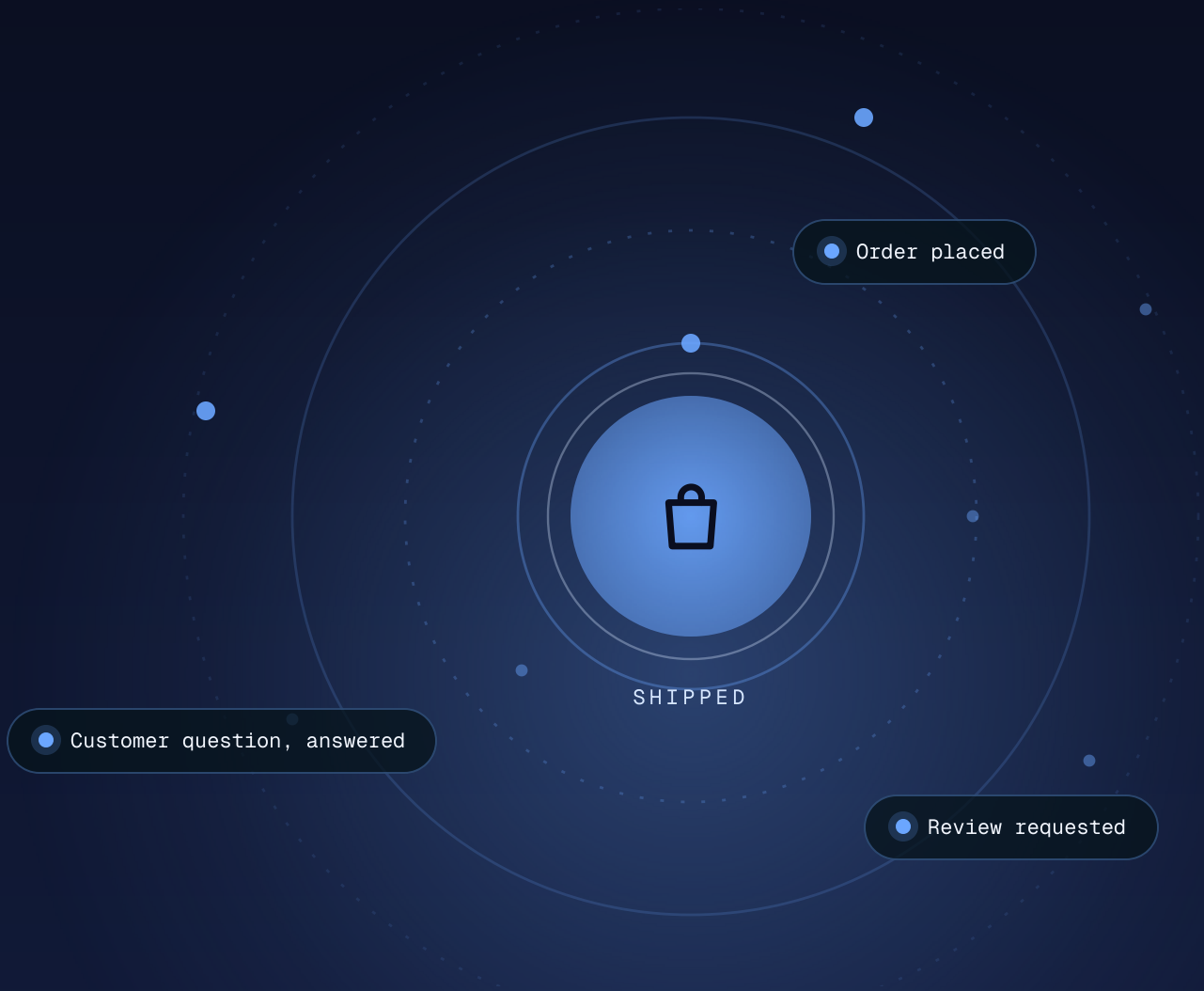


FREE PACK FOR ONLINE STORE OWNERS

The Store Check Pack.

Know what an order really leaves you for ads. Fix your product pages, trust signals and messages, then make the changes after the rush.

FOR	INSIDE	FROM
Shopify and WooCommerce store owners	**Check, worksheet, templates, plan**	**Gigabit**

Use it in 30 minutes.

Three steps. Each one tells you where to go next.

1

Take the check

Ten yes or no questions. Count your noes.

→ PAGE 3

2

Run the numbers

The ad return an order needs just to break even.

→ PAGE 4

3

Fix the biggest gap

Open the page with the most noes. Do its first item today.

