**E-Commerce Website Success Checklist**

**General Checklist**

* You Have followed all Principles of the Website Success Checklist
* You Have followed all Principles of the New Website Success Checklist
* Your E-Commerce Website ALL Items Listed Below Checked Off
* Your E-Commerce Website Is Connected To Social Media Platforms
* Your E-Commerce Business Has All Means to Handle Orders & Reviews On The Website
* You Are Actively Engaged On Improving The Website and Creating New Offers
* You Have Ad Platforms Connected On The Website

**System & Technical Success Checklist**

* You Have Chosen the E-Commerce Platform That Works Best For Your Business
* You Have Done An Immense Amount of Homework Around The E-Commerce Platform You Are Using & Are Sure It Fits With Your Short/Long Term Goals
* You Have Implemented All the Software you NEED For The Website and Not Just “Nice to Haves
* Your Website has an in-house Review System
* Make Sure Your Software Licenses Are Configured Properly And Have Documentation & Payment Covered For Renewals
* Your Website Server & Host is Built to Handle Current Traffic & Projected Future Traffic Effectively
* Your Website Has a Caching System for Faster Speeds

**Content Systems**

* You Have the Ability to List & Display Landing Pages
* You Have the Ability to List & Display Collections
* You Have the Ability to List Article Categories
* You Have the Ability to List Products
* You Have a Cart, and Checkout Page Active
* You have a 404 Template Built
* You have a Sitemap Active On Your Website
* You Have the Ability to Limit Availability On Your Products
* You Have The Ability To add SKU Numbers, Labels, Custom Data About Your Products
* You can Put in Sale Prices / Offers On Your Products
* You can have Product Variations (Sizes etc)
* You can Limit/Have Quantity for Products in an Order
* You can have Coupons / Discounts on the Website

**Getting Paid, Shipping & Taxes**

* You have a Payment Gateway (Square/Stripe/Shopify Pay/WooCommerce Payments) Integrated
* You have tested your Payment Gateway and Can Confirm Connection to the Gateway
* Your Payment Gateway Provides All Relevant Information From The Website Such as Tax & Shipping Cost In Your Cart / Checkout Process
* Your Website Has a Fulfillment System Where You Can Communicate With a Customer When They Order
* Your Website Has an Email Notification System From Your Fulfillment System Where Your Website Autonomously Communicates To You and The Customer During all Event of an Order
* Your Website Has an Autonomous Tax System Where it Integrates Sales Taxes On Orders
* Your Website Has an Autonomous Shipping System With The Chosen Parcel Services You Work With Integrated to Mark Shipping Costs in Orders
* Your Website Has the Ability to To Add Tracking for Shipping for Customers
* Your Website Has a Built-In Analytics System to:   
  -Track Sales  
  -Track Sales Tax Paid  
  -Track Shipping Costs  
  -Track Top Selling Products  
  -Track Orders  
  -Track Customers  
  -Ability to Compare/Contrast
* Your Website Has an Efficient Security System Layered to Protect Website Integrity & Your Customers  
  -SSL Certification Integrated  
  -Malware Protection Integration  
  -File Permissions Protected  
  -Firewall Blocking Unwanted Traffic  
  -Ensure Customer Data is Encrypted  
  -Do NOT Collect Sensitive Information Without Hashing Important Fields Protecting Customer Data  
  -Add TrustedSite / McAffee Trusted Site Seals on the Website
* Your Website Has an Email Notification System Notifying Customers Of Offers & Events
* Your Shipping Integration Has the Ability to Connect to Label Printing Software & Hardware
* Your Website should be Able to have Labels on Sale Prices / Regular Prices
* Your Website has an Add To Cart Feature (Very Basic)
* Your Website has a Cart System That Allows Users to See In Real Time What They Have in Cart and Not Redirect to a Completely Different Page

**Miscellaneous / Nice-To-Haves**

* Your Website Has Effective Software Integrations That Effectively Work Hand-In-Hand Together
* Your Website Has Software Adhering to the Best Coding Standards and the Best Reviews
* Your Website System Is Integrated To Your Office / Location Systems
* You Have the Ability To Interact with Customers from the Contact Form / Privacy Requests
* Your Website has a Rewards System Associated with the User Account
* Your Website has Popup Features for Sign Ups, Offers & More
* Your Website has the ability for Buy-Now-Pay Later Features
* Your Website has the ability to have One-Step-Checkout
* Your Website has Abandoned Cart Notifications to Customers
* Your Website Should Act as A CRM As Well If Possible

