check List



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AMAZON

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MINDSET SHIFT

1. I understand Shopify is not Amazon, traffic won't come automatically

☐

2. I define a clear problem, audience, and unique reason to buy before choosing a product

☐

3. Im focused on repeat customers and lifetime value, not just the first sale

☐


4. I know the difference between revenue and real profit

☐




NUMBERS


- ## 1. I calculated unit economics: CAC, AOV, and gross margin



- ## 2. I budgeted for customer acquisition, including ads, testing, and content




- ### 3. I am focused on conversions, retention, and shipping speed, not Shopify fees




3

BRAND


1. My brand has a clear identity, voice, and visual style



2. I created a strong “About Us” page that builds trust



3. I understand that DTC aesthetic is completely different compared to Amazon, and my brand visuals reflect this.



WEBSITE BUILD

1. My website layout is clear, with strong CTAs and easy navigation

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2. Mobile experience is optimized for conversion

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3. Site speed is fast and images/apps are optimized

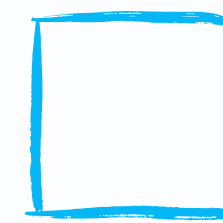
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4. Basic SEO structure is implemented from day one

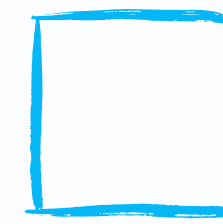
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LOGISTICS

1. Shipping times are clearly communicated and fast



2. Return policy is clear, simple, and builds trust



GO TO MARKET

1. I have a plan for at least one external traffic channel (Meta and Google ads)

☐

2. I have the right metrics set up and actively track performance

☐

3. I capture emails on my site and have essential email automations in place

☐

SOCIAL MEDIA

1. I have set up active profiles on all key platforms (Facebook, Instagram, TikTok, YouTube)

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2. I have a clear social media content strategy for both organic engagement and paid ads.

☐

3. I am ready to actively communicate with my audience and build a community through comments and direct messages

☐

RETENTION

1. I segment customers based on behavior and purchase history

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I have a plan for regular newsletters to communicate with customers and build long-term relationships

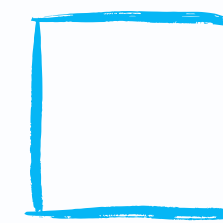
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3. I have a content strategy for discovery, trust, and recall

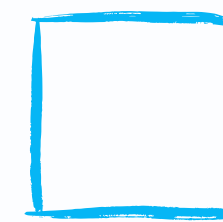
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AMAZON

1. I continue selling on Amazon while building Shopify as a brand asset



2. I leverage Amazon reviews and social proof to support my Shopify store



**For a detailed breakdown of the checklist
check out our full blog post at the
link!**

**If you need any advice with the
steps, reach out!**