WHAT IS INSIDE

5

Product pages

A product page mock-up and an 8-point checklist.

6

Reviews

Ask after delivery. Never buy a review.

7

Customer messages

Auto-reply, order status and returns.

8

Trust and checkout

A shipping page template and a checklist.

9

30-day plan

One week at a time.

10

What is next

What takes ongoing time.

10 pages
Nothing to install

30 minutes
To get started

$0
Free. No signup.

Mid-season? Plan now, change later. If you are selling through a holiday rush, leave your live theme and apps alone until it is over. Nothing here promises rankings, citations or sales.

Ten questions. Two minutes.

Answer for your store as it is today. Every no points to the page that fixes it.

01

Do you know the break-even ad return for your own order costs?

Yes No — If no, page 4

02

Do your best sellers each have their own title and description?

Yes No — If no, page 5

03

Do product photos show several angles, with alt text?

Yes No — If no, page 5

04

Do price and stock on the page match any product feed you send to Google?

Yes No — If no, page 5

05

Are shipping times, costs and returns clear before checkout?

Yes No — If no, page 8

06

On a phone, can a buyer get from a product to checkout in a few taps?

Yes No — If no, page 8

07

Is guest checkout available, with your contact details visible?

Yes No — If no, page 8

08

Do you ask every buyer for a review after delivery, not only the happy ones?

Yes No — If no, page 6

09

Do you answer customer messages within one business day?

Yes No — If no, page 7

10

Have you removed the apps you no longer use?

Yes No — If no, page 5

Count your noes by page. **The page with the most noes is your first week.**

What ad return does an order need?

Five numbers from your own store. Yours to set; none is a benchmark.

A

Average order

What the customer pays for goods

_____ $

B

Cost of goods

Share of the order value

_____ %

C

Shipping and packing

Per order

_____ $

D

Payment fees

Per order, from your statements

_____ $

E

Refunded

Share of sales that comes back

_____ %

THE MATH

1
Goods cost per order
A × B

2
Refunds per order
A × E

3
All costs per order
(1) + C + D + (2)

4
Left for ads and profit
A − (3)

5
Break-even ad return
A ÷ (4)

WORKED EXAMPLE. INVENTED NUMBERS, NOT A BENCHMARK.

$80 average order · 35% goods · $9 shipping · $2.50 fees · 5% refunded

Goods $28. Refunds $4. Costs $43.50. $36.50 left per order.

Break-even means ads cost exactly what an order leaves. To keep a profit you need a higher return.

2.19

BREAK-EVEN AD RETURN

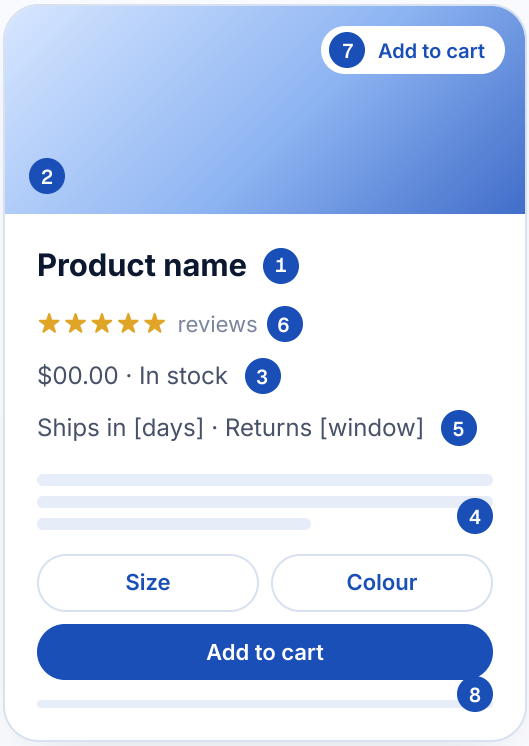
CHECK THREE PRODUCT PAGES.

	Product 1	Product 2	Product 3
Own title and description			
Photos with alt text			
Price, stock, shipping clear			

A fuller version, with a target profit: gigabit.agency/ecommerce/tools/break-even-roas-calculator/

Your product pages in 30 minutes.

A product page is where a visit becomes an order. Fix your best sellers first.



Selling through a holiday rush? Do not change your live theme or apps until it is over. Plan the changes now and make them after.

