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20 things to tell Claude before you launch your Shopify store

PROMPTS · 12 MIN READ · SEP 28, 2026

Most stores launch missing the small things that turn a visit into an order: a sticky add to cart, a free shipping bar, a return policy people actually read. These are the 20 Claude prompts from the reel, one for every item on the list. Paste the store context prompt first, then work through the four groups in order before you launch.

HOW TO USE THESE PROMPTS

There are two ways to use them. If you're comfortable with code, pull your theme with the Shopify CLI and run the prompts in **Claude Code**, so Claude edits your theme files directly. If not, paste them into **Claude** in your browser and copy the code into **Online Store > Themes > Edit code** yourself.

Start with the store context prompt below. Paste it once at the top of a new chat, then send the other prompts one at a time in that same chat. Claude keeps your store details in mind, so you only fill in the brackets that change.

Important: duplicate your live theme before you change any code (Online Store > Themes, open the three dots menu, then Duplicate). Test every change on the copy and publish it only when it works.

START HERE: YOUR STORE CONTEXT

Paste this first in a new chat. Every prompt after it builds on these details.

STORE CONTEXT

```
You are a senior Shopify developer and conversion specialist helping me get my store
ready to launch. Keep this context for every request in this chat.

Store: [store name and URL]
What I sell: [products and price range]
Who buys it: [main customer]
Theme: [theme name, for example Dawn]
Shopify plan: [Basic, Shopify, Advanced or Plus]
Apps I already use: [list them, or write none]
Brand voice: [3 words, for example warm, direct, playful]

Rules for everything you give me:
1. Use Online Store 2.0 sections and blocks so I can edit things in the theme editor.
2. If a Shopify setting or a free app does the job better than code, tell me that
first.
3. Give me the exact file path for every code change.
4. Keep code light: no heavy libraries, nothing that slows the store down.

Reply with "Ready" and ask me one question if anything above is unclear.
```

GROUP 1: TURN THE FIRST VISIT INTO A SALE

Items 1 to 5. These change what a visitor sees in the first few seconds.

1. CUSTOM 404 PAGE

```
Build a custom 404 page for my store.

Task:
1. Write a short, on brand headline and one line of copy that doesn't blame the visitor.
2. Add a search bar, links to my top 3 collections: [collections], and a grid of 4
best sellers.
3. Build it in templates/404.json with sections I can edit in the theme editor.

Output format:
The copy first, then each file with its path and full code.
```

2. CTA ABOVE THE FOLD

```
Fix the top of my homepage and product pages so the main button shows on a phone
without scrolling.

What shows on a phone screen right now:
[describe it or attach a screenshot]
My main offer: [offer]

Task:
1. Tell me what's pushing the button below the fold (big images, announcement bars,
padding).
2. Write 3 headline and button text options for the hero.
3. Give me the section settings or CSS changes to fix spacing on mobile.

Output format:
Problems, copy options, then code with file paths.
```

3. STICKY ADD TO CART

```
Add a sticky add to cart bar to my product page.

Requirements:
1. It appears on mobile once the main add to cart button scrolls out of view, and
hides when that button is visible again.
2. It shows the product image, title, price, selected variant and an Add to cart
button.
3. It stays in sync when the customer changes variant.
4. It uses my theme's existing cart drawer or cart notification.
5. Plain JavaScript with IntersectionObserver, no libraries.

Output format:
The new section or snippet with its file path, where to render it, and the full code.
```

4. FREE SHIPPING BAR

```
Add a free shipping progress bar to my cart drawer and cart page.

My free shipping threshold: [amount and currency]

Requirements:
1. It says "You're [amount] away from free shipping" with a bar that fills as the cart grows.
2. It switches to a success message once they qualify.
3. It updates instantly when items are added or removed, with no page reload.
4. I can change the threshold in the theme editor.
5. It converts the threshold correctly if I sell in more than one currency.

Output format:
File paths and full code, then how to test it.
```

5. PAIN DRIVEN PRODUCT DESCRIPTIONS

```
Rewrite my product description so it starts with the customer's problem, not the product's features.

Product: [name]
Current description: [paste it]
What customers say in their own words: [paste reviews or DMs, if you have them]

Task:
1. Open with the problem, in the words my customer would use.
2. Show what life looks like after, then the 3 features that make it happen.
3. End with one line that handles the biggest objection.
4. Keep it under 150 words, in short paragraphs that are easy to read on a phone.

Output format:
2 versions so I can test them.
```

GROUP 2: MAKE STRANGERS TRUST YOU

Items 6 to 10. A new store has no reputation yet, so these do the convincing.

