**Best Practice Shopify Website Success List**

**General List:**

* You Have followed all Principles of the Website Success Checklist
* You Have followed all Principles of the New Website Success Checklist
* You Have followed all Principles of the E-Commerce Website Success Checklist
* You Have followed all Principles of the Business Website Success Checklist
* You Have followed all Principles on the Website Penalization Recovery & Prevention Checklist

**Basic System Necessities**

* Your Shopify Version Is All Up To Date
* Your Shopify Theme Is Up To Date With Latest Coding Standards & Works With No Errors
* Your Supporting Apps Is Up To Date With Latest Coding Standards With No Errors
* Your Shopify Website Health App is Active, and you are passing Site Health
* You have an SEO App In Use (Yoast, Plug In SEO)
* You have a Working Sitemap On The Store
* You Are Using a Reputable Shopify Hosting Platform Company / Are On a Good Plan With Shopify
* Your Shopify Website App Usage is at a Maximum of 6 Plugins
* You Are Combatting Spam ReCaptcha & Internal Spam App
* You Have a Blog For Your Store
* Your Store Has a FAQ / Help Center
* Your Shopify Website is Connected to Google Analytics & Search Console
* Your Shopify Website is Connected to Bing Webmaster Tools
* Make Sure Your Website Timezone is Correct

**Best Practice Checklist: Themes**

* Your Shopify Website Theme is Active to the Latest In Shopify Development Lifecycle
* Your Shopify Website Theme adheres to Minification procedures with JavaScript, CSS & HTML
* Your Shopify Theme is Used by a Reputable Theme Developer with Great Reviews
* Your Shopify Theme Offers More Than just a Header, Footer, and Basic Styling.   
   -Page Builder  
  -Optimization & Minification / Caching Features  
  -Easy Integration Features For Code
* Your Shopify Theme Is Active With Other Plugin Developers in the Shopify Ecosystem
* Make Sure Your Shopify Theme is Lightweight and is not Heavy on Code

**Best Practice Checklist: Apps**

* Your Shopify website has a Maximum of 5-8 Apps in Use
* Your Shopify Website Plugins are active with the latest in PHP Development
* Your Shopify Website Apps follow the Shopify Ecosystems Best Practices
* Your Shopify Website Plugins adheres to Minification Procedures with JavaScript, CSS & HTML
* Your Shopify Apps is Active With the Shopify Theme Developers & Even Other App Developers
* Your Shopify Apps Do Not Compromise Security
* Your Shopify Apps Help Your Website Deliver a Great Experience and Solve your Business Problems
* Your Shopify Apps works hand in hand or well with your choice Shopify Theme
* Make sure your Shopify Plugins are Lightweight and not heavy on Code

**Best Practice Checklist: Security & Advanced Systems**

* Your Shopify Website System, Apps & Themes are all up to date
* Install a Security App
* Setup Shopify Two-Factor Authentication
* Turn On Passwordless Logins For Particular Users
* Enable Brute Force Protection on your Shopify Website
* Turn on File Change Protection on your Shopify Website
* Disable the File Editor on the Backend & Edit Only On a Local Editor With Development Experience
* Whitelist Your IP Address
* Setup Magic Links to Make Sure Legitimate Users Do Not Get Locked Out Of Your Website
* Have a Website Database Backup System Installed
* Review File Permissions For your Shopify Website
* Use ReCaptcha on all forms for your Shopify Website
* Have Your Backup Files
* Make Sure You Keep Your Database Clean
* Use a Content Delivery Network For Your Website To Speed it up

**Best Practice Checklist: SEO**

* Ensure you have a Shopify SEO App
* Get a basic understanding of how these plugins work and how they correlate to your SEO
* Make sure all pages and posts have a Unique Title & Description written less than 60 Characters for the Title & less than 160 characters for the Description
* Make sure all pages and posts have keyword optimization strategy.
* Connect Google Analytics to your Shopify Website
* Connect Google & Bing Webmaster Tools
* Make Sure Site Visibility is turned on in Settings -> Reading
* Add Suite Image Optimizer By Avada For Image Optimization
* Make Sure You ONLY HAVE ONE <H1> Tag on Your Pages, Blog Articles, Products, and Collections
* Make Sure Your Site Visibility Settings Is On
* Double Check You Are Following The SEO Section in the Website Success Checklist
* During Your Double Check - Really Analyze Your Content and Placements

**Best Practice Checklist: Website Success Fundamentals**

* Follow all Guidelines on the Website Success Checklist (Again)
* Follow all Guidelines on the New Website Success Checklist (Again)
* Follow all Guidelines to the Business Website Success Checklist (Again)
* Follow all Guidelines to the Blogger Website Success Checklist
* Follow all Guidelines to the E-Commerce Website Success Checklist (Again)
* Follow all Guidelines to the Website Penalization Recovery Success Checklist
* Add A Favicon to your Shopify Website
* Make Sure Your Company Logo Links to your Landing Page
* Make Sure You Have a 404 Page
* Make Sure Your Software Licenses Are Configured Properly And Have Documentation & Payment Covered For Renewals

**Best Practice Checklist: Maintenance & Organization**

* Follow the Website Success Checklist and Make Sure All Items Are Checked
* Make Sure You Update Your Shopify Core, Apps & Themes Weekly
* Get SEO Auditing Software and Evaluate Your Website
* Make Sure Site Health on your Website Remains at a Minimum High of 92% or Above Score
* Monitor Organic Traffic to Leverage Your Strategy
* Actively Post Updates, Promotions, and Blog Posts