**Story Telling / User Experience Checklist   
Base Story Telling**

* You Have your Company Logo on the Header Template
* You Have an Effective Navigation System Just By Or Under Your Logo On Your Header
* You Have an Effective Search System On Your Website That Can Lead to Products On Your Header
* Your Navigation Should List Out Your Collections in Great Organization
* You Have an Effective Footer That Helps Users Navigate To More Important Links & Outbound Areas Your Business Resides
* Your Header Displays an Icon Showing Cart (With Item Count included) and Account Icon leading to their Congruent Pages
* You Have a Contact Page with a Contact Form
* You Have an About Page That is Engaging And Certifies Your Brand
* You Have a Blog Page That Has a Display Of Articles & Article Categories That Helps Your Users Stay Informed
* All Pages, Blog Posts, Help Center Forums, Products and Collections all are Telling a Good Story For Your Customers That Not Only Captivates But Informs & Motivates The User to Buy Eventually
* You Have a Resource / Help Center / FAQs on Your Website With The Ability For Users To Ask Questions Abroad
* Your Website Has a Privacy Policy, Terms of Use, Refund Policy, Cookie Policy & More Legal Documentation To Protect You and Your Business
* Your Website Has a Buying Guide For Consumers

**Home Page**

* Have a Banner That is Captivating and has an Immediate Offer of your best Product / Sale
* Have a Top Selling Products Section
* Have a New Arrivals / Back in Stock Section
* Have a Brands / As Featured By In The Home Page
* You Have Customer Reviews On Your Home Page
* You Have an About Section on the Home Page
* You Have A Collections Section On The Home Page
* You Have an Article / Help Section / FAQ Informative Section on the Landing Page
* Your Landing Page Should Target the Toughest Keyword in your Industry Niche
* Your Landing Page Should have a Call To Action on an Active Sale / Special Offer and an Email Newsletter Sign Up That Connects To Your Website Email List

**Collection Page Story Telling / User Experience**

* Your Collection Pages Have a Search Ability For Users
* Product Photos Should Have a Hover Feature With the Ability to Show a Secondary Photo
* Your Collection Pages Have Efficient Filters For The Buyer To Help (Examples Provided)  
  -Shop By Size  
  -Shop By Brand  
  -Shop By Reviews  
  -Shop By Availability
* Your Collection Pages Are Neatly Organized With Every Relative Product in Its Proper Collection
* Your Collection Pages Have a Product Count Of In Stock Products
* Your Out of Stock Items Either Do Not Appear or Have an Out of Stock Notification Label on the Product Image / Price.
* The Navigation of Your Collection Page should be simple and Easy To Follow
* Try to Limit How Many Pagination Pages Are Existent   
  -BONUS: Make Your Products do an Infinite Load With No Need of Page-Based Pagination
* Add an Add To Cart Button Below Products On The Collection Page
* You Have Breadcrumbs Integrated to the Top of Your Collection Page
* You Have a Banner Section on the Collection Page on the Top Above Your Breadcrumbs

**Product Page Story Telling / User Experience**

* Your Product Images Appear Immediately
* Your Product Images ARE NOT Stock Images, but Natural Organic Photos
* Your Product Title is on the Top Of the Page
* Reviews Immediately Follow the Product Title
* Price Follows Reviews
* Product Variations Follows Price
* Product Quantity Follows Variations
* Add to Cart Follows Add To Cart
* Enable One-Step Checkout (Optional)
* Add a Highly Effective and Captivating Product Description of the Product and Make
* Add A Product Instagram Feed (Completely Optional)
* Add a Product Customer Review Feed   
  -Incentivize Your Customers to Leave Product Photo Reviews For More Credibility
* Add Recently Viewed Products Feed
* Add Related Products Feed (You May Also Like..)
* Your Product Page has Try-On / Sample Videos

**My Account Page**

* User Must be able to Create a Profile and Have an Account
* Account Must Have  
  -Order History  
  –Each Order Must Detail the Products Paid For With Product Images, Title, Price, Quantities  
  –Orders Must have Shipping, Tax, and Total Costs Displayed  
  –Orders Have a Date & Status of Delivery  
  –Customers can Download Orders / Digital Products  
  –Customers Should be Able to Store Payments Methods in the Website  
  –Customers Should be Able to Update their Personal Information & Their Address Information
* Display Offers, Sales, and Latest Products in the My Account Page
* User Must Be Able To Sign In / Out
* Display What is in the Cart / Empty Cart
* Show Latest Viewed Products / Product Browsing History’
* Users Should Be Able To Opt-Out of the Email Newsletter if they signed up for the website

**Cart Page Story Telling / User Experience**

* Make Your Cart Page as Efficient as Possible
* Add the Ability to Add Coupon Codes
* Add the Ability to Have the User Choose Shipping Methods
* Make Sure Product Images, Title, Price & Quantity are all in the row of each item in the cart.
* Display Subtotal before Shipping & Tax Expenses
* Display Total in Bold and Clear to the Customer
* Add The Ability to do a One-Step Checkout Feature with Google Pay / Apple Pay or in store
* Add Package Protection Ability