6. TRUST BADGES

```
Add a trust row under the add to cart button on every product page.

What I can honestly promise: [for example free shipping over $50, 30 day returns,
secure checkout, ships in 24 hours]

Task:
1. Turn each promise into a short label, 4 words max.
2. Build a block with an icon and a label for each one, editable in the theme editor.
3. Use simple inline SVG icons that match my theme colors.

Rule: only use the promises I listed. No fake badges or seals I haven't earned.
```

7. REVIEWS WITH PHOTOS

```
Help me set up product reviews with customer photos before launch.

My situation: [no reviews yet, reviews from another store, or beta testers]

Task:
1. Recommend how to collect photo reviews on Shopify and what the free app plans
include.
2. Write the review request email, sent [number] days after delivery, that asks for
a photo.
3. Tell me where to place the star rating and photo reviews on the product page for
the most impact.
4. If I have zero reviews, give me honest ways to get the first 10. No fake reviews.

Output format:
Recommendation, email copy, placement plan, then the plan for the first 10.
```

8. PRODUCT FAQS

```
Write FAQs for [product].

Product details:
[paste the description, materials, sizes, shipping and return info]
Questions customers already ask me: [list them, or write none]

Task:
1. Write the 8 questions a first time buyer most likely has, including the objections nobody says out loud (price, quality, fit, shipping time).
2. Answer each in 2 or 3 sentences, in my brand voice.
3. Build a collapsible FAQ block for the product page that uses metafields, so every product can have its own FAQs.

Output format:
The FAQs first, then the code with file paths.
```

9. CLEAR RETURN POLICY

```
Write my return and refund policy in plain words.

My rules: [return window, condition items must be in, who pays return shipping, refund or store credit, items that can't be returned]
Where I ship: [countries]

Task:
1. Write the full policy for Settings > Policies, in short sections with headers.
2. Write a 3 line summary to show on the product page near the add to cart button.
3. Flag anything in my rules that could make customers hesitate, or that may conflict with consumer law where I ship.

Output format:
Full policy, product page summary, then the flags.
```

10. ORDER TRACKING PAGE

```
Set up order tracking so customers stop emailing me "where is my order?"

My shipping carriers: [list]
Typical delivery time: [days]

Task:
1. Tell me the best option for my store: Shopify's order status page, the Shop app, or a tracking app.
2. Build a Track your order page and tell me where to link it (header, footer, shipping confirmation email).
3. Write the page copy, including delivery times and what to do if a package is late.
4. Write the shipping confirmation email.

Output format:
Recommendation, page copy, email copy, then any code with file paths.
```

GROUP 3: RAISE EVERY ORDER AND WIN BACK THE ONES THAT LEAVE

Items 11 to 15. The same traffic, more money per visitor.

11. BUNDLES

```
Design 3 bundles for my store that raise order value without deep discounts.

My products and prices: [list]
Best seller: [product]
What each product costs me: [costs, if you know them]

Task:
1. Suggest 3 bundles with a name, what's inside, the price and the discount.
2. Check that each one keeps a healthy margin after the discount.
3. Tell me how to build them with the free Shopify Bundles app or my theme, and where to show them on the product page.

Output format:
A table of the bundles, then setup steps.
```

12. CHECKOUT UPSELL

```
Help me add an upsell before or at checkout.

My Shopify plan: [plan]
Products that pair well together: [list]

Task:
1. Tell me what my plan allows. Upsells inside the checkout itself need Shopify Plus; on other plans, use the cart drawer or an app.
2. Pick the best add on for each of my top 3 products, priced under [amount] so it's an easy yes.
3. Write the offer line and button text for each.
4. If I'm not on Plus, build a "Complete your order" block in the cart drawer with one tap add.

Output format:
What's possible on my plan, the offers, then code with file paths.
```

13. THANK YOU PAGE UPSELL

```
Add a post purchase offer to my thank you page.

What they just bought: [product]
Products that pair with it: [list]

Task:
1. Pick the offer most likely to get a yes right after purchase, with a small discount.
2. Write the headline, one line of copy and the button text.
3. Tell me which Shopify apps can add a one click post purchase offer on my plan, and how to set it up.

Output format:
The offer, the copy, then setup steps.
```

14. EMAIL SIGNUP DISCOUNT

```
Set up an email signup offer for first time visitors.

My discount: [for example 10 percent off the first order]
Email app: [Shopify Email, Klaviyo or other]

Task:
1. Write the popup headline, one line of copy, the button text and a friendly "no thanks" option (no guilt trips).
2. Tell me when to show it: after [seconds] or on exit intent, and never covering the page as it loads on mobile.
3. Write the welcome email that delivers the code, with subject line and preview text.
4. Tell me which Shopify discount settings to use (one use per customer, an expiry date).

Output format:
Popup copy, timing, welcome email, then discount settings.
```

