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eCOMMERCE WEBSITE AUDIT CHECKLIST

HOW'S YOUR DIGITAL BRANCH PERFORMING?

There are many aspects of your eCommerce site that affect both the user experience and its overall efficacy. If you want to continue to engage with current customers, attract new customers, and increase conversions and average order value (AOV), you must conduct periodic audits of your eCommerce site's performance. We've put together the following checklist to help.

SITE USABILITY

☐ **Click through web pages:** Look for poor quality and wrong images.

☐ **Check product filters:** Make sure the left-navigation filters work properly and that attribute filters are helpful in narrowing down a product search.

☐ **Test onsite search capabilities:** Practice searching for products using a variety of search terms and values to see if they all lead to the correct content or products on your site.

☐ **Check breadcrumbs and backlinks:** Confirm you can easily access previous pages using hyperlinks and breadcrumbs.

☐ **Review ALT tags for images, title tags and descriptions:** These important descriptors should be appropriate and relevant to the content.

☐ **Correct bad links:** Use Google Analytics to report on 404 "page not found" error messages and correct any broken links.

☐ **Conduct a speed test:** Fast loading sites typically see higher conversion rates than sites with slower loading pages; use a free tool like the Pingdom Website Speed Test to gauge your overall site speed.

- ☐ **Conduct a customer survey:** Ask your customers what they like about your site and what could be better; use their feedback to prioritize enhancements to your digital branch.

SITE CONTENT

- ☐ **Evaluate and update SEO keywords:** Keywords should be commonly searched terms and relevant to your content and products.
- ☐ **Review terminology and language:** Make sure buyers can understand the language you use to describe your products; don't use terms that are only familiar within your organization.
- ☐ **Check the frequency of your content creation:** If you're not posting content like blog posts, videos, or white papers at least once a month, you could lose engagement with site visitors.
- ☐ **Make sure forms are easy to fill out:** Don't make buyers work hard to obtain information or download documents from your site; long or intrusive submission forms detract people and lower conversion rates.
- ☐ **Examine core site pages:** Ensure the Home Page, About Us, and Services pages clearly communicate what you offer and how you add value to a customer.
- ☐ **Verify that calls to action and contact information are clearly visible:** Every page on the site should display your company information with multiple ways to contact you.
- ☐ **Report on missed search results:** It is important to review all words that were searched and returned with no results, at least once a year. You'll get a clear understanding of what people are searching for and what you're not providing.
- ☐ **Update your privacy policy:** Ensure your company's privacy policy is current and linked in the footer of every page of your site.

PRODUCT CATALOG

- ☐ **Inspect your product content:** Make sure that information displayed about your products, including pricing, are accurate and up to date.
- ☐ **Look for missing product images, specifications, and descriptions:** Every product should have at least one product image and enough information to help a buyer make an informed purchasing decision.
- ☐ **Compare top-selling products year over year:** Research the products you sold most and compare them to your best sellers from the year before; make sure your popular products have great content to attract the most attention.
- ☐ **Establish go-together items:** Make sure your most popular and higher-priced products all have associated upsell and cross-sell items that help increase your lines per order and average order value.

Of course, another important activity that you should be conducting on a regular basis is a review of your site's metrics and business performance. For more information, check out Unilog's whitepaper on A Beginner's Guide to B2B eCommerce Analytics.

If you'd like a free analysis of your site's performance and product content by an eCommerce expert, contact Unilog at www.unilogcorp.com/contact-us, email info@unilogcorp.com, or call 484-580-8933.

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ABOUT UNILOG

Unilog is a global technology company that delivers powerful, affordable eCommerce solutions for the B2B marketplace. Our cloud-based eCommerce platform and product data enrichment services help distributors, manufacturers, and wholesalers increase online sales, reduce cost to serve and enhance their digital channel. Unilog is an ISO 9001:2008- and ISO 8000-certified company with North American headquarters outside of Philadelphia, PA and international headquarters in Bangalore, India. For more information, visit www.unilogcorp.com.

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