

# Ecommerce Housekeeping Checklist

How good is your ecommerce housekeeping? No matter how busy your sales are, there are always plenty of housekeeping tasks you can be working on NOW to make sure your ecommerce business is in the best possible place!

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## Your ecommerce website

- Visit your website on mobile in an incognito browser
- Browse the homepage, category pages and product pages
- View your shipping and returns policy
- Create a customer account
- Purchase something - how good is the checkout experience?
- Check inbox for email notifications after placing an order
- Check that it arrived on time, and was the correct order
- Try to return the item - how good is your returns process?
- Repeat all of the above, but on a desktop

## Your competitor's ecommerce website

- Visit your competitor's website on mobile
- Browse their homepage, category pages and product pages
- View their shipping and returns policy
- Create a customer account
- Purchase something - how good is their checkout experience?
- Check your inbox for email notifications after placing an order
- Check that it arrived on time, and was the correct order
- Try to return the item - how good is their returns process?
- Repeat all of the above, but on a desktop

## Data Accuracy

- Check that the data being reported in Google Analytics, is as accurate
- Make sure your GTM tags are firing the correct information to GA

## Your social media channels

- Do the social links on your website go to the right place, and open in a new tab?
- Check your Facebook page bio
- Click the link to your website from your Facebook page
- Check your Twitter page bio
- Click the link to your website from your Twitter profile
- Check your Instagram page bio
- Click the link to your website from your Instagram page
- Check your Pinterest page bio
- Click the link to your website from your Pinterest page

## Website admin

- Review your integrations and plugins - do they all work?
- Update any integrations that need updating (take advice from your dev before updating)
- Check with your dev that you actually require every integration/plugin
- Remove any redundant apps and/or extensions
- Check to see if there are better apps/extensions that you can upgrade to
- Check your user accounts - can you remove any old accounts?

## Forward planning

- Start planning your activity in blocks using our Weekly Campaign Planner
- Start writing marketing content now, ready for creative and distribution in future
- Communicate your plans with your existing audience

## About Veeqo

Veeqo is the inventory and shipping platform for ecommerce. Brands like Brompton, BrewDog, Castore and The Harry Potter Store use Veeqo to help deliver the experience their customers deserve. Try Veeqo free for 14 days!

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



## About Digital Six

Digital Six are specialists in ecommerce website design, development and marketing. They work with PWA Studio, Magento, Shopify Plus to find the best possible ecommerce solutions for their clients.

[www.digitalsix.co.uk](http://www.digitalsix.co.uk)

