AirDesigns

Framework for the Analysis and Optimization of Online Stores & Digital Businesses

by
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The 40 Point System:

Make assessment of all aspects of your business. Use the following color scheme instead of points:

Color Meanings:

Green - Good/Done/OK

Orange - Something Done / Needs more work

Red - Not done / In bad shape

Blue - Does not apply / Not Relevant

Purple - To Be Discussed / TBD

Business

1. Products
2. Business Model & Planning - Value Proposition, Monetization
3. Logistics & Supply Chain -
4. Business KPIs -
5. Budget & Expenses
6. Financing
7. Team
8. Stakeholders, Competitors & Business World
9. Management
10. Goals

Marketing

1. Marketing Strategy
2. Audiences, Personas & Targeting
3. Customer Journeys & Messaging
4. Market Analysis
5. Competitive Analysis
6. Competitive Advantages
7. Trust Factors –Reviews, Testimonials, Credentials, Security partners, Returns, Refunds, Warranty, Insurance, Buyer Protection
8. Channels & Media Planning - Search, Display, Social, Content, Email, Direct/Old School
9. Advertising
10. Branding & Design

Store

1. Software Platform
2. Hosting Infrastructure
3. Performance Infrastructure
4. Structure
5. Navigation - Departments, Categories, Subcategories, Filters, Tags, Search,
6. Design – Brand Identity, Gestalt Principles, Fundamentals of Design, Responsive
7. Pages - Home, Sub-Store, Category, Search, Product, Compare, Cart, Checkout, Contact, Legal
8. UI & UX - Navigation, Form Follows Function, Labels
9. Internationalization - Languages, Currencies, Measurement Units.
10. Shipping / Fulfilment
11. Payments - COD, Card, Payment processors, Leasing, etc.
12. Promotions - Offers, Deals of the day/week/month Discounts (Wholesale, Amounts, Timed offers), Sale offers, Gift vouchers, Promo codes
13. Selling & Upselling - Similar Products, Connected, Frequently bought with, Bundles,
14. Tracking Infrastructure
15. Advocacy Infrastructure
16. SEO – On Page, Webmaster Tools, Indexing, Micro-data & Schema.org
17. ERP - CRM - Inventory Management
18. Security
19. Automatization Infrastructure
20. Product content - Titles, Descriptions, Specs, Images, Buyer's info.

The Audit Checklist

Platform Choice

- Possible Options
- Selection Criteria
- Pros and Cons
- Recommendations

Hosting Infrastructure

- Possible Options
- Platform Requirements
- Separation of Components
- Scalability
- Selection of Providers
- Recommendations

Where is it hosted?

On what Sever?

Where is this sever?

Who is the hosting provider?

Will it hold if we triple the traffic?

Do we have application monitoring?

Security

- Monitoring
- Backups & Disaster Recovery
- HTTPS
- Security Verifiers
- Perceived Security at Checkout
- PCI Compliance

Development Environment

- Staging Environment
- Common Updates (To All sites at once)
- Country Updates
- Patches & Fixes

Software Speed/Performance Strategy

- Caching
- Compression
- Script Minification
- Lazy Loading
- CDNs
- Render Blocking & Loaders
- Page Speed Insights, webpagetest.org

Tracking Infrastructure

- E-Commerce Tracking
- Feedback Collection
- Conversion Funnels
- Click Maps, Heat Maps, Scroll Maps, Attention Maps
- Form Analytics
- Session Recording
- Events: View Category, View Product, Add To Cart, Proceed to Checkout
- Google Analytics Set up - Funnels, Search
- Facebook Pixels Set up
- Facebook Product Feeds
- Google Product Feeds

Testing Infrastructure

- A/B Testing
- Multivariate Testing

Digital Marketing Strategy

- General Marketing Strategy & Map of Campaigns
- Customer Journey
- Target Audience
- Upselling Strategy
- Google AdWords
- YouTube & Vimeo
- E-Mail
- Remarketing
- Customer Relationship Management (CRM)
- Marketing Personalization
- Marketing Automation
- Exit Popups & Emails with discounts, refurbished products.

