



ONLINE STORE CONVERSION READINESS CHECKLIST

Is Your Online Store Ready to Convert?

Review the details that can make buying easier: product information, mobile navigation, delivery charges, payment options, and checkout.

How to use: For each statement, mark Yes, Needs Work, or Not Applicable. Add a note when you find an issue. Review the findings with your team and choose your next three improvements.

01 Product Information & Trust

REVIEW STATEMENT	YES	NEEDS WORK	N/A
1. Product titles clearly identify what we sell.	☐	☐	☐
2. Product descriptions explain important features, sizes, materials, or specifications.	☐	☐	☐
3. Images accurately show products from useful angles.	☐	☐	☐
4. Stock availability and product variants are clear before checkout.	☐	☐	☐
5. Reviews, contact information, and relevant policies are easy to find.	☐	☐	☐

Notes / evidence: _____

02 Mobile Navigation & Usability

REVIEW STATEMENT	YES	NEEDS WORK	N/A
6. Our online store is easy to navigate on a mobile phone.	☐	☐	☐

REVIEW STATEMENT	YES	NEEDS WORK	N/A
7. Visitors can find products through clear categories, search, or filters.	☐	☐	☐
8. Text, buttons, and product options are easy to read and tap.	☐	☐	☐
9. Product pages load reliably on common mobile connections.	☐	☐	☐
10. Important actions, including Add to Cart, are easy to find.	☐	☐	☐

Notes / evidence: _____

03 Pricing, Delivery & Returns

REVIEW STATEMENT	YES	NEEDS WORK	N/A
11. Product prices and applicable taxes are clearly displayed.	☐	☐	☐
12. Delivery charges or a clear way to calculate them appear before final payment.	☐	☐	☐
13. Delivery coverage and estimated timeframes are explained.	☐	☐	☐
14. Returns, refunds, and exchange conditions are accessible.	☐	☐	☐
15. Discounts and promotional offers show clear eligibility and conditions.	☐	☐	☐

Notes / evidence: _____

04 Cart, Checkout & Payment

REVIEW STATEMENT	YES	NEEDS WORK	N/A
16. Adding products to the cart works correctly on mobile and desktop.	☐	☐	☐
17. Customers can review and edit cart items without confusion.	☐	☐	☐
18. Checkout asks only for information needed to complete an order.	☐	☐	☐

REVIEW STATEMENT	YES	NEEDS WORK	N/A
19. Available payment methods and any payment limitations are clear.	☐	☐	☐
20. We have successfully tested a full order from product page to confirmation.	☐	☐	☐

Notes / evidence: _____

05 Enquiries, Support & Reassurance

REVIEW STATEMENT	YES	NEEDS WORK	N/A
21. Customers can easily contact us when they have a question.	☐	☐	☐
22. Delivery, payment, and product questions have clear answers.	☐	☐	☐
23. Error messages explain how customers can resolve problems.	☐	☐	☐
24. Order confirmation tells customers what happens next.	☐	☐	☐
25. Support and follow-up processes are clear to our team.	☐	☐	☐

Notes / evidence: _____

06 Measurement & Ongoing Improvement

REVIEW STATEMENT	YES	NEEDS WORK	N/A
26. We can measure completed purchases or other key conversion actions.	☐	☐	☐
27. We regularly check for broken links, failed forms, and checkout issues.	☐	☐	☐
28. We review mobile and desktop performance separately where useful.	☐	☐	☐
29. We look at abandoned carts and customer feedback for recurring issues.	☐	☐	☐
30. We prioritise improvements using evidence rather than assumptions.	☐	☐	☐

Notes / evidence: _____

CHOOSE YOUR NEXT THREE ACTIONS

Start with issues that prevent customers from completing an order. Then address trust, usability, and ongoing improvements.

Priority 1

What needs improvement? _____

What evidence shows the problem? _____

What action will we take? _____

Who is responsible? _____

Target completion date: _____

How will we check whether it helped? _____

Priority 2

What needs improvement? _____

What evidence shows the problem? _____

What action will we take? _____

Who is responsible? _____

Target completion date: _____

How will we check whether it helped? _____

Priority 3

What needs improvement? _____

What evidence shows the problem? _____

What action will we take? _____

Who is responsible? _____

Target completion date: _____

How will we check whether it helped? _____

Need help reviewing your findings?

Request a Retail Growth Audit from Prodigmar to discuss your online store, customer journey, and practical next priorities.

Visit Prodigmar: <https://prodigmar.com/>

This checklist is a planning aid, not a benchmark or prediction of business performance.