1 Title
A clear product name plus the one thing buyers search for. No keyword stuffing.

2 Photos
Several angles, with plain alt text describing each.

3 Price and stock
As text on the page, matching any feed you send to Google and any structured data.

4 Description
Your own words: what it is, sizes, materials, care. Not the supplier's copy.

5 Shipping and returns
Cost, timing and policy visible before checkout.

6 Reviews
Real customer reviews only. Fake or paid-for reviews break the FTC's rule.

7 Add to cart
One clear button, visible without scrolling on a phone.

8 Speed
Compress large images. Remove apps you no longer use.

PRODUCT DESCRIPTION TEMPLATE

[Product name] is a [what it is] made from [materials]. Size: [dimensions]. Care: [instructions]. Ships from [location] in [timeframe you can keep]. Returns: [your policy in one line].

Ask every buyer. Never buy a review.

Ask after delivery, keep every review, and reply calmly. The FTC's rule covers incentives and threats.

Asking for reviews

- ✓ Ask every buyer after delivery, by email, with a direct link.
- ✗ Offer a discount or gift that depends on a positive review.
- ✗ Ask only the buyers you expect to be happy.
- ✗ Write or buy reviews, or bury the negative ones.

In a public reply, never

- ✗ Argue in public.
- ✗ Post a customer's name, address or order details.
- ✗ Offer a refund or gift for changing or removing a review.
- ✗ Make a legal threat you cannot back up.

ASK AFTER DELIVERY

Hi [first name], your order from [Store name] should have arrived. If you would like to share how it went, here is the link: [review link]. Reviews are voluntary, and we welcome all feedback.

REPLY TO A KIND REVIEW

Thank you for the kind words. We have shared them with the team. - [Your name], [Store name]

REPLY TO A CRITICAL REVIEW

We are sorry your [product] fell short. Please write to [email] with your order number so we can look into it. - [Your name], [Store name]

Why the caution. The FTC's rule on reviews and testimonials bars incentives that depend on what a review says, and unfounded legal threats to get one removed. Paying for five-star reviews violates it. Courts can impose civil penalties for knowing violations.

Answer every message within a day.

A buyer with a question may be close to ordering. Reply fast, and say exactly when the order ships.

Message comes in

Answered same day
Question solved

Not yet
Instant auto-reply

→

Personal reply
Within one business day

→

Follow-up
If unresolved

Auto-reply to the contact form

Thanks for contacting [Store name]. We reply to every message within [one business day: only if you keep it]. For order status, use [tracking link].

Where is my order?

Hi [first name], thanks for your patience. Your order [order number] shipped on [date] with [carrier]. Tracking: [link]. Delivery usually takes [range]. If it has not arrived by [date], write back and we will look into it.

Return request

Hi [first name], sorry [product] was not right. To start a return, [steps]. Returns are accepted within [window] if [condition]. We refund to your original payment method within [time you can keep] after we receive it.

Back-in-stock note (only to people who asked)

Hi [first name], you asked us to tell you when [product] was back. It is in stock now: [link]. We will not email you about this again.

Email rules vary. Send only to people who asked, with a clear way to opt out.

One rule, written on the wall: every customer message is answered within one business day. Say exactly when an order ships, and keep to it.

Make the path to checkout short and clear.

Buyers want to know what it costs, when it arrives and how to return it. Say it plainly.

SHIPPING AND RETURNS PAGE

yourstore.com/shipping-returns/

Shipping and returns

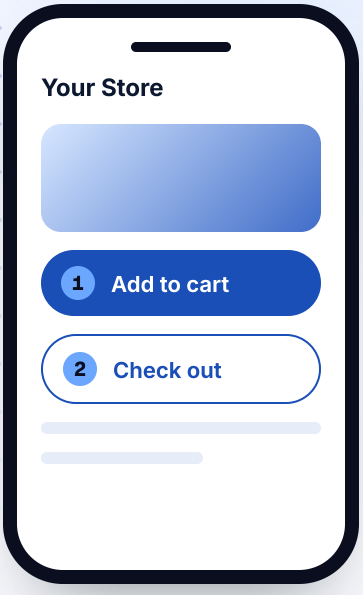
Orders ship from [location] within [timeframe you keep].
Delivery takes [range] to [regions].

Shipping costs [rates, or the free-shipping threshold: only what is true].

Returns: [window and condition]. To start a return, [steps].

Contact us

Link it from every product page and the footer. Say only what you do.



A FEW TAPS FROM PRODUCT TO CHECKOUT

STORE CHECKLIST

- [ ] **Clear promise**
  What you sell, in one line, on the home page.
- [ ] **Collections**
  Few, named by what buyers search for.
- [ ] **Shipping and returns**
  One page, linked everywhere.
- [ ] **Guest checkout**
  No forced account.
- [ ] **Contact**
  A real email or phone, visible.
- [ ] **Policies**
  Privacy and terms linked in the