



# E-Commerce Site Checklist

1. Is the site built on quality platform with functionality, ease of use?
2. Is its homepage easy to read, relate to a brand image, easy to navigate?
3. Are the graphics, text and images cohesive?
4. Does this site match the ideal target market?
5. What is above the fold? Is that important? Is the site mobile done well?
6. Are the featured collections the most relevant ones - timely or popular?  
Are they changed and updated often?
7. Is there clear shipping information on the homepage?
8. Is there a clear return policy or FAQ's available?
9. Is there a welcome pop, slide or lightbox to welcome & capture an email?
10. Are there secondary opportunities to capture emails elsewhere on the site?
11. Is Google Analytics Installed with Ecommerce Tracking checked?
12. Is there a FB Pixel installed and working?
13. Are the social media icons clear, complete and working?
14. Is there an abandoned cart protector app in place sending 2-3 emails per abandoned cart? Mailchimp automation?
15. Is the site secure with an SSL certificate showing a secure symbol in URL?
16. Are related products showing below products?
17. Is there a chat option for customer service?
18. Are photos sized correctly and evenly?



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19. Is the category/sub category structure sufficient? Most popular categories first?
20. Does the site appear full? Does it need more or less sub-categories?
21. What is the homepage call to action?
22. Are there product reviews on site?
23. Are there secure site security symbols, and payment option icons building trust?
24. Is there an exit intent pop up?
25. Is Paypal available for ease of checkout? Sezzle? Apple Pay?
26. Do the product descriptions clearly relate fit? Quality? Sizing? Model sizing?  
How to style? Are they easy to skim, read?
27. Are products named with SEO in mind?
28. Is there room for SEO H1, H2 keywords on the site?
29. Is the B/M store location showing if they have one?
30. Is there a clear about page and WHY to shop them? What is special or unique?
31. Is there customer love, reviews or other testimonials?