**Checkout Page Story Telling / User Experience**

* Allow the User to Checkout as a Guest (But Incentivize a Membership)
* Add Express Checkout Abilities (Shop Pay, PayPal, Google Pay & Apple Pay)
* Add Autocomplete Features to your Checkout Form to Minimize Time on the Cart
* Add Delivery/Pickup As an Option for Delivery
* Make Payment Options Available   
  -One-Time Checkout that Is One Payment and Goes Right Through Your Chosen Payment Gateway  
  -Have a PayPal / Venmo Integration for Payments  
  -Have Shop Pay / WooCommerce Payments to Allow Installation Payments
* Have a Remember Me Feature For Users Checking out to the Site

**Blog Page**

* Your Blog has a Clear Listing of Active Blog Posts
* Your Blog is Active with 2 or 3 Posts per Week
* Your Blog Page Has Collection/category listings making Users Navigate to Particular Content That May Help Them
* Your Blog Posts Are Informative & Less Promotional
* Your Blog Posts Answer the Underlying Question of the Topic Being Written About
* You Have Analyzed Top Competition Blog Posts Before Blogging
* You Have Photos Relative to the Topic in your Article
* Your Content is Engaging and Connects with your Audience
* Your Blog Posts have infographics, videos, and more media than just photos (Optional)

**Resource Center / FAQs**

* You have analyzed AlsoAsked.com 15 Most Frequently Asked Questions
* You have the ability for customers to Ask Questions And For You To Respond
* You Have the ability to Have a Displayed Forum on the Website
* You Answer Each and Every Question with Complete Honesty That gets Right to the Point

**About Page**

* Your About Page is Personalized Around Your Branding
* Your About Page Has a Banner Displaying Your Location or Picture of the Team or Making of the Product
* Your About Page Should Have a Story About the Company’s Founding & Founders
* Your About Page Should Have a Meet The Team Section
* Your About Page Should Have a Latest Article Section
* Your About Page Should Have a Section Leading to the Ability of Contacting the Company / Contact Page
* Your About Page Should go in Detail on How The Product is Made and Why You Believe In Your Products
* Your About Page Should go in Detail on your Mission to Help Your Customers Solve Their Problem
* Your About Page Should have Customer Reviews on Your Google My Business Page
* Your About Page Should Have a Video About Your Company (Optional)

**Contact Page**

* Your Contact Page should have a Banner Of Your Location/Business
* Your Contact Page should display a Map of Where Your Business is Located
* Your Contact Page should have a Brief Form with Autocomplete Features for Users to Send in Requests
* Your Contact Page should have access links to the FAQs Page
* Your Contact Page should have access links to your Social Media Pages and Directions to your Location
* Your Contact Page should have your Business Phone Number, Address & Email Address

**Miscellaneous Pages**

* If you Install Products / Provide Other Services such as Personal Training / Consulting, add a Services Page.
* If you have Services, add as many Service Pages as you can Add Service Area Landing Pages in the Localities Near You
* Have Online Software Tools that can help your customers further? Fantastic! Add them to your Navigation System as their own page or on a “Tools” Page
* Have Events? Add an Event Listing Page with a Calendar / Regular Listing Page of all Events
* Have all Events give the ability to the Customer to add to their Calendar of Choice
* Is there a Topic/Service/Content That Your Competitors Are NOT Adding To Their Website - Add it and take the Initiative!

**SEO Success Checklist**

* Google Analytics Is Installed To Your E-Commerce Website
* Google Search Console Is Integrated With Your Website
* You Have Submitted Your Sitemap to Google Search Console
* Bing Webmaster Tools is Integrated With Your Website
* You have Submitted Your Sitemap to Bing Webmaster Tools
* Have a Google My Business, Bing Business, Yelp Listing for Your Business
* You Are Managing Online Listings (BBB, etc)
* You Managing Online Reviews Frequently, Quickly, and Professionally
* You Are Properly Using Schema Data To Communicate with Google About Your Pages/Products/Collections
* You Have an SEO Integration On Your Website (App/Plugin)
* Do Keyword Research for Each Page, Product, Collection, Blog Post, and Blog Category in your Store
* Integrate the Proper Keyword On Each Content Type
* Make sure you are effectively getting your Message Across to the User and Are Following SEO Standards to ensure a good experience
* Eliminate the Use of Plagiarism and AI as much as you can in your copy
* Ensure Your Website Loads in less than 1.5 seconds
* Add Caching to your Website to Speed The Website Up
* All Images are Optimized, Are in Next-Gen Format, and Have Alt Text On Them
* Have Social Media For Your Business and Be Active (Facebook, Instagram, WhatsApp, TikTok, Pinterest, X/Twitter, Threads, and Snapchat)
* Use ABSOLUTELY NO STOCK Images and All Natural & Organic Photos
* Double Check You Are Following The SEO Section in the Website Success Checklist
* During Your Double Check - Really Analyze Your Content and Placements On Your Website
* You Have 301 Redirects Set for Content that no longer exists
* You Have an Effective and Clean Off-Page/Off-Website Marketing Strategy to Bring in Backlinks and Referrals to your business Naturally
* You have a Robots.txt file on your Server
* Mentioned Before, but again, you have a Sitemap for your Website

