

FREE WORKBOOK

Would You Buy From Your Own Store?

The 20-Point Ecommerce Launch Checklist

Before you pay for traffic, find the doubts that could stop your first customer.

20

PRACTICAL CHECKS

3

PRIORITY FIXES

1

CLEARER STORE

Your store looks ready. Does it feel safe?

A stranger has no reason to trust you yet. Use this workbook to look at your store through their eyes, then turn the biggest doubts into practical fixes.

01

Open one product on your phone.

Choose the product you most want to sell. Allow about 20 minutes for a first pass.

02

Score what a visitor can verify.

Give each check 1 point only when it passes. Missing or uncertain = 0. Record evidence as you go.

03

Choose three fixes.

Start with buying blockers, then missing decision information. Retest after making your changes.

YOUR BASELINE

____ / **20**

- | | |
|--------------|----------------------------------|
| 0-9 | Several visible gaps to address |
| 10-15 | Tighten the buying journey |
| 16-20 | Fewer visible gaps; keep testing |

This is our practical audit rubric, not a validated sales predictor or legal compliance score. Payment failure, wrong totals, broken checkout or misleading product information must be resolved even with a high score.

Make the product easy to say yes to.

A good product page answers questions before they become doubts.

01 Clear offer ☐

Could a stranger explain what this product is and who it helps after a quick look?

Fix: Use a descriptive product name and one specific, truthful benefit.

02 Useful visuals ☐

Can someone see the details, scale or fit they need to judge the product?

Fix: Show front, back and relevant details. Add the missing view, not another near-identical photo.

03 Decision details ☐

Are materials, sizing or dimensions, contents and relevant limitations easy to find?

Fix: Answer the three questions a customer is most likely to ask before buying.

04 Unambiguous price ☐

Are currency, variant price changes and discount conditions clear?

Fix: Remove conflicting prices. Check every variant, not just the default.

Replace vague “premium quality” with verified details: materials, dimensions, contents or a specific use.

SECTION SCORE

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Remove the reasons to hesitate.

Trust comes from clear answers, not a row of decorative badges.

05 Real seller identity ☐

Can visitors identify the seller and find a usable contact route?

Fix: Show accurate business details and a visible Contact link.

06 Delivery expectations ☐

Do customers know where you ship and when an order is likely to arrive?

Fix: Add realistic dispatch and delivery estimates near the buying action.
Explain tracking where available.

07 Costs before commitment ☐

Are shipping rules and known extra charges explained before checkout?

Fix: Put a short shipping summary near the price; confirm that checkout calculates the correct total.

08 Understandable returns ☐

Can customers find return steps, conditions, contact details and applicable rights?

Fix: Link a readable returns policy from product pages and the footer.

Never invent reviews, certifications or trust badges. Check legal requirements for your own products and market.

SECTION SCORE

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Let the phone customer finish.

Run the buying journey on a real phone, from product to confirmation.

09 Clean mobile layout ☐

Are important words and buttons visible without overlapping widgets?

Fix: Check menus, variant selectors, cookie notices and cart drawers on a real phone.

10 Obvious buying action ☐

Can a customer select the right variant and understand stock availability?

Fix: Make Add to cart easy to find. Remove ambiguity around sold-out or unavailable options.

11 Working cart ☐

Do quantities, variants, prices and item removal update correctly?

Fix: Add two different items. Change quantities, remove one and check the total.

12 Tested checkout ☐

Have you verified shipping, payment, totals, confirmation and notifications?

Fix: Use the platform's test mode where available. Record exactly what you tested and retest after changes.

STOP: a broken checkout, wrong total or failed payment is a launch blocker, regardless of your score.

SECTION SCORE

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Give visitors a clear path.

Every page should help someone understand the offer or take the next step.

13 Useful homepage ☐

Does the homepage explain the offer and lead to relevant products?

Fix: Replace a vague hero slogan with one concrete sentence and a useful shop link.

