



## eCOMMERCE AUDIT CHECKLIST

### REFRESH YOUR DIGITAL BRANCH WITH A PERFORMANCE AUDIT

A periodic audit of your website and mobile application ensures they are working properly, running smoothly, and meeting the needs of your customers. We've put together the following checklist to help you review and improve all the critical aspects of your online sales channels – from technical performance and design interface to content and hyperlinks.

#### USABILITY

- Click through web pages:** Look for missing links and images, poor quality images, and wrong images
- 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
- Streamline your product category nodes:** Display no more than nine top-level category nodes and funnel down to more specific categories so that, within a few clicks, a buyer can navigate to the product they want
- Check product filters:** Make sure the left-navigation filters work properly and that attribute filters are helpful in narrowing down a product search; inconsistent and duplicate values may mean your taxonomy needs review
- Verify breadcrumbs and backlinks:** Confirm you can easily access previous pages using hyperlinks and breadcrumbs at the top of the page
- Correct bad links:** Use analytics tools to report on 404 "page not found" error messages and correct any broken links

- Review ALT tags for images, title tags, and descriptions:** To improve your on-page SEO, include descriptors that are appropriate and relevant to your content
- Run through your mobile app tools:** Make sure buyer features are working properly and syncing with your website; check that the voice search yields product results from your catalog, that the location navigation points them to your nearest store branch, and that the offline shopping cart syncs to your site once a customer's Wi-Fi or cellular connection is re-established

## CONTENT

- Evaluate and update SEO keywords:** Incorporate commonly searched terms by site visitors as keywords that represent your content and products
- Report on missed search results:** It is important to review all words that were searched by users and returned no results so you can get a clear understanding of what people are searching for and what you're not providing
- 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 or white papers at least once a month, you could lose engagement and traffic to your site
- Verify that online forms are easy to populate:** Don't make buyers work hard to obtain information or download documents from your site; long or intrusive submission forms detract people
- 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
- Make calls to action and contact information clearly visible:** Every web page should display your company information with alternate ways to make contact
- Update your privacy policy:** Ensure your company's privacy policy is current and linked in the footer of every site page

## PRODUCT CATALOG

- Inspect your product content:** All product information should be accurate and consistent across your website and mobile app; make sure your eCommerce platform and ERP are tightly integrated to display real-time pricing and availability
- 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; remedy incomplete product content by subscribing to a product content program that provides up-to-date, enriched content for all your SKUs, including specifications, feature bullets and descriptions, product images, supporting documentation, and more
- Compare top-selling products year over year:** Research the products you sold most and compare them to your best sellers from the year prior; 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



Advanced analytics tools like [Unilog's Site Analytics Pro](#) can fast track your eCommerce site audit. Our tool offers a host of pre-built dashboards and reports to help you gain deeper insight into your site's customer experience and performance. Available with [Unilog's eCommerce solution](#), our innovative analytics technology breaks down the data into easy-to-understand visual formats like heatmaps, goal funnels, and recorded user sessions to provide a granular, real-time view of your site.

To learn more ways to improve your eCommerce site and overall digital branch, drop us a line at [www.unilogcorp.com/contact-us](http://www.unilogcorp.com/contact-us), email [info@unilogcorp.com](mailto:info@unilogcorp.com), or call 484-580-8933.

## 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. For more information, visit [www.unilogcorp.com](http://www.unilogcorp.com).



996 Old Eagle School Rd.  
Suite 1119  
Wayne, PA 19087



[www.unilogcorp.com](http://www.unilogcorp.com)



[info@unilogcorp.com](mailto:info@unilogcorp.com)



484-580-8933