**Pay Per Click Success List**

* Have an HVCO Offeer for Your Customer so they can automatically sign in to your Email Newsletter so that if they should leave the Funnel, they get emails with offers
* You have Landing Pages that are Blacklisted from Search Engines Specifically Designed for Funnels & Sales
* Your PPC Landing Pages / Product Pages Have a Strong Offer
* Your PPC Landing Pages / Product Pages Have Captivating Top Heading Text and Massively Supportive Sub Headings
* Below Your Sub-Headings, You have Benefits & Features of Your Products That Motivate the User to Immediately Buy
* You Have a Strong Video / Appointment Scheduling Software With the Top of the Page
* You Have Scarcity Messages On Your Strong Offer
* You Have Client/Customer Testimonials in Video/Photo Format
* You Have Google, Facebook & In-Store Reviews On Your Landing Page
* You Have an Introduction Section that is Brief But Deeply Connects With Your Target Audience
* You Have a Why Choose Us Section / Why Choose The Product Section in your Landing Page
* You Have a Call to Action Section with more Strong Headings to Motivate the User to Buy
* You Have an Informative Section that Follows and provide facts of the service provided or product you are selling
* Close the Page with a Checkout Form With Scarcity Messaging

**Social Media Success Checklist**

* Have a Social Media Feed (Instagram) on your E-Commerce Website on Products & Landing Page
* Have Social Media Listed on your Website
* Promote on Facebook
* Promote on Instagram
* Combine Facebook, Instagram & WhatsApp on Meta Business Suite
* Promote on LinkedIn
* Promote on TikTok
* Promote on Pinterest
* Promote on Snapchat
* Promote on YouTube
* Post a Minimum of 3 Posts per Week
* Post Shorts/Reels At least 4 / 5 times per month
* Promote Your Social Media Pages & Grow Your Social Media Brands
* Have an Effective Growth Strategy For Your Social Media like Your Website

**CRO Checklist**

* You have Prominent CTA On your Home Page
* You can see directional cues Above the Fold of your web page.
* Your CTAs Stand out with Color Contrast, Big Enough Size and Usage of Font is Noticeable Immediately
* White space and directional cues are included on your CTA
* Your Headline, Sub-Headline and Text should be absolutely clear, descriptive and create desire to take action on
* Your page is not ALL OVER THE PLACE and clutter is kept to the minimum
* Your page is Visually Appealing and Consistent to your Brand
* Your Copywriting is Clear, Concise, and Conversational
* Your Copywriting is not ALL Salesy
* Your Copywriting communicates value and trust
* Your Forms are Labeled Clearly
* Your Forms are Minimum (The more work, the less conversions)
* Your forms detect errors before submission
* Form Submissions take you to a Thank You Page
* Your Information From Forms Sync to a CRM/Automation Tool for your Business
* Your User Receives Offers
* Your Landing Pages are Indexed/Not Indexed as Intended (Keep Paid Advertising Landing Pages as Non-Indexed so you do not get flagged for doing something differently from what you need to do for your SEO)
* You only have ONE CTA On your Landing / Product Page
* Your offer is consistent with the preceding Advertisement or offer
* It follows Landing Page Best practices. (Exceeds customer expectations when landing on your page and takes them to a journey right to your bank)
* Popups/Chat Appear only on pages needed.
* Add One-Page Checkout
* Add Thank You Page Upon Completed Purchase With Explanations of Your Shipping, Refund Policies and Appreciation For Purchase With Incentive Offers for Leaving Reviews, Creating an Account If They Have Not Already

**Website Success Checklist**

* Follow all Guidelines on the Website Success Checklist (Again)
* Follow all Guidelines on the New Website Success Checklist (Again)
* Follow all Guidelines to the Website Penalization Recovery & Prevention Success Checklist
* Follow all Guidelines to the Business Website Success Checklist That Relates To Your Store
* Follow all Guidelines to the Blogger Website Success Checklist That Relates To Your Store