

New Shopify Store Setup Estimation Sample

Task	Estimates (in Hours)	Comment
Shopify packages – Shopify Basics, Shopify		
Setting up of a new Shopify Store	1	N/A
Creating a design from PSD or Wireframe provided by client	N/A	Depends on the complexity
Research on a suitable theme	2	
Applying a theme based UI*	1	Suggestion of few good themes will be provided based on your domain and requirement. You can suggest any other themes as per your requirement and choice.
Important pages setup and .liquid file customization		
Home page – Setup and change in .liquid file	8	Medium complex page
Product page – Setup and change in .liquid file	2	Simple product page
Collection – Setup and change in .liquid file	2	Simple collection page
Cart – Setup and change in .liquid file	2	Simple cart page
Checkout – Setup and change in .liquid file	N/A	Checkout cannot be customized on other than Shopify Plus plans
Blog – Setup and change in .liquid file	2	Simple blog page
Page – Setup and change in .liquid file	2	Simple page template
Header/Footer – Setup and change in .liquid file	2	Simple header/footer
Theme Content adjustment for new themes	2	Simple content
Other Changes in .liquid, .js, .css files	2	Simple changes
Menu, Submenu adjustments	1	Simple changes
Settings		
Update name, billing address, setting currency, weight unit, setup domain	2	
Setting up shipping, taxes, discounts, payment methods	2	
Testing the order and checkout process	1	
Important components		
Setting up all the Apps	4	2-4 apps
Social Media Setup	2	2-4 Social media accounts
Adding Sales Channels	2	Facebook channel
Content		
Product details	N/A	Depends on the number of products. 1 hour per product.
Collection details	N/A	Depends on the number of collections. 1/2 hour per collection
Pages	N/A	Depends on the number of pages.1 hour per page
Other important functionalities		
Setup of Custom Web Domain	2	
Setup of Google Analytics	2	
Setup of Facebook Pixel	2	



Content Audit and optimization	2	
Image optimization	2	
Optimizing website for Mobile	2	
SEO Compliance & fixes	4	
Launch		
Testing and Launch	3	
Training & documentation	4	
Post launch support and maintenance	4	
Total Hours (for 10 products, 2 collections, 4 page store)		84 Hours