E-commerce website checklist
by Valletta Software Development

1. SEO and Metadata Optimization

- **Title Tags and Meta Descriptions:** Ensure unique and descriptive title tags (60-70 characters) and meta descriptions (150-160 characters) that include primary keywords.
- **Open Graph and Twitter Card Metadata:** Implement Open Graph and Twitter metadata for optimized social sharing.
- **Structured Data Markup:** Use schema markup (e.g., Product, Organization) to improve search engine visibility and provide rich snippets.

2. Mobile-First and Responsive Design

- **Mobile Optimization:** Ensure pages are mobile-first, adapting smoothly to all devices and orientations.
- **Viewport Meta Tag:** Include the viewport meta tag for proper scaling on mobile devices (<meta name="viewport" content="width=device-width, initial-scale=1.0">).
- **Touch-Friendly Navigation:** Use touch-friendly buttons and navigation for better mobile user experience.

3. Loading Speed and Performance

- **Optimize Images:** Compress images using modern formats (e.g., WebP) and enable lazy loading for offscreen images.
- **Minify CSS and JavaScript:** Reduce file sizes to enhance page loading speed.
- **Implement Caching:** Use browser caching to reduce load times for returning visitors.

4. Accessibility Compliance

- **Alt Text for Images:** Add descriptive alt text for all images to improve accessibility and SEO.
- **Keyboard Navigation and Screen Reader Support:** Ensure that all interactive elements are accessible via keyboard and compatible with screen readers.
- **Contrast and Font Size:** Follow WCAG 2.1 guidelines for color contrast and readable font sizes.

5. Core Web Vitals Optimization

- **LCP (Largest Contentful Paint):** Ensure main content loads quickly by optimizing images and above-the-fold content.
- **FID (First Input Delay):** Minimize JavaScript to improve response times for interactive elements.
- **CLS (Cumulative Layout Shift):** Avoid unexpected layout shifts by setting size attributes for images and other media.

6. Security and Data Protection

- **SSL Certificate:** Ensure the site is HTTPS-enabled to secure user data.
- **CAPTCHA for Forms:** Use CAPTCHA on forms to protect against spam and bots.
- **Input Validation:** Implement both client-side and server-side validation for data input, securing against SQL injections and XSS attacks.

7. Conversion Rate Optimization (CRO)

- **Clear Calls to Action (CTAs):** Place visible CTAs above the fold and ensure they use compelling, action-oriented language.
- **Simplified Checkout Process:** Offer guest checkout, minimize form fields, and include progress indicators to reduce cart abandonment.
- **Product Reviews and Social Proof:** Display customer reviews and trust symbols (e.g., SSL badges) to increase credibility and conversions.

8. Content and Product Information

- **Product Descriptions:** Create unique, keyword-rich descriptions for each product to improve SEO and inform buyers.
- **High-Quality Images:** Use multiple angles, zoom features, and lifestyle images to enhance the shopping experience.
- **Automated AI-Generated Descriptions:** For large catalogs, consider AI-generated product descriptions to maintain consistency and save time.

9. Automated Marketplace Integrations

- **Inventory Syncing:** Ensure product listings are updated across all marketplaces (e.g., Amazon, eBay) to prevent overselling.
- **Automated Posting:** Utilize tools to automate listing creation and updates on various marketplaces, ensuring consistency.
- **Fulfillment Integration:** Implement automated fulfillment processes for marketplace orders to streamline operations.