

Free Resource

The 10-Point E-Commerce Audit

A self-assessment checklist for small businesses already selling online (or thinking about it). Score yourself, find the gaps, and decide what to fix first.

How to use this

Walk through each of the ten checks below with your store open in another tab. For each, score yourself honestly: **Yes** (you've got this nailed), **Sort of** (it exists but could be better), or **No** (this is a gap).

If you score **Yes** on 8 or more, your foundations are solid - the growth lever is now traffic and marketing, not the store itself.

If you score **No** on 3 or more, fix those before you spend another dollar on ads or content - you're filling a leaky bucket.

The Checklist

01 ■ Mobile-first reality check

Pull up your store on your phone right now. Does it load fast? Are images clear? Can you navigate with one thumb? Most small-business shoppers visit from a phone first - if the experience is rough, they bounce before you know they came.

02 ■ Page speed score

Run your homepage through PageSpeed Insights (pagespeed.web.dev). Below 50 is broken. 50-89 needs work. 90+ is good. Speed is the single biggest correlated factor with conversion in stores under \$1M/year.

03 ■ Search visibility

Search your business name on Google. Do you show up in the top three? Do you have a Google Business Profile with photos and current hours? Does Google know your service area? If any of these are no, you're invisible to half your local market.

04 ■ Product photography

Are your product images consistent in lighting, background, and angles? Multiple angles per product? At least one in-context or lifestyle shot? Bad photos kill conversion faster than bad copy ever will.

05 ■ Trust signals visible above the fold

On your homepage, can a stranger find: customer reviews or testimonials, a phone number, a real address, a return/refund policy link? If they can't see at least three of those without scrolling, trust is bleeding away on every visit.

06 ■ Checkout friction count

Count the clicks from a product page to a paid order confirmation. Industry benchmark: 4 or fewer. Each additional click drops conversion by roughly 10%. Guest checkout available, or are you forcing account creation?

07 ■ Email capture in place

Are you capturing email addresses on your site? Where? When? With what offer? A \$5,000-a-month store with no email list is leaving 20-30% revenue on the table. Welcome series, abandoned cart, post-purchase - all worth setting up.

08 ■ Shipping and return clarity

Are shipping costs and delivery times visible BEFORE the customer hits the checkout button? Is your return policy in plain English? Surprise shipping costs at checkout are the #1 reason people abandon carts.

09 ■ Analytics installed and watched

Do you have Google Analytics 4 (or equivalent) set up? Do you actually look at it? Do you know your top traffic source, your conversion rate, and your top-converting product? You can't improve what you don't measure.

10 ■ Backups, security, and admin access

Do you have a recent backup of your site and order data, stored somewhere off the platform? Do you have 2FA enabled on the admin account? When was the last time you reviewed who else has admin access? One compromised account is one bad day from ending the business.

What to do next

If this audit surfaced gaps you want help closing - or you'd just rather have an experienced second pair of eyes walk through it with you - I do free 30-minute consultations for businesses across the Wabash Valley and remote clients nationwide. No pitch, no pressure - just an honest conversation about your business and what's possible.

Book a free 30-minute consultation

www.wabashsystems.com/booking

About Wabash Systems

Wabash Systems is the consulting practice of Andy Gray - 25 years of hands-on e-commerce experience, including a decade running a \$10M store operation, a solo Magento-to-BigCommerce migration on a custom integration, and a \$300K-to-\$1M monthly revenue scale-up. We work with small businesses across southeastern Illinois, southern Indiana, and remote clients nationwide.

Services: store setup and migration, SEO foundation, Google Ads management, Klaviyo email and SMS marketing, ongoing monthly management.