

Work plan after the audit: 148 hours in three stages

A Cart-Power sample following a comprehensive audit of a store with 9,000 products. Stage one closes every urgent finding in 34 hours.

IN SHORT

The plan in numbers

FINDINGS

63

9 urgent, 19 important,
35 nice to have.

IN THE PLAN

28

All urgent and
important ones,
grouped into 15 jobs.

SCOPE

148 h

\$4,440 at \$30 per
hour.

HORIZON

3 months

Three stages, each
starts when you
confirm it.

APPROACH

The order of work

Jobs that stop losing money and data come first.

Stage one stops the losses

Distorted analytics, an open site copy, bot load, GDPR requirements. Short jobs with an effect in the first week.

Stage two removes the limits to growth

Catalog speed and keywords. The effect builds up over 4–8 weeks.

Stage three: conversion and resilience

The cart, the shipping step and the platform upgrade.

Nice-to-have findings stay out of the plan

35 of 63 findings do not affect revenue or create risks. It pays to postpone them.

1

MONTH 1 • 34 H

Stop the losses

The effect shows in the first week.

WORK	WHAT CHANGES	HOURS
Move the tracking code out of the consent handler	Analytics sees every visitor, ads are optimized on correct data	2
Close the test copy and remove it from the index	Orders do not leak, the copy no longer competes with the live site	3
Cut off scrapers crawling the catalog	Catalog response at peak hours is back to 1 s	6
Privacy policy, consents in forms, cookie banner	Data processing follows GDPR	4
Second factor in the admin, account cleanup	The admin panel is protected from password guessing	5
Off-server backups and a restore test	Restore time is known, the copy is stored apart from the store	8
Check that form requests reach the inbox	Form requests arrive and do not end up in spam	6
Month total • \$1,020		34

Stage 2 starts when you confirm it. You can stop after stage one: the urgent risks are already closed.

2

MONTH 2 • 74 H

Remove the limits to growth

The effect builds up over 4–8 weeks.

WORK	WHAT CHANGES	HOURS
Catalog and category cache	The catalog is served from cache, the database is unloaded	10
Database query optimization	Filters and search respond faster on the full catalog	8

WORK	WHAT CHANGES	HOURS
Images: WebP and lazy loading	Home page from 7.8 to 2.5 s, product page from 5.1 to 1.9 s	10
Meta tags for 1,800 categories	Categories rank for seasonal demand	18
Copy for seasonal categories	Seasonal categories get search traffic	14
Canonical URLs and duplicate cleanup	Search engines do not waste crawling on junk URLs	14
Month total • \$2,220		74

Stage 3 starts when you confirm it. Before stage three we compare speed and rankings with the measurements taken before the work.

3

MONTH 3 • 40 H

Conversion and resilience

Closes the remaining important findings.

WORK	WHAT CHANGES	HOURS
Cart and the shipping step	The shopper sees delivery time and cost before paying	22
Platform and PHP upgrade	The store gets security updates again	18
Month total • \$1,200		40

SUMMARY

Scope and cost by month

MONTH 1	MONTH 2	MONTH 3	THREE MONTHS
34 h	74 h	40 h	\$4,440
\$1,020	\$2,220	\$1,200	148 hours at \$30 per hour

Rate: \$30 per hour. The audit fee is credited toward the work if it starts within a month after the report.

PLAN BOUNDARIES

What we deliberately leave alone

Storefront redesign

The current theme copes. The bottlenecks are speed and purchase scenarios; a redesign would carry them into a new layout.

Moving to another platform

The problems found can be solved on the current CS-Cart version. A move makes sense when the platform limits your sales logic.

Rebuilding the catalog

The structure handles the load. The catalog needs copy and filters.

Cart-Power

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FREE EXPRESS CHECK

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