Social Infrastructure

- Facebook Business Manager
- Facebook Pages Set up
- Facebook Advertising
- Social Agenda
- Social Automation - Buffer
- Product Feeds
- User Email Feeds
- Facebook Remarketing
- **Advocacy**
  - Purchase Sharing
  - Review Sharing
  - Testimonials
  - Social Recommendations
  - Advocacy Rewards
- Twitter Hashtags & Handles
- Instagram Hashtags
- Social Support
- Social logins - Facebook Connect & Google Login

Search Engine Optimization

- Perfectly Optimized Pages
- Staff & Management Training
- Search Ranking Factors
- Naming Conventions
- Writing Descriptions
- URLs
- SEO for Product Pages
- SEO for Categories
- Aligning with Searches (KW Tool)
- Sitemap & Robots.txt
- Microdata
- Schema.org
- Domain Authority - 15/100
- Page Authority - 15/100
- Page Titles
- Headlines & Sub Headlines
- Content
- Bold & Strong Elements
- HTML Structure

Google Infrastructure

- Google Webmaster Tools
- Google + Pages (Google My Business)
- YouTube Channels
- Google Analytics
- Google Shopping
- Google Trusted Stores
- Google AdWords
- Linking

Design Improvements

- Visual Identity: Style Guide & Color Scheme
- Responsive Design
    - Mobilegeddon
    - Navigation, Speed, Mobile UX
    - What will be different on mobile?
- Fundamental principles of design
- Gestalt Principles
- Recommendations
- UI Improvements
- Pages – Home, Category, **Product**, Cart, **Checkout**, Search, Contact, Account, Comparison, Wish List, About, FAQ

Usability, User Experience

- Navigation - Which Product is right for me?
- Structure
- Color Scheme & Psychological setup
- Psychological layout & Store Journey
- Website Personalization
- Orders - Quick, Phone

Trust Factors

- Callouts
- Credentials
- Security partners
- Returns
- Refunds
- Warranty
- Insurance
- Guarantees
- GDPR Compliance
- Buyer Protection
- Google Trusted Stores
- Third Party Authorities

Review Infrastructure

- 3rd Party Reviews Provider
- Review Collection - Site Reviews, Product Reviews
- Review Factors / Segmented Reviews
- Review Display
- Adwords Star Extensions / Product Reviews
- SEO Star Extensions

Labels – New, Bestseller, Cheapest, Highest Rated, Best Price, etc.

- Offers, Promos, Discounts, Daily Deals, Vouchers etc.

E-Mail Infrastructure

- Email Provider:
- Email Collection - Forms, Lead Magnets
- Email Segmentation
- Newsletters
- Cart Recovery
- Email Remarketing
- Email Campaign Tracking
- Client Communication
- CRM Emailing Automation
- Internal Communication.

Payment Infrastructure

- Payment Options
- Payment Providers
- PCI Compliance
- Invoicing
- Local Providers and Options
- Recommendations

Shipping

- Clearly stated on product page
- Options: Cheap & Slow, Fast & Expensive, Secure, International, Free
- Address Book

Internationalization Strategy

- Multi-stores
- Currencies & Conversion
- Languages & Translation
- International Shipping
- Taxes
- Units of Measurement

Stakeholders & Online Reputation Management (ORM)

- Partnerships
- Referrals
- Influencers
- Comparison sites
- Experts, YouTubers
- Amazon
- Ebay
- Aliexpress

Automation Strategy

- CRM - Hubspot, Salesforce etc.
- Logistics
- Marketing
- Reporting
- Macros - https://ifttt.com/

Team & Management

- Management
- Analysts and Strategists
- Store Managers
  - o Store Admins
  - o Order Handlers
- Marketing Team
  - o AdWords Team
  - o Social Media Team
  - o Content Team
  - o Reps
  - o SEO
- Technical/IT Team

- Customer Support
- Design Team
- FACE
- Scoreboard/Dashboard
- Monthly Targets
- Weekly Targets
- Themes & Priorities

Traffic & Campaigns

Search Campaigns

- Brand Search Campaigns
- General Campaigns
- Category Campaigns
- Product/Model Campaigns
- Competitor Campaigns
- Local Campaigns
- Dynamic Search Campaigns
- Typo Campaigns
- Google Shopping & Shopping Campaings
- Programmatic Campaigns

Display Campaigns

- Brand Awareness Campaigns
- Launch & Hype Campaigns
- Community Campaigns
- Direct Display
- Satisfaction Campaigns
- Lead Generation

Social Campaigns

- STEPPS Framework & Viral Content
- Social Agenda
- Community Engagement Campaigns
- Event Promotions
- Lead Generation
- Direct Conversion Campaigns
- Branding & Awareness

Referral Campaigns

- Affiliates
- Affiliate Websites
- Price Comparison Websites
- Forums & Community Campaigns
- News & Reviews Websites
- Media & PR
- Daily Deals & Coupon Websites