15. ABANDONED CART EMAIL

```
Write my abandoned checkout email sequence.

What I sell: [products]
The biggest reason people hesitate: [price, shipping, trust or not sure]

Task:
1. Write 3 emails: 1 hour, 24 hours and 72 hours after they leave.
2. Email 1 is a simple reminder. Email 2 answers the biggest hesitation with a review or an FAQ. Email 3 adds [incentive, or none].
3. Give each one a subject line, preview text and a body under 100 words.
4. Tell me how to set it up in Shopify's abandoned checkout automation.

Output format:
Each email in order, then setup steps.
```

GROUP 4: GET FOUND ON GOOGLE AND LOAD FAST

Items 16 to 20. Boring, invisible, and the reason some stores rank and load in 2 seconds while others don't.

16. BREADCRUMBS

```
Add breadcrumbs to my product and collection pages.

Requirements:
1. Home > Collection > Product, using the collection the visitor came from when
possible.
2. Small, above the product title, and readable on mobile.
3. Include BreadcrumbList structured data as JSON LD.
4. I can turn it on or off in the theme editor.

Output format:
A snippet with its file path, where to render it, and the full code.
```

17. INTERNAL LINKS

```
Plan internal links across my store so visitors and Google find more of my pages.

My collections: [list]
My products: [list, or paste the product export]
Blog posts or pages: [list, or none]

Task:
1. For each product, suggest 2 related products and 1 collection to link to.
2. Build a "You may also like" section using Shopify's product recommendations.
3. Write 3 short collection page intros that link to my best sellers naturally.

Output format:
A table of links, the collection intros, then the code for the recommendations section.
```

18. META TITLES ON EVERY PAGE

```
Write SEO titles and meta descriptions for every page on my store.

My pages (paste from a product and collection export, or list them):
[paste]
What my customers search for: [keywords, or ask me]

Task:
1. Write a title under 60 characters and a meta description under 155 characters for each page.
2. Put the main keyword first in the title and the brand name last.
3. Make every description a reason to click, not a list of keywords.
4. No two pages share a title.

Output format:
A CSV with the columns Handle, SEO Title and SEO Description, so I can import it with Shopify's product CSV.
```

19. IMAGE ALT TEXT

```
Write alt text for my product images.

I'll attach my product photos, or describe each one here:
[product name: what image 1 shows, what image 2 shows]

Task:
1. Describe what's in each image in plain words, under 125 characters.
2. Include the product name and one detail that matters (color, angle, in use).
3. Don't start with "image of" and don't stuff keywords.

Output format:
A table with product, image number and alt text.
```

20. COMPRESSED IMAGES

```
Help me make my store load fast on a phone before launch.

My PageSpeed Insights mobile results: [paste the top issues or attach a screenshot]
My theme: [theme]

Task:
1. Tell me which images to compress or resize first, with a target size in pixels and
KB for hero, product and collection images.
2. Check that my theme uses image_url with a width, srcset, and lazy loading below
the fold, and fix it where it doesn't.
3. List the apps or scripts slowing my store that I should remove before launch.

Output format:
The 5 fixes ranked by impact, then code with file paths.
```

TEST IT BEFORE YOU HIT LAUNCH

Do this on your phone, on the duplicated theme, before you publish it.

- [ ] Open your homepage and a product page and confirm the main button shows without scrolling
- [ ] Scroll a product page and check the sticky add to cart bar appears and matches the selected variant
- [ ] Add products to your cart and watch the free shipping bar fill and switch to the success message
- [ ] Type a broken link on purpose and check your 404 page shows
- [ ] Place a test order and check the thank you page offer and the shipping confirmation email
- [ ] Start a checkout with your own email, leave, and confirm the abandoned checkout email arrives
- [ ] Sign up with a new email and confirm the welcome discount code works once
- [ ] Run your homepage and a product page through PageSpeed Insights on mobile
- [ ] Read your return policy summary next to the full policy and make sure they match
- [ ] Publish the duplicated theme once everything above works

QUICK LINKS

Edit theme files with Claude Code: Shopify CLI for themes

Free bundles: Shopify Bundles app

Speed check: Google PageSpeed Insights

Run the prompts: Claude

WANT IT LAUNCHED FOR YOU?

These 20 get your store ready. Getting people to it is the next job: ads that bring the right traffic, new creative tested every week, and a store built to turn those clicks into orders. That's what I build for Shopify brands.

If you want to see what that would look like for your store, book a free call here.

WORK WITH ME

Business owner looking to automate?

hexgarcia.com/free-call

Questions? Reply to the newsletter or reach out via email.

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