

Website Structure and Usability:	Yes	No
Do you have clear and easy navigation on your website?	<input type="checkbox"/>	<input type="checkbox"/>
Are you featuring different products and collections on your homepage?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a clear call to action in above the fold section on your website?	<input type="checkbox"/>	<input type="checkbox"/>
Is your website fully responsive on all devices (desktop and mobile friendly)?	<input type="checkbox"/>	<input type="checkbox"/>
Is your website loading fast?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have any broken links?	<input type="checkbox"/>	<input type="checkbox"/>
Is your website accessible to everyone and according to your local laws and regulations?	<input type="checkbox"/>	<input type="checkbox"/>

Website Features, Add-ons and Functionalities:	Yes	No
Do you have a clear search engine? Auto-complete suggestion recommended.	<input type="checkbox"/>	<input type="checkbox"/>
Do you have the right filters and tags?	<input type="checkbox"/>	<input type="checkbox"/>
Did you remove/delete any unnecessary apps or add-ons?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have an app to collect product reviews and customer testimonials?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have an app to upsell or cross-selling products on your website?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have or require live chat customer support?	<input type="checkbox"/>	<input type="checkbox"/>

Website Content & SEO:	Yes	No
Do you have heading tags (H1 - H2 - H3 - ...) correctly?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have one H1 on each page?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have proper product titles? (max 60 chars)	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a proper product and meta description?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have all images optimized with alt-tags and file names?	<input type="checkbox"/>	<input type="checkbox"/>
Are you optimizing your blog section?	<input type="checkbox"/>	<input type="checkbox"/>

Website Analytics:	Complete	Pending
Check your top-performing pages and try to collect some insights.	<input type="checkbox"/>	<input type="checkbox"/>
Check your traffic sources and try to collect some insights.	<input type="checkbox"/>	<input type="checkbox"/>
Check your conversion analytics and measure rates.	<input type="checkbox"/>	<input type="checkbox"/>
Check your Google Analytics and Google Search Console.	<input type="checkbox"/>	<input type="checkbox"/>
Check any relevant tracking codes.	<input type="checkbox"/>	<input type="checkbox"/>

Conversions:	Yes	No
Do you have a clear call to action on every page?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a clear pricing tag? (for ecommerce businesses)	<input type="checkbox"/>	<input type="checkbox"/>
Do you have clear policies? (Shipping, Return, Refund, Terms, Privacy)	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a clear contact us form?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have customer testimonials and product reviews?	<input type="checkbox"/>	<input type="checkbox"/>