



# The eCommerce Readiness Checklist



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# The eCommerce Readiness Checklist

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

- High-quality images of products are available, with zoom functionality
- Detailed product descriptions include key features and specifications
- Clear pricing information is displayed, including any discounts
- Stock availability is indicated (in stock, out of stock)
- Related products or upsell suggestions are featured
- Social sharing buttons are present for products

## Payment Gateway Integration

- Multiple payment options are offered (credit card, PayPal, etc.)
- Payment processing is secure and compliant
- Users receive confirmation emails for successful transactions
- Clear error messages guide users through payment issues
- Test transactions are performed to ensure functionality

## Shopping Cart Functionality Test

- Users can easily add and remove items from cart
- Cart updates automatically when items are changed
- Clear visibility of shopping cart icon across site
- Option to view cart contents without leaving current page
- Cart summary displays total price, shipping costs, and applicable taxes
- Users can save items and/or create wish lists
- Guest/Express Checkout is implemented

## Shipping and Return Policy Clarity

- Shipping options and costs are clearly outlined before checkout
- Estimated delivery times are provided for each shipping method
- Return policy is accessible and easy to understand
- Instructions for returns and exchanges are clearly stated
- FAQs regarding shipping and returns are included

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## Customer Review System Setup

- Review functionality is enabled on product pages
- Users can easily submit reviews and ratings
- Review moderation process is established to filter inappropriate content
- Customers can respond to or interact with reviews
- Aggregate ratings are displayed prominently for each product
- Incentives for leaving reviews (e.g., discounts, loyalty points) are considered

## Marketing & Recovery Strategies

- Re-targeting ads are developed to reach users who visited but did not convert
- 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
- Social media accounts are setup to showcase your products visually

## Site-wide Optimisation

- Testing completed to ensure site is fully functional across various devices and screen sizes
- Navigation and product browsing is easy with clear categories, filters, and search functionality for locating products
- Review customer contact methods to ensure users can easily reach you (e.g., contact form, support email, chatbot integration)
- Tools set up to track metrics (e.g., traffic sources, drop-offs, conversions, page load speed)
- All pages are optimised for search engines, including meta tags, alt text for images, and keyword-rich content
- Custom 404 error pages are in place, guiding users back to relevant content

