

eCommerce Site Audit Checklist

43 checks across performance, SEO, conversion, security, accessibility and analytics, with a scoring sheet to turn results into a ranked fix list.

Store	_____	Platform and version	_____
Audit date	_____	Scorer	_____

How to score

Score	Meaning
2	Meets the pass standard, with evidence someone else could check (report, screenshot, export)
1	Partly meets it: passes on desktop but not mobile, on some templates but not all, or passed once with no check since
0	Fails, or nobody can produce evidence. Unknown scores 0.

For anything scored below 2, mark **severity** (3 = revenue, card data or compliance exposed now; 2 = measurable loss in conversion, crawl coverage or speed; 1 = hygiene) and **effort** (S = configuration change or under a day; M = fits in one sprint; L = a project with its own plan). Rows shaded and marked **G** are gate checks: a gate scored 0 turns its whole area Red.

Run it in five sessions

Session	What you do	Checks it covers
1. Desk review	Search Console, PageSpeed Insights field data, analytics revenue against the platform's order export	P1, S1, S5, S8, D1
2. Crawl	Crawl the storefront with a mobile user agent; export canonicals, status codes and redirects	P5, P7, S2, S3, S4, S6, S7, X9, A5
3. Checkout run	Place real test orders across devices, payment methods and customer types, then refund them	C1 to C7, X2, X8, A1 to A4, D2, D3, D4
4. Admin and infrastructure	Versions, patches, user accounts, extensions, cache, cron, backups, load test	P2, P3, P4, P6, P8, X1, X3 to X7, D6
5. Data parity	Compare storefront price, stock and specs with the ERP or PIM for a sample of SKUs	D5

Performance (8 checks, max 16 points)

ID	G	Check	Pass standard	Score	Sev	Effort	Owner
P1		Core Web Vitals, key templates, mobile	LCP $\leq$ 2.5 s, INP $\leq$ 200 ms, CLS $\leq$ 0.1 at the 75th percentile of real page loads				
P2		Uncached server response	TTFB $\leq$ 0.8 s on category and product pages				
P3		Page cache hits and invalidation	Repeat views cached; imports purge only affected pages				
P4		Third-party script inventory	Owner, purpose and review date for every script				
P5		LCP element	In initial HTML, not lazy-loaded, sized for the viewport				
P6	G	Load test at forecast peak	Search, cart and checkout hold with agreed headroom and no errors				
P7		Back/forward cache	Category and product pages eligible, or blocker documented				
P8		Background jobs	Cron and queue workers on schedule, no growing backlog				

SEO (8 checks, max 16 points)

ID	G	Check	Pass standard	Score	Sev	Effort	Owner
S1	G	Money pages indexable	No noindex, robots block or off-page canonical; staging not indexed				
S2		Faceted navigation	Filters blocked or indexed by rule; empty combinations return 404				
S3		Canonicals	One canonical URL per product				
S4		Pagination	Unique URL and own canonical per page; plain <a href> links				
S5		Product structured data	Offers match visible price; availability, shipping and returns added				
S6		Out-of-stock and discontinued	Temporary stays live; permanent redirects to a replacement				
S7		Redirects	One hop maximum; no loops; internal links updated				
S8		XML sitemap	Canonical, indexable, 200 URLs only; submitted in Search Console				

Conversion (7 checks, max 14 points)

ID	G	Check	Pass standard	Score	Sev	Effort	Owner
C1	G	Checkout test matrix	Every payment method, device and customer type completes and reaches the OMS or ERP				
C2		Payment decline recovery	Clear message; cart and address kept; retry possible				
C3		Site search	Top 20 queries relevant; SKU search exact; zero results tracked				
C4		Price consistency	Same price on product page, cart, checkout and email				
C5		Stock and delivery messaging	Consistent across product page, cart and confirmation				
C6		Transactional email	Arrives in minutes, lands in the inbox, passes SPF, DKIM and DMARC				
C7		Conversion killers	No severity 3 finding in the 10-point CRO audit				

Security and compliance (9 checks, max 18 points)

ID	G	Check	Pass standard	Score	Sev	Effort	Owner
X1	G	Supported release, latest patch	Inside vendor support; latest security patch applied				
X2	G	Payment page scripts	Inventory, authorization, integrity (PCI DSS 6.4.3); change and tamper alerts (11.6.1), or documented SAQ A route				
X3		Admin access	Named accounts, 2FA for all, leavers removed, non-default path				
X4		Extensions and apps	Owner and maintained source for each; unused ones removed				
X5		Malware scanning	Server-side, scheduled, latest result clean, alerts monitored				
X6		Credential rotation	Rotated after critical bulletins and staff or agency changes				
X7		Backups and restore	Full restore tested this quarter				
X8		Abuse protection	Rate limits or bot checks on login, sign-up and payment; decline-spike alert				
X9		TLS and headers	HTTPS everywhere, HSTS, no mixed content				

Accessibility (WCAG 2.2 AA) (5 checks, max 10 points)

ID	G	Check	Pass standard	Score	Sev	Effort	Owner
A1	G	Keyboard-only checkout	Product page to confirmation by keyboard, with visible focus				
A2		Form labels and errors	Labeled fields; errors described in text				
A3		Target size	24 by 24 CSS pixels or the spacing exception				
A4		Re-entry and login	Billing reuses shipping; paste and password managers allowed; no puzzle-only CAPTCHA				
A5		Images and contrast	Descriptive alt text; 4.5:1 text contrast				

Analytics and data (6 checks, max 12 points)

ID	G	Check	Pass standard	Score	Sev	Effort	Owner
D1	G	Revenue reconciliation	Analytics vs platform revenue gap explained and stable				
D2		Ecommerce events	Funnel events in order; transaction ID on purchase and refund				
D3		Consent	No consent-dependent tag fires before consent				
D4		Post-purchase tracking	Confirmation-page pixels fire				
D5		Product data parity	50-SKU sample matches the ERP or PIM				
D6		Account ownership	Company owns analytics, tag manager, DNS, CDN and payment accounts				

Scoring sheet

Area	Checks	Max points	Points	Score %	Gate at 0?	Status (Green / Amber / Red)
Performance	8	16				
SEO	8	16				
Conversion	7	14				
Security and compliance	9	18				
Accessibility (WCAG 2.2 AA)	5	10				
Analytics and data	6	12				
Total	43	86				

Area score = points earned ÷ max points × 100. **Green**: 80% or higher. **Amber**: 50% to 79%. **Red**: below 50%, or any gate scored 0.

Fix order

	Effort S	Effort M	Effort L
Severity 3	Fix now	This sprint	Start planning now; interim control this week
Severity 2	This sprint	Next sprint	Roadmap
Severity 1	Batch with related work	Backlog	Drop, or fold into the next rebuild

During a peak-season code freeze, ship only severity 3 fixes and configuration changes you can roll back in minutes.

Need a second team on any area? Atwix runs performance, SEO, security, UX and technical audits on Adobe Commerce, Magento Open Source, Shopify Plus, Shopware and BigCommerce. Send us your completed scoring sheet and we'll scope the audit around the checks that scored 0: atwix.com/contact