Influencer Campaigns

- Influencer Acquisition Strategy
- Influencer Management Platform
- Communication Strategy, Pitch, Presentation, Contract, Onboarding
- Shortlisting
- Person Responsible - Influencer Acquisition, Influencer Updates & Activation

Remarketing

- Display Remarketing
- Social Remarketing
- Email Remarketing
- App & Mobile
- TV
- Feeds…
- Dynamic Remarketing
- Brand Recollection
- Product Features & Stories
- Upselling
- Advocacy Collection
- Customer Journey Remarketing

Content Marketing

- Websites
- Media Articles
- Infographics
- Videos
- Webinars & Podcasts
- Research & Reports

- Ebooks
- Forums
- Event Speeches & Attendance
- Whitepapers
- Presentations & Lectures
- Case Studies
- Evergreen Content
- Educational
- Series
- News
- Fun

1:1 Personalisation

- Content Prediction
- Personalized Communication
- Personalized Advertising
- Rich CRM
- Geolocation
- Big Data Insight Mining
- Unique Experiences
- Customer Journeys

Content Approach

- Pages – Home, Sub-Store, Category, Product, Cart, Payment, Search, Contact, Account, Comparison, Wish List
- Content – Navigation, Category Structure, Filters, Tags, Descriptions, Keyword Research
- Images - Quality, authenticity
- SEO – On Page, Webmaster Tools, Indexing, Micro-data & Schema.org
- Reviews , 3rd Party reviews, Video reviews,
- Product comparisons and testimonials, by a 3rd party or a customer
- Trust Factors – Credentials, Security partners, Returns, Refunds, Warranty, Insurance, Buyer Protection
- Payments – Cards, Payment providers, Credit
- Shipping – Cheap, Fast, Secure, International, Free (Options are important)
- Languages & Translation
- Currencies & Conversion
- Local vs International
- Open Source vs Custom Solutions vs SaaS vs ERP
- Design – Identity, Gestalt Principles, Fundamentals of Design
- Mobile Version & Responsive Design

- Labels – New, Bestseller, Cheapest, Highest Rated, Best Price, etc.
- Offers, Promos, Discounts, Daily Deals, Vouchers etc.
- Advertising – Google, Facebook, Display Platforms, Remarketing Platforms,
- Tracking Infrastructure & Analysis – Analytics, Conversions, Conversion Funnels, Events, Form Analytics, Heat maps, Click maps, Scroll maps, Attention maps, E-Commerce.
- Usability & User Experience (UX) – Testing, Customer Development, Feedback Collection
- Stakeholders - Partnerships, Referrals, Comparison sites, Feed export sites/Aggregators
- Site Speed – Caching, Compression, Script Minification, Lazy Loading, CDNs, Render Blocking & Loaders, Page Speed Insights, webpagetest.org
- Social – Facebook, G+, Twitter
- Video
- Email – Mailchimp.
- Automation – CMS, CRM, HRM, MOM, POS, FRM, DMS, MRP.
- Hosting & High Scalability – Managed, Cloud, SaaS

Consulting services

Our team offers advice to online business owners and entrepreneurs in the field of e-commerce. Our experience is based on over 8 years in the field. We have worked on projects such as kidso.bg, trendo.bg, zizito.com, and others.

Some of the directions are:

- **Launching an online store** - what platform is suitable for specific cases, what opportunities the market offers, how to test the niche and all other issues related to laying the foundations for sustainable and successful development.

- **Update / migration / redesign** to new platform - upgrading your site to a more cutting-edge look and feel, improved and frictionless user experience across multi-channels and platforms

- **Add new functionalities** – As your company grows, nothing scales automatically. We can help automate business processes, add new features and functionalities, and integrate with 3rd party services and tools like ERP, email marketing platforms, user trackings, A/B testing

- **Brand development** - how consumers can remember your name, share a pleasant shopping experience and lead new potential customers.

- **Usability and user experience in the online store** - how users use your online store. Are there aspects that make it difficult for them or prevent them from completing their orders? We can do an audit.

- **Onpage search engine optimization** - one of the strongest sources of traffic to your online store. We will analyze the extent to which you follow good practices and what you can improve.

- Creating a creative for various advertising channels such as Facebook, Instagram, Youtube, Google Ads or other advertising networks.

Contact us for more information on how we can help your business at info@airdesigns.us or +359.899.907.657.