Shopify Footer Setup & Future Links Checklist

Build the Footer Structure Now. Complete Missing Information Later.

Section 5: Themes and Store Design

Video: Build the Footer

Use this checklist while configuring your Shopify footer.

The goal is to build a clean footer using the pages and information already available.

You can return later and add policies, support pages and other missing information when those topics are covered.

Build the footer structure now. Complete missing information later.

You do not need every footer item ready today.

1 What Is the Footer?

The footer is the lower area of the storefront that usually contains:

- Secondary navigation
- Useful information
- Support links
- Contact/trust information
- Optional newsletter/social elements

The footer does not need to contain everything on day one.

2 Header vs Footer Navigation

HEADER NAVIGATION

Purpose: Primary navigation.

- Shop
- Collections
- Main categories
- Important customer journeys

FOOTER NAVIGATION

Purpose: Secondary/support information.

- About
- Contact
- FAQ
- Support information
- Policies later
- Other useful pages

Do not duplicate every header link in the footer unless it genuinely helps the customer.

3 Open the Footer

Online Store → Themes → Customize → Footer

- [ ] Opened the Theme Editor
- [ ] Confirmed the correct working theme
- [ ] Scrolled to / selected the Footer area
- [ ] Identified Footer / Utilities areas where available
- [ ] Identified existing footer sections
- [ ] Identified groups / blocks
- [ ] Reviewed current layout before changing anything

4 Footer Structure & Blocks

- [ ] Reviewed available Groups / columns
- [ ] Added a section or group only where useful
- [ ] Removed unnecessary content
- [ ] Rearranged items if required
- [ ] Adjusted spacing where needed
- [ ] Reviewed background / appearance settings where available
- [ ] Kept the footer simple and readable

You do not need to use every block provided by the theme.

5 Use Existing Pages First

USE WHAT ALREADY EXISTS

Possible existing links:

- [ ] About
- [ ] Contact
- [ ] FAQ
- [ ] Existing collection / useful store destination
- [ ] Other page already created and genuinely useful

Do not create a missing page only because the footer has space for another link.

6 Create / Connect Quick Links

1. **Review the pages that currently exist.**
2. **Create or update a Quick Links footer menu.**
3. **Add only useful existing destinations.**
4. **Connect the menu to the footer.**
5. **Arrange the links logically.**
6. **Save.**
7. **Test each link.**

- [ ] Quick Links menu created / selected
- [ ] Links are understandable
- [ ] Links point to real destinations
- [ ] No dead or placeholder links
- [ ] Menu order is logical

7 Optional Footer Elements

CONTACT / SUPPORT INFORMATION

Use only if appropriate and available.

- Support email
- Phone
- Support details

You do not need to publish every contact detail.

SOCIAL LINKS

Add only if the business already has suitable active profiles.

NEWSLETTER

Optional.

The newsletter block can be positioned and styled here, but email marketing strategy, campaigns and automation are separate topics.

COPYRIGHT

Review the copyright/footer information available in the theme.

8 Add Now vs Add Later

ADD NOW — IF AVAILABLE

- About page
- Contact page
- FAQ page
- Existing useful store links
- Basic contact/support information
- Social links
- Optional newsletter block
- Copyright/footer information

ADD LATER

- Privacy Policy
- Refund / Return Policy
- Shipping Policy
- Terms of Service
- Size Guide
- Care / Usage Guide
- Other business-specific support pages
- Final legal/business information
- Payment-dependent footer items

Do not create missing policies or pages just to complete the footer.

9 Policies — Awareness Only

Professional ecommerce stores commonly include important policy links in the footer.
Those policies will be created and reviewed in the appropriate later lessons.
For now, understand where they will eventually appear.

10 Payment-Related Footer Items

If the theme offers payment icons or related display options:
These may depend on the store's payment configuration.
Payment setup is covered separately.

11 Desktop & Mobile Review

- [ ] Footer looks balanced on desktop
- [ ] Footer looks clear on mobile
- [ ] Groups / columns display properly
- [ ] Text remains readable
- [ ] Spacing looks appropriate
- [ ] No section appears unnecessarily large
- [ ] Existing links work
- [ ] Social links work if used
- [ ] Newsletter block displays correctly if used
- [ ] Footer changes saved

12 Final Footer Check

- [ ] Footer structure is understood
- [ ] Existing useful links connected
- [ ] Quick Links menu works
- [ ] Optional blocks reviewed
- [ ] Unnecessary blocks removed
- [ ] Policies intentionally left for later if not ready
- [ ] Desktop checked
- [ ] Mobile checked
- [ ] Current links tested
- [ ] Changes saved

- [ ] **FOOTER STRUCTURE CONFIGURED**

13 Remember

YOUR FOOTER DOES NOT NEED TO BE FINISHED FOREVER TODAY.

Build the structure now.

As the course progresses, return and add:

- Policies
- New support pages
- Final business information
- Other relevant links

when those topics are properly completed.

If your Footer, Utilities, Group, newsletter or navigation options look different from the lesson, use the Shopify Course Help & Direction Form from the resource hub and describe what you are seeing.