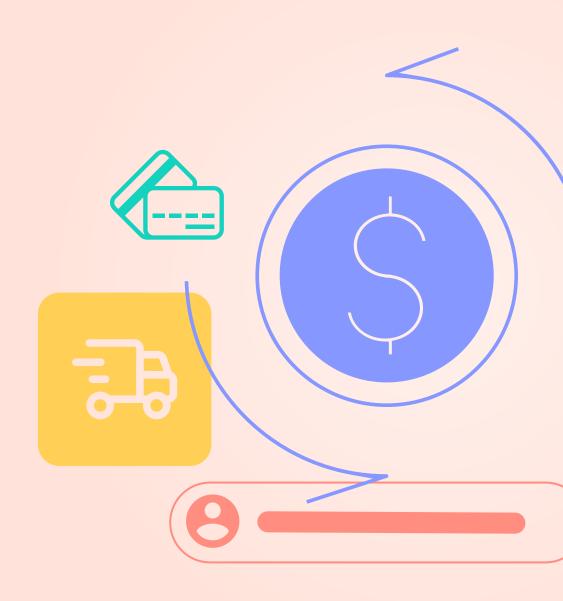


## The eCommerce Readiness Checklist



CHECKLIST

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Being well-prepared to meet your customers' needs is key to boosting satisfaction, loyalty, and, ultimately, sales. This checklist is designed for start-ups aiming to establish a successful online presence or existing online stores wanting to optimise their eCommerce sites. By concentrating on these essential areas, your business can create an inviting online shopping experience and ensure a seamless launch.

Product Page Optimisation	Shopping Cart Functionality Test
<ul> <li>High-quality images of products are available, with zoom functionality</li> </ul>	<ul> <li>Users can easily add and remove items from cart</li> </ul>
<ul> <li>Detailed product descriptions include key features and specifications</li> </ul>	<ul> <li>Cart updates automatically when items are changed</li> </ul>
<ul> <li>Clear pricing information is displayed, including any discounts</li> </ul>	☐ Clear visibility of shopping cart icon across sit
<ul> <li>Stock availability is indicated (in stock, out of stock)</li> </ul>	<ul> <li>Option to view cart contents without leaving current page</li> </ul>
<ul> <li>Related products or upsell suggestions are featured</li> </ul>	<ul> <li>Cart summary displays total price, shipping costs, and applicable taxes</li> </ul>
	☐ Users can save items and/or create wish lists
☐ Social sharing buttons are present for products	☐ Guest/Express Checkout is implemented
Payment Gateway Integration	
☐ Multiple payment options are offered (credit	Shipping and Return Policy Clarity
card, PayPal, etc.)	<ul> <li>Shipping options and costs are clearly outlined before checkout</li> </ul>
<ul> <li>Payment processing is secure and</li> </ul>	
compliant	<ul> <li>Estimated delivery times are provided for each shipping method</li> </ul>
☐ Users receive confirmation emails for successful	
transactions	<ul> <li>Return policy is accessible and easy to understand</li> </ul>
☐ Clear error messages guide users through	
payment issues	<ul> <li>Instructions for returns and exchanges are clearly stated</li> </ul>
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functionality	<ul> <li>FAQs regarding shipping and returns are included</li> </ul>

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 Social media accounts are setup to showcase your products visually

Site-wide Optimisation Customer Review System Setup ☐ Testing completed to ensure site is fully ☐ Review functionality is enabled on product functional across various devices and screen pages sizes Users can easily submit reviews and ratings ☐ Navigation and product browsing is easy with clear categories, filters, and search Review moderation process is established to functionality for locating products filter inappropriate content Customers can respond to or interact with ☐ Review customer contact methods to ensure users can easily reach you (e.g., contact form, reviews support email, chatbot integration) ☐ Aggregate ratings are displayed prominently ☐ Tools set up to track metrics (e.g., traffic for each product sources, drop-offs, conversions, page load ☐ Incentives for leaving reviews (e.g., speed) discounts, loyalty points) are considered ☐ All pages are optimised for search engines, Marketing & Recovery Strategies including meta tags, alt text for images, and keyword-rich content Re-targeting ads are developed to reach users who visited but did not convert ☐ Custom 404 error pages are in place, guiding users back to relevant content Campaigns are set up across platforms (e.g., Google Ads, social media) Cart abandonment recovery strategy is set up with follow-up emails Welcome emails are setup to introduce your brand or offer a special discount Newsletters are created to highlight new arrivals, promotions and industry news