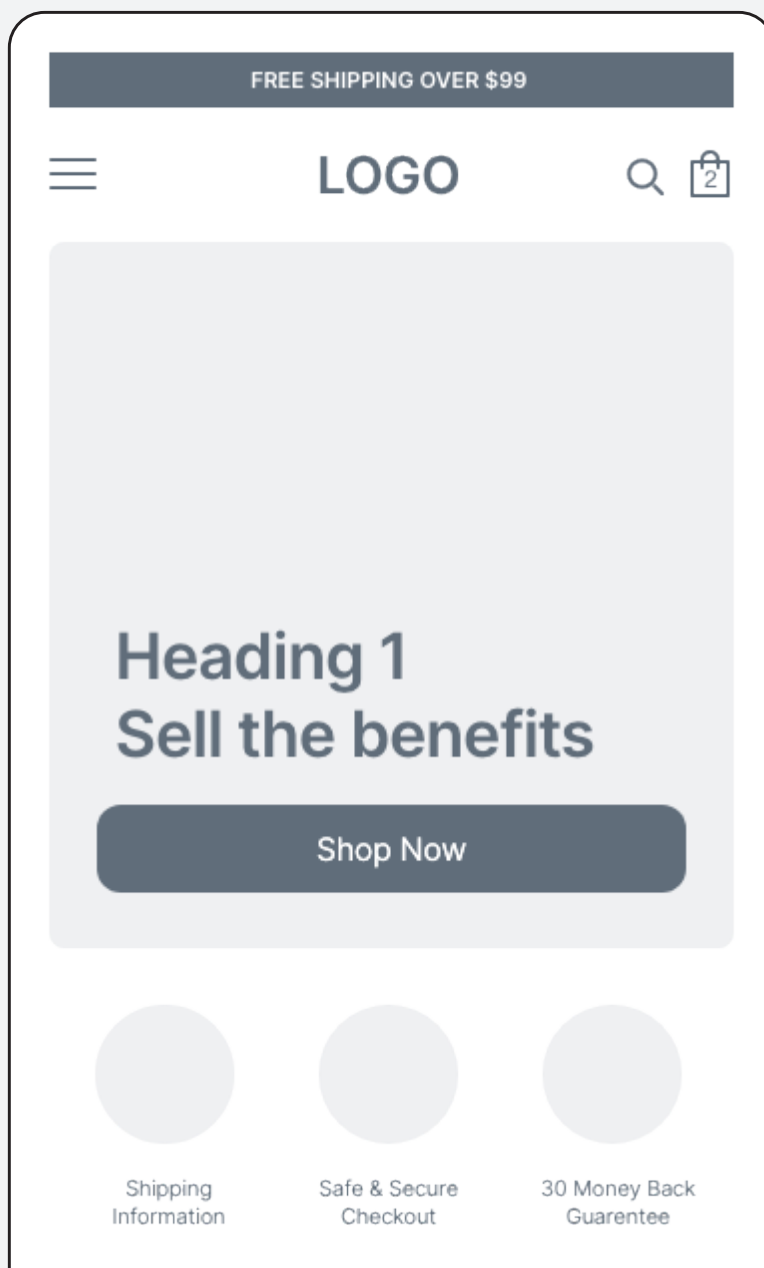


THE SHOPIFY HOMEPAGE CHECKLIST

9 Things Every **Shopify** **Homepage** needs to turn Visitors into Buyers!



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Introducing the “9 Things Every Shopify Homepage needs to turn Visitors into Buyers” Guide. (Mobile Version)

Your homepage is the very first impression shoppers get of your store. And if it feels messy, confusing or incomplete, people click away before they’ve even seen your products.

The good news? Fixing it doesn’t have to be complicated.

Inside this guide, I’ll walk you through 9 simple elements every Shopify homepage should have. Each one is quick to add, easy to understand and designed to help your store look professional and turn more visitors into paying customers.

Whether you’re just starting out or you’ve been selling for a while but sales feel slow, these tips will give you the clarity and confidence to finally get your homepage working for you.

Larissa

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1 Announcement Bar

Use it for free shipping thresholds or trust badges. It sets the tone right away and gives buyers confidence before they scroll.

