SHARK LABS
WE BUILD BRANDS

SHOPIFY CHECKLIST

We know it can be confusing to get all these little pieces done perfectly the first time!
We've been there. It took us weeks to refine this checklist and capture every step needed.

We think it'll take you about **13 hours** to complete this checklist - assuming you have some knowledge of the various Google platforms.

No time for that? Other, more important, things to do? We've got you covered.

We'll then send you a short form to get the details of your store...
and we'll do everything for you.

Checklist Task Name	Expected Time (min)	Link to Help Center Article
SET UP ACCOUNTS:		
Set up Shopify		Shopify Manual
Set up Google Ads account (GAds)	5	GAds Support
Set up Google Merchant Centre (GMC)	10	Merchant Support
Set up Google Analytics account (GA)	10	Analytics Support
Create Google Tag Manager account (GTM)	5	Tag Manager Support
Create GTM container	5	Tag Manager Support
Buy Data Feed Watch App in Shopify (DFW)	5	Data Feed Watch Support
Go to Data Studio template	5	Data Studio Template
Copy template & make it your own	10	Data Studio Support
LINK ACCOUNTS:		
Link GMC to Google Ads in GAds	5	Merchant Support
Link Google Analytics to Google Ads in GA admin	5	Admin Support
Link Gads & GA to DS template	5	Data Studio Support
IN GOOGLE ADS:		
Set up Conversion Tracking	20	GAds Support
Create Dynamic Remarketing Lists	20	GAds Support
Create remarketing lists (Duration1, 4, 7, 10, 15, 30, 60, 90, 365 days)	30	GAds Support
Set up billing	10	GAds Support

Checklist Task Name	Expected Time (min)	Link to Help Center Article
IN GOOGLE ANALYTICS:		
Create tracking code	5	Analytics Support
Enable dynamic remarketing in GA admin	5	Analytics Support
Create 3 custom dimensions & note index value	15	Analytics Support
Assign dynamic attributes to those 3 dimensions	15	Analytics Support
Create dynamic remarketing lists in GA	30	Analytics Support
IN GOOGLE TAG MANAGER:		
Set up all needed tags & triggers	20	Tag Manager Support
Add conversion code	5	Tag Manager Support
Add remarketing code	5	Tag Manager Support
Add dynamic remarketing code	30	Tag Manager Support
Create dynamic remarketing lists in GA	5	Tag Manager Support
IN SHOPIFY:		
Add GA code to Shopify	10	Shopify Manual
Remove Google shopping app	5	Shopify Manual
Install Data Feed Watch app	5	Shopify Apps
Add GAds conversion code to theme/scripts	20	Shopify Manual
Add dynamic RM code to liquid/scripts	45	Google Support
Test dynamic RM code in tag assistant	10	Google Assistant
DATA FEED WATCH:		
Create channel for Google	20	DFW Support
Map fields	20	DFW Support
Create feed	45	DFW Support
Create rules to set categories	20	DFW Support
Note feed URL for GMC	5	DFW Support

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Checklist Task Name	Expected Time (min)	Link to Help Center Article
IN GOOGLE MERCHANT CENTER:		
Create business name	5	Merchant Support
Claim & verify using HTML tag	15	Merchant Support
Set up shipping	30	Merchant Support
Set up tax	15	Merchant Support
Add feed for selected country	15	Merchant Support
Schedule feed daily	5	Merchant Support
Confirm products are approved	5	Merchant Support
Investigate reasons for any disapprovals	15	Merchant Support
BUILD CAMPAIGNS IN GOOGLE ADS:		
Build RM campaign	45	Google Support
Build brand campaign	30	Google Support
Build manual shopping campaign	60	Google Support
TOTAL TIME	730 min	

OPTIONAL EXTRAS	Expected Time (min)	
Link Google Ads to YouTube account	5	Google Support
Upload video to YouTube as unlisted	5	Google Support
Build shoppable TrueView campaign	20	Google Support
Optional: filter products in campaign settings	5	Google Support
Add rules to DFW to enhance & enrich titles	Many Hours!	Data Feed Watch Blog
Add 'product type' to all products in DFW	60	Data Feed Watch Support
Set up 'enhanced ecommerce' in GA	60	Google Support
Ensure privacy policy complies with Google's terms for remarketing	Lawyers	Google Support
Test & debug DS report	20	Google Support

We hope you found this checklist useful! Feel free to get in touch at
info@sharklabsglobal.com
if you have any questions or would like to chat with the WebSavvy team.

www.sharklabsglobal.com