

SMARTETAILING WEBSITE SCORECARD



Take a look at the list below. Our most successful clients have checked all of these boxes to get the most benefit from their online store. **How is your bike shop doing?**



INVENTORY

- Sync your POS inventory
- Sync your supplier warehouse inventory
- Merchandize your website to show featured products

Score (0 - 3): _____



SETTINGS

- Turn on the shopping cart
- Allow customers to buy online, for pickup in-store
- Shipping enabled and configured (if applicable)

Score (0 - 3): _____



CONTENT

- Post fresh content on your website monthly
- Have an obvious Call to Action above the fold on the homepage
- Create a unique page for each service you offer

Score (0 - 3): _____



DESIGN

- Mobile-friendly design
- Intuitive and maintained website navigation
- Remove clutter and merchandise monthly

Score (0 - 3): _____



SEO

- Page titles are relevant, short, and do not repeat keywords
- Meta descriptions are relevant and shorter than 300 characters
- Hyperlinks are on each page to encourage users to visit multiple pages

Score (0 - 3): _____



ANALYTICS

- Have Google Analytics set up for your website
- Track most common product searches and create content around them
- Track inbound traffic and optimize pages to improve results

Score (0 - 3): _____



MARKETING

- Email loyal customers twice monthly with links to catalog pages
- Regularly link social posts to relevant catalog pages
- Promote "click & collect" and convenience of website on your sales floor

Score (0 - 3): _____

TOTAL SCORE _____

How are you doing? Where does your website rank?

- 0 - 5:** Need some help getting started?
- 6 - 10:** Major work ahead
- 11 - 15:** Tweaks required
- 16 - 20:** You're on the home stretch
- 21:** Your website is healthy

NEED HELP?

[Click here](#) to learn how a bike shop website from SmartEtailing can help you check these boxes