14 Simple navigation ☐

Are Shop, About and Contact easy to find, with understandable categories?

Fix: Remove broken links and empty destinations. Use words customers recognise.

15 Focused product page ☐

Does the main content support this product's buying decision?

Fix: Keep the core offer together. Move unrelated or secondary content below it.

16 Comfortable loading ☐

Do the product and buying action appear without an obvious delay on your connection?

Fix: Compress oversized images, remove unnecessary apps and retest on your phone.

Quick test: can someone reach your main product from the homepage without asking where to tap?

SECTION SCORE

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Help the right customer find you.

Describe the product in the language a customer would use.

17 Specific page titles

☐

Does each important page have a distinct title that describes its content?

Fix: Example: “Seamless High-Waist Leggings | Store Name” instead of “Product”.

18 Clear search summary

☐

Does the meta description accurately explain why someone should visit?

Fix: Mention the product, audience and a verified differentiator. Search engines may show another snippet.

19 Helpful image descriptions

☐

Does informative image alt text describe what the image communicates?

Fix: Example: “Black high-waist leggings, rear view”. Avoid keyword lists; decorative images need different handling.

20 Public, discoverable pages

☐

Do key pages open publicly, with working internal links and suitable indexing settings?

Fix: Check for accidental launch passwords or noindex settings. Public access does not guarantee indexing.

SEO can support discovery. This checklist does not guarantee rankings, traffic or sales.

SECTION SCORE

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YOUR ACTION PLAN

Fix these three things first.

Do not rebuild everything. Make one observable improvement at a time.

Priority order: broken buying functions or inaccurate claims → missing decision information → visual polish.

FIX 01

Issue + evidence

The change I will make

How I will verify it

FIX 02

Issue + evidence

The change I will make

How I will verify it

FIX 03

Issue + evidence

The change I will make

How I will verify it

Example: Delivery timing is missing → add a realistic estimate beside the purchase button → reopen the product on a phone and confirm the estimate is visible.

TEST YOUR CHANGES

Run the stranger test.

Ask someone unfamiliar with your store to open one product on a phone.

Do not coach them. Notice where they pause, ask questions or lose confidence.

1. What is this product, and who is it for?
2. What will the full order cost?
3. When should it arrive?
4. What would make you hesitate?
5. Can you reach checkout without help?

BIGGEST HESITATION

Before: ____ / 20

After: ____ / 20

Next test date: _____

BONUS: A PRODUCT-PAGE COPY STARTER

[Product] helps [audience] with [specific use]. Includes [verified contents]. Choose [variant guidance]. Delivery: [realistic estimate]. Returns: [plain summary + policy link].

Replace every bracket with real facts. Avoid unsupported promises.

Build your next experiment.

You have a baseline. Now give your next customer a clearer reason to trust your store.

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YOUR 20-POINT RECAP

TOTAL: ____ / 20

- | | |
|---|--|
| ☐ 01 Clear offer | ☐ 11 Working cart |
| ☐ 02 Useful visuals | ☐ 12 Tested checkout |
| ☐ 03 Decision details | ☐ 13 Useful homepage |
| ☐ 04 Unambiguous price | ☐ 14 Simple navigation |
| ☐ 05 Real seller identity | ☐ 15 Focused product page |
| ☐ 06 Delivery expectations | ☐ 16 Comfortable loading |
| ☐ 07 Costs before commitment | ☐ 17 Specific page titles |
| ☐ 08 Understandable returns | ☐ 18 Clear search summary |
| ☐ 09 Clean mobile layout | ☐ 19 Helpful image descriptions |
| ☐ 10 Obvious buying action | ☐ 20 Public, discoverable pages |

Join the conversation: Which check exposed your biggest gap? Tell us in a video comment - and use it as your next experiment.

Educational workbook. Confirm legal and platform requirements for your business. No guaranteed sales or rankings.
Storefront Experiments | v1.0