PRACTICAL RESOURCE / ECOMCOACH

Before You Buy More Traffic - Ecom Coach

By Ashley Kays | ecomcoach.xyz

Store + Period Reviewed:

Main Customer + Product:

[ ] Acquisition message matches the landing page.

[ ] Product benefits, limitations, sizing, and compatibility are clear.

[ ] Mobile purchase controls and essential information are usable.

[ ] Shipping costs and delivery expectations are visible before surprise.

[ ] Returns and support information are easy to find.

[ ] Checkout validation and payment options have been reviewed.

[ ] Welcome and recovery messages have correct entry and exit rules.

[ ] Purchasers and unsubscribed contacts are handled correctly.

[ ] Post-purchase messages support use, care, and a relevant next step.

[ ] Net revenue, discounts, refunds, and variable costs are defined.

[ ] Acquisition cost uses a clear customer and period definition.

[ ] Repeat-purchase assumptions use observed cohort behavior.

One Priority

Issue:

Evidence:

Change to test:

Owner:

Primary metric:

Guardrail:

Review date:

What result would change our next decision?

Numbers in teaching examples are illustrative, not forecasts.

Discuss your store: https://cal.com/waymakeragency/15min