

5-Point Website Evaluation

Start Your Business Transformation

As you start your ecommerce business transformation, your first priority should be optimizing your website to drive topline revenue. This website evaluation can give you a snapshot of your online selling potential and help you identify where you should invest to make your business more agile, efficient, and profitable.

Use this 5-point evaluation to investigate key areas of your current ecommerce front-end and back-end operation for potential improvements.

How to Grade Your Store: Answer “Yes” or “No” for each benchmark below. You earn 1 point for every “Yes”. When finished, total up your points to find out where you need to focus to optimize your site for revenue and growth.

1 Site Performance

Your website must demonstrate the ability to bring in solid traffic and keep visitors on the page.

- **Traffic Quantity:** Look at metrics like total users and new users. Is your website drawing enough traffic to sustain your business?
- **Traffic Quality:** Examine site metrics like “Pages per Session” and “Time on Page” to find out if your site is attracting high-quality traffic.. Are shoppers navigating through your web pages, engaging with your content, and spending time on your website?
- **Goal Completions:** Check your conversion rate to find out if your shoppers are doing what you actually want them to while on your site. Are your goal completions (orders, email captures, etc.) hitting the numbers you defined?
- **Website Exits:** Look at where your shoppers leave your site to identify areas of potential improvement. Do you have a pulse on the places you’re losing visitors?
- **Cart Abandonment:** Are you actively working to minimize your site’s cart abandonment rates?

Yes No

2 Product Merchandising

Today’s online shopper is accustomed to features like **interactive product visualizers**, compelling videos, and tailored recommendations. Your website must enable you to implement these features with ease and agility.

- **Product Search:** Do your shoppers have access to a comprehensive and faceted search tool to find what they’re looking for?
- **Channels:** Are you able to offer every SKU/product in your catalog on your site, for any buyer (B2B or B2C)?
- **Agility:** Are are able to launch new website pages, campaigns, and website features quickly?
- **Product Visualization:** Can shoppers browse your products with the same detail they would get in a physical store?
- **Recommendations:** Do you display relevant products and product bundles based on your shoppers’ habits?

Yes No

3 Front-End Experience

User experience is the difference between a shopper staying on your site and migrating to a competitor. Optimizing the customer-facing user-friendly combination of visuals, speed, and accessibility, and simplicity can go a long way toward boosting **customer lifetime value**.

- **First Impressions:** Does your **ecommerce website** give potential customers a positive impression of your brand?
- **Ease of Use:** Does your website provide a user-friendly experience with simple navigation, readable information, and quick load speeds?
- **Site Structure:** Does your site allow visitors to easily navigate with a logical layout and clear calls to action?
- **Mobile-Responsiveness:** Does your website experience on a mobile device mirror the functionality and branding of your desktop site?
- **Trust Signals:** Do you have any social proof, testimonials, and clear contact information that encourages visitors to trust your brand and products?

Yes No

4 Checkout Process

Your checkout process must be simple, transparent, and focused on one thing: moving shoppers effortlessly through the buying journey.

- | | Yes | No |
|---|--------------------------|--------------------------|
| • Path to Purchase: Does your checkout allow you to lower the amount of clicks necessary to complete a purchase? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Subscriptions: Do you offer subscriptions and automatic reordering to maximize the value of every purchase? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Streamlined Experience: Is your checkout process secure and free of any distractions and time-consuming order fields? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Flexible Payment Options: Can your customers use their preferred payment method to purchase your products? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Upselling: Are you able to you take advantage of upselling opportunities like related products and cross-selling to boost your revenue? | <input type="checkbox"/> | <input type="checkbox"/> |

5 Back-end capabilities

An efficient back end provides the integration, automation, and support you need to fulfill orders and adapt to shifting customer needs, and industry changes your company will experience as it grows.

- | | Yes | No |
|--|--------------------------|--------------------------|
| • Automation: Are your background operations (orders, fulfillment, lead collection, sales tax calculations, etc.) automated efficiently to avoid laborious, error-prone manual processes? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Orders: Do all your back-office systems and integrations work together seamlessly to allow you to fulfill orders even during peak times? Can your sales tax solution handle an influx of orders during peak shopping seasons? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Platform Support: Does your ecommerce platform provider offer the support and expertise you need to grow a profitable online business? Can your sales tax solution handle an influx of orders during peak shopping seasons? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Fulfillment: Are you able to implement new fulfillment models like buy online, pickup in store (BOPIS)? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Functionality: Does your ecommerce platform let you sell the way you want to without heavily relying on third-party or custom-built solutions to make things work? Is your sales tax provider ensuring the sales tax rates and product tax codes in their database are kept up to date? | <input type="checkbox"/> | <input type="checkbox"/> |

Total Score: /25



>10 (Needs Immediate Attention): You may be experiencing limitations in your growth, seeing breakages on your website, and/or encountering complexities as you're taking on more orders. Use this evaluation to identify customer deterrents in your front-end experience and bottlenecks in your back-end systems and find out where you're losing revenue and missing out on critical opportunities. Consider scheduling a business transformation evaluation (see below).



11-19 (Requires Future Attention): Your business is operating with relative success and agility, but there are signs that you need to keep business transformation on your radar. Start taking a look at your capacity for fulfilling orders, the efficacy of your apps and plugins, and the scalability your current processes. Consider where you can automate processes to free up your team's time to focus on continuing to grow your business.



20-25 (Good At This Time): Your business has the agility to make the most of opportunities that come and the flexibility to handle growth and innovation. Use this evaluation to identify any areas where you might be lacking and create an action plan for future investment.



**Get a Free Business
Transformation Evaluation**

Call Miva (866) 605-9890 or contact sales@miva.com

**Ready to scale your
business for the future?**

Get compliant and stay compliant by automating your sales tax management with TaxJar. **[Start your free trial today.](#)**