2 Mobile Menu > Logo > Cart

Keep it simple and visible. Your customer should never have to search for the cart button.

3 Hero Banner > Heading > CTA

This is your “shop window.”

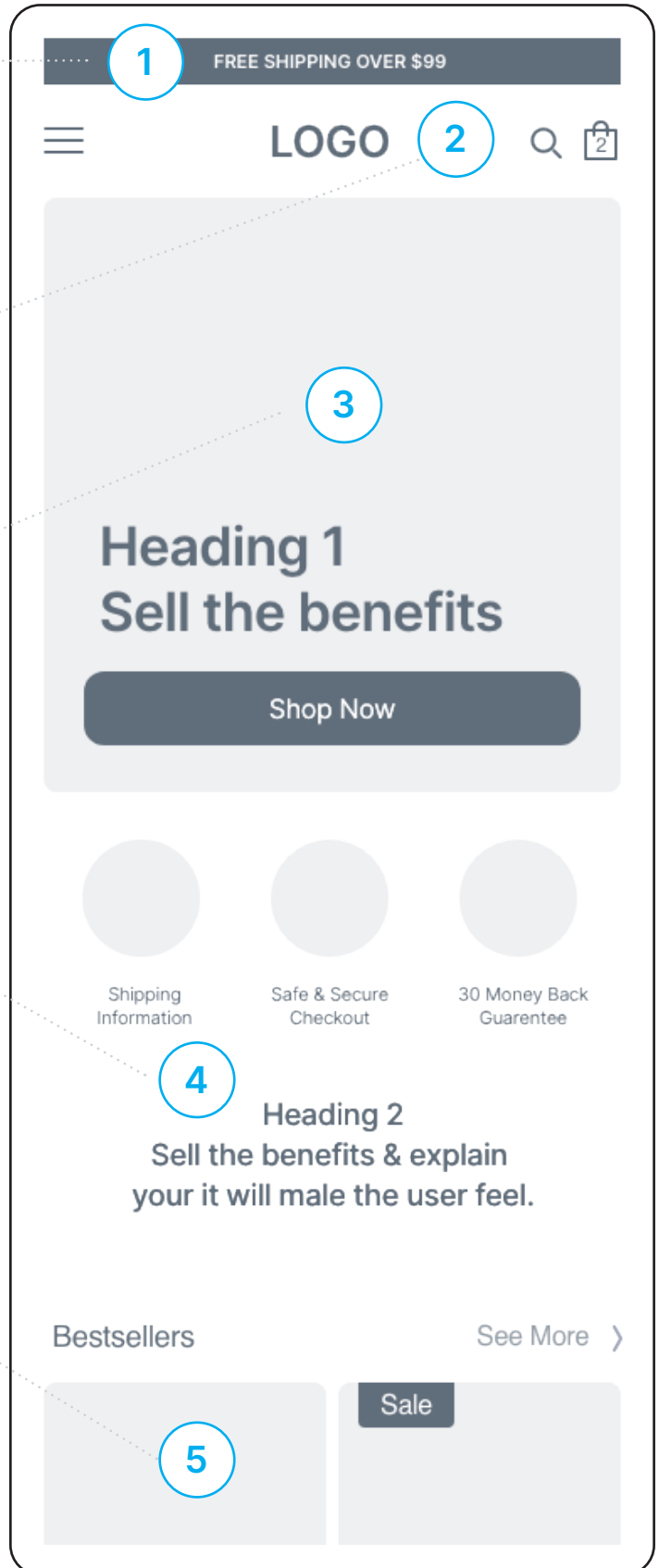
Make your main message clear, show the benefit to the customer, and add a button that tells them exactly where to go next.

4 Benefits Icons & Sub Heading

Little icons like “vegan friendly” or “fast shipping” help reassure buyers that your store ticks the boxes they care about. You also have the opportunity to add a heading 2 (H2) to resonate even more with your users.

5 Best Sellers Section

People want to know what’s popular. Showing best sellers makes choosing easier and builds trust through social proof.



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Best Sellers Section

Make sure all your product images show the products clearly. If possible have a rollover image showing the product in use or a lifestyle shot.

