Fabric Shop Owner's 2025 Checklist

Product Pages

- Drape video and scale photo on template
- Specs above the fold (width, GSM, stretch %, recovery, opacity, repeat, care, needles)
- Cut logic UI (¼/½/1/FQ, min cut, rounding)
- Inventory clarity (yards left, remnants, ETAs, combine cuts)
- Yardage calculator link + garment ranges
- UGC photos/reviews enabled

Checkout

- Guest checkout on
- Wallet pay enabled (Apple/Google/Shop/PayPal Express)
- Saved carts + reminders
- Free-shipping progress bar
- Clear cut-goods policy + swatches option

Nav & Filters

- Shop by Substrate / Designer / Color / New / Sale
- Facets: weight bands, stretch %, direction, color, motif, designer, project type, stock status
- "How cuts work" explainer
- Replace sliders with tiles/best-sellers

Performance & Homepage

- Three action cards above the fold
- LCP <2.5s, CLS <0.1, INP <200ms
- Hero <200KB, WebP/AVIF, lazy-load
- Prefetch key routes, defer non-critical JS
- Hours/classes/BOPIS section

Omnichannel

- Marketplace sync app installed
- "Buy direct" card added
- Wholesale page live