Shopify Page Creation & Publishing Checklist

Create the Page Simply First. Improve the Design Later.

Section 5: Themes and Store Design

Video: How to Create a Page

Use this checklist while creating a simple Shopify information page.

The goal is to understand how Shopify pages work, how content is added and how the page is connected to navigation.

You can improve the page design later.

Create the page simply first. Improve the design later.

You do not need professionally designed About, Contact or FAQ pages before understanding how Shopify pages work.

1 Pages vs Products vs Collections

PAGES

Use for fixed information such as:

- About
- Contact
- FAQ
- Size guide
- Care/usage information
- Other store information

PRODUCTS

Use for items customers can buy:

- Price
- Variants
- Images
- Inventory
- Purchasing information

COLLECTIONS

Use to group products:

- Men
- Women
- New Arrivals
- Best Sellers
- Categories

Pages are mainly for information. Products are for selling. Collections group products.

2 Use Your Section 3 Plan

Do not create unnecessary pages just because Shopify allows you to.

- [ ] I reviewed the pages I already planned in Section 3
- [ ] I know which page I am creating now
- [ ] This page has a clear purpose for the customer
- [ ] I am not creating extra pages without a reason

About, Contact and FAQ are useful examples, but only create pages that make sense for your store. If you already planned your pages in Section 3, use that plan instead of creating unnecessary new pages.

3 Create the Page

Online Store → **Pages** → **Add Page**

- [ ] Opened Shopify Admin
- [ ] Opened Online Store → Pages
- [ ] Clicked Add Page
- [ ] Added a clear page title
- [ ] Kept the default/simple template for now
- [ ] Confirmed the page I am editing is the correct one

4 Add Simple Content

- [ ] Added a useful opening paragraph
- [ ] Used headings only where required
- [ ] Used paragraphs for normal text
- [ ] Used bold only for emphasis
- [ ] Used italic only when genuinely useful
- [ ] Added links where appropriate
- [ ] Added bullet/numbered lists where helpful
- [ ] Added an image if the page benefits from one
- [ ] Kept formatting simple and readable

Do not use Heading 1 inside the page content unnecessarily. The page title already acts as the main page heading in most cases.

5 Content Editor Quick Guide

TEXT

- Paragraph
- Heading
- Bold
- Italic
- Alignment

LINKS

- Internal page links
- External links

MEDIA

- Upload image
- Select from media library
- Embed video/media where supported

STRUCTURE

- Bullet list
- Numbered list
- Basic table where genuinely needed
- Indentation where appropriate

Use these tools only when they improve readability. Do not format content just because the option exists.

6 Images & Media

- [ ] Image is relevant
- [ ] Image is clear and not stretched
- [ ] Image size looks balanced in the page
- [ ] Image does not overwhelm the text
- [ ] Media preview checked
- [ ] Video/embed works if used

Detailed image preparation, branding and advanced content design can be handled later. For now, understand the upload and placement workflow.

7 Save & Preview

- [ ] Saved the page
- [ ] Opened preview
- [ ] Checked page title
- [ ] Checked text formatting
- [ ] Checked links
- [ ] Checked images/media
- [ ] Checked desktop view
- [ ] Checked mobile view
- [ ] Confirmed there is no obvious placeholder/test content

Save → Preview → Check → Improve if needed.

8 Page Visibility

Check whether the page is available/visible as intended before adding it to navigation.

- [ ] Page visibility reviewed
- [ ] Page is ready for customers if it will be linked publicly
- [ ] Unfinished content is not being exposed accidentally

9 Edit & Delete Awareness

Pages can be edited later. You do not need to create the perfect version the first time.

- [ ] I know where to reopen/edit the page
- [ ] I understand pages can be updated later
- [ ] I will not delete a live page without checking where it is linked

Before deleting a page, check whether it is linked in navigation or elsewhere.

10 Add the Page to Navigation

If customers need to find the page, connect it to the relevant menu.

Do not create a menu item that points nowhere. Link it to the actual page you created.

- [ ] Opened the menu/navigation area
- [ ] Added a new menu item
- [ ] Selected the actual Shopify page as the link
- [ ] Used a clear menu label
- [ ] Placed the item in the correct position
- [ ] Rearranged the menu if required
- [ ] Checked the menu on desktop
- [ ] Checked the menu on mobile

11 Common Store Pages

ABOUT
Purpose: Brand story, business background, trust.

CONTACT
Purpose: Email, phone, address and support details.

FAQ
Purpose: Common customer questions and answers.

SIZE GUIDE
Purpose: Useful for apparel or measurement-based products.

CARE / USAGE GUIDE
Purpose: Useful for product instructions.

OTHER STORE INFORMATION
Purpose: Additional customer-support information where genuinely needed.

Do not create every page by default. Create only what your customers and business need.

12 Practice Assignment

PRACTICE OPTIONS

Choose the core pages relevant to your store.

Recommended practice examples:

- [ ] Create an About page
- [ ] Create a Contact page
- [ ] Create a simple FAQ page

For each page:

- [ ] Use a clear title
- [ ] Add simple content
- [ ] Save
- [ ] Preview
- [ ] Check mobile
- [ ] Add to the appropriate menu if customers need to find it

You may practice with About, Contact and FAQ, but do not create unnecessary pages only to complete the checklist.

13 Final Page Check

- [ ] Page purpose is clear
- [ ] Page title is clear
- [ ] Content is readable
- [ ] Heading structure is sensible
- [ ] Images display correctly
- [ ] Links work
- [ ] Page is saved
- [ ] Preview checked
- [ ] Mobile checked
- [ ] Visibility checked
- [ ] Navigation link added if required

- [ ] **PAGE CREATED & REVIEWED**

14 Keep It Simple for Now

DO NOT OVER-DESIGN THE PAGE YET

For now, focus on:

- Creating the page
- Adding simple content
- Saving
- Previewing
- Checking visibility
- Connecting it to navigation

Detailed design with:

- Theme sections
- Blocks
- Advanced templates
- Custom page layouts

will be handled in later lessons.

Next step

Continue to the next lesson in Section 5.

If your page editor, visibility options or navigation setup look different from the lesson, use the Shopify Course Help & Direction Form from the resource hub and describe what you are seeing.