Consider adding 'labels' such as **new**, **% off** or **on sale**.

If your product has lots of reviews, add a star rating under your product title.

Include the main pricing and strike thru sales pricing.

And consider displaying the add to cart button (*can be added on rollover/ hover state*).

- 7

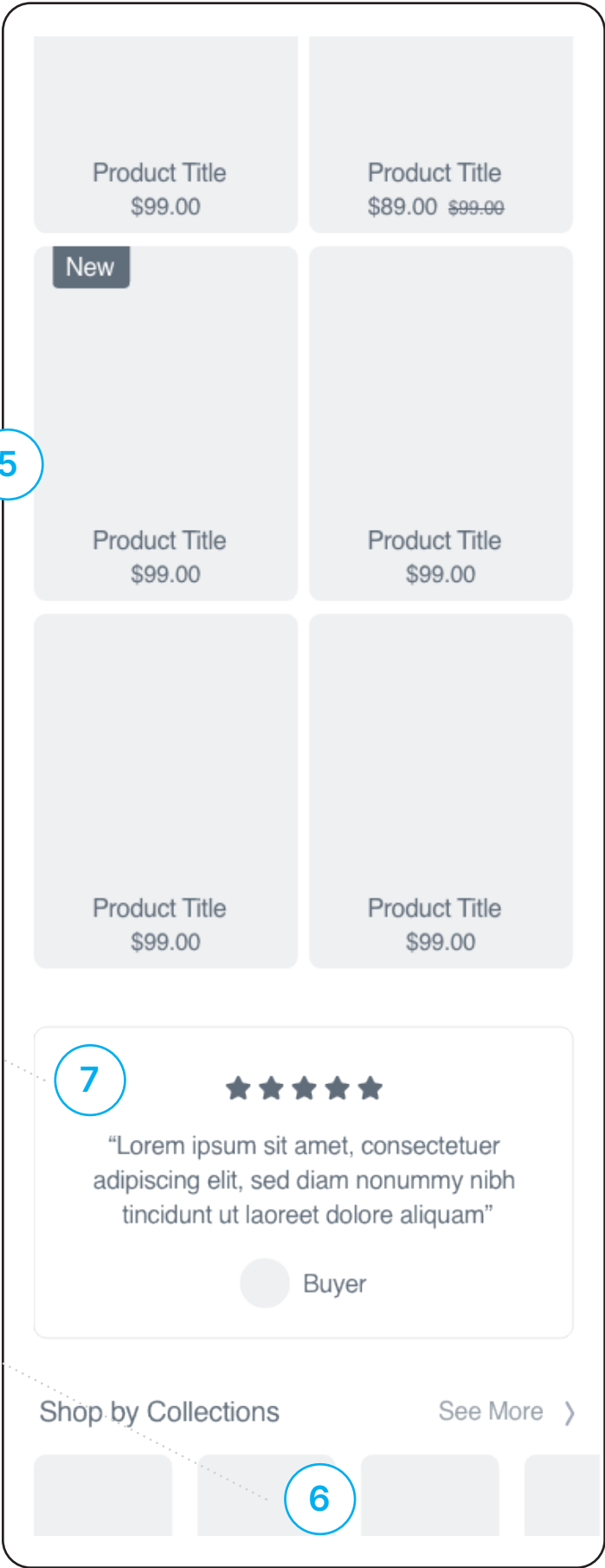
Hero Testimonial (see 7)

Add one standout testimonial near the top of your homepage. Keep it short, specific, and visible — so new visitors instantly see that people love your brand.

- 6

Shop by Collections

Helps buyers find what they want faster without digging through menus. Clear photos and labels are key.



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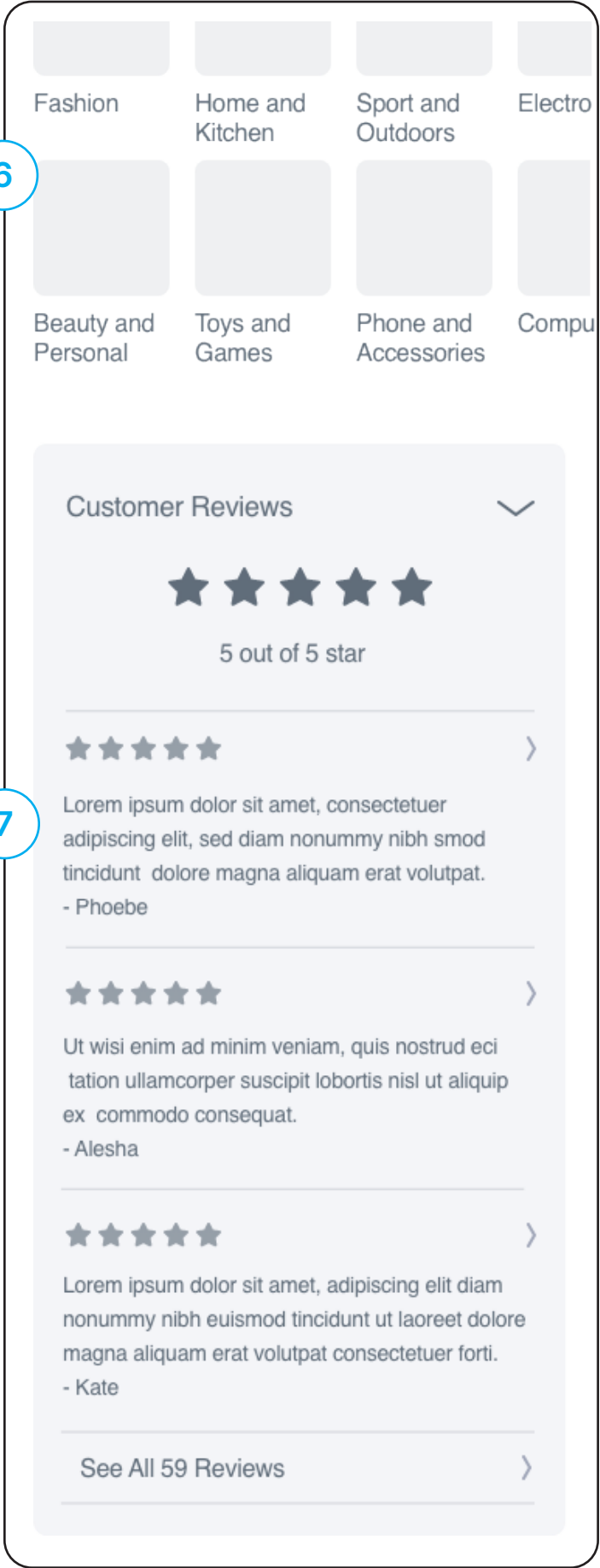
6 Shop by Collections

Having a collections section, helps the user navigate and narrow down their search without having to head back to the main menu.

Use an image to display your collection, and include the collection title as well.

7 Customer Reviews & Social Proof

Star ratings, reviews, before-and-afters, or testimonials show that other people trust you — which makes new buyers feel safe to order.



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8 Mini About Section

Tell shoppers who's behind the brand. A short story or photo helps build connection and trust.

Don't forget to link this section to your about us page.

9 Footer with Email Sign up Form

Your footer is prime real estate. Add an email signup, contact details, and quick links to shipping/returns so buyers feel reassured before checkout.

8

About Mini Section
Values, Mission, Why us!

Email Marketing Signup

Pop your email here and save 10%

Let's Go

9

SHOP

Fashion & Beauty

Home & Garden

Sports & Outdoors

Technology



THE USEFUL BITS

Contact Us

FAQ

Shipping

Returns & Refunds

Privacy

Terms Of Use

VISA

MasterCard

AMERICAN EXPRESS

PayPal

Thanks

for grabbing this guide!

Now you've got the 9 key elements your homepage needs — but sometimes it's hard to know if you're doing them right on your own.

If you'd like a professional set of eyes on your store, I can help. With my **Shopify Website Audit** (just \$297), you'll get a personalized video walkthrough where I show you exactly what to tweak so your homepage feels polished, professional, and ready to turn visitors into buyers.

www.larissamac.com

 **Larissa Mac**

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