

Digital capability checklist: E-commerce

Our series of digital capability checklists are designed to help you identify where your business is on its digital journey and which areas would benefit from further attention.

How to use this checklist

- Tick each statement that genuinely reflects your current business capability.
- Be accurate – this tool is for your benefit, not for external assessment.
- As you complete the checklists in the series, the categories with fewer ticks are your highest priority areas for improvement.
- Use your results to guide which digital information resource to explore on the SBDC website first (smallbusiness.wa.gov.au/digital).

My business sells products or services online through our own website and/or a secure/suitable third party platform.

My online store is easy to navigate.

My online store has with clear product descriptions, accurate pricing and high quality images.

I offer a range of secure and convenient payment options, including card payments and popular alternatives (such as digital wallets, online payment gateways or buy now pay later).

The checkout process is as simple as possible to minimise cart abandonment.

The policies for shipping, returns, refunds and delivery are clearly displayed.

My online store complies with Australian Consumer Law, including accurate product descriptions and honouring statutory consumer guarantees.

My online store is mobile friendly and provides a smooth shopping experience for customers on smartphones.

I manage our product inventory accurately, so the online store always reflects what is genuinely available.

I monitor our online store's performance - including traffic, conversion rates, and abandoned carts - and use this data to make improvements.

Our chosen e-commerce platform integrates with our accounting, inventory, and/or customer management systems to reduce manual administration.

We have strategies in place to encourage repeat purchases and have considered selling on additional channels such as online marketplaces to reach more customers.

Next steps

- Visit smallbusiness.wa.gov.au/digital for more information on using digital tools in your business.
- As you read through our digital information, complete the self assessment checklists to help you identify areas for improvement.

Turn to us for business support

The Small Business Development Corporation (SBDC) provides free advice and support to small business owners across Western Australia. Call **133 140** or visit smallbusiness.wa.gov.au to find out more.