

40 checks for your store before peak season

The list Cart-Power uses to go through client stores before November. An unchecked item is work worth finishing before peak sales.

IN SHORT

How to use it

BLOCKS

8

From load and backups to privacy documents.

ITEMS

40

Each takes a few minutes to check.

SELF-CHECK

2–3 hours

You need access to the admin panel and hosting.

FOR WHOM

Owner and developer

A manager checks some items, a developer the rest.

CHECKLIST

Checks by block

Tick the items that are done. Blocks can be split between team members.

LOAD AND HEADROOM

6 ITEMS

- ☐ You know the headroom: how many visitors the store handles before response time grows
- ☐ The catalog and checkout have been load-tested
- ☐ The request rate is limited for scrapers and crawlers
- ☐ Filter combinations are closed to bots
- ☐ The catalog and categories are served from cache, cache hits are checked
- ☐ Imports and background jobs do not block the storefront

BACKUPS

5 ITEMS

- ☐ The database and files are backed up daily and stored off the store server
- ☐ A restore has been tested on a copy, the restore time is known
- ☐ Copies from yesterday and from a month ago are kept
- ☐ Hosting and domain access is written down and not tied to one person
- ☐ The domain and SSL are renewed at least six months ahead

SPEED**6 ITEMS**

- ☐ Time to first byte of the home and product pages is measured on mobile internet
- ☐ A catalog page weighs under 3 MB
- ☐ Images are served as WebP with lazy loading
- ☐ Static caching and compression are on
- ☐ Search and filters are tested on the full catalog
- ☐ Chats and pixels do not block page rendering

CATALOG AND CONTENT**5 ITEMS**

- ☐ Stock and prices are updated for the season, no ghost products
- ☐ Seasonal categories have copy and meta tags
- ☐ The product page shows delivery time and return terms
- ☐ Filters cover seasonal demand: sizes, purpose, what is included
- ☐ Duplicate product pages and canonical URLs are checked

PAYMENT AND SHIPPING**5 ITEMS**

- ☐ A real payment is tested with every connected method
- ☐ Refunds and partial refunds are tested
- ☐ Shipping services return times and costs, there is a fallback option
- ☐ A shipping service outage does not freeze checkout
- ☐ Order notifications reach the customer and the manager

ANALYTICS AND LEADS**5 ITEMS**

- ☐ Analytics fires for every visitor, including those who ignore the cookie banner
- ☐ Order and lead goals are checked with a real submission
- ☐ Ad parameters reach the order and are not lost on redirects
- ☐ Request emails arrive: checked from an outside mailbox
- ☐ E-commerce tracking passes the order items and total

SECURITY AND ACCESS**4 ITEMS**

- ☐ Platform and PHP versions are supported and receive updates
- ☐ The admin panel has a second factor, no accounts of former staff
- ☐ File permissions are closed, test copies are not reachable from outside
- ☐ Login logs are on and reviewed

LEGAL AND DOCUMENTS**4 ITEMS**

- ☐ A privacy policy is published
- ☐ Every form and the checkout ask for consent
- ☐ The cookie banner gives a choice: accept all cookies or only the necessary ones
- ☐ Seller details and terms of sale are reachable from any page

More than five items unchecked? That is a reason to audit the store before the season. The express check is free: we send a one-page review of what needs attention first.

Cart-Power

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FREE EXPRESS CHECK

Online store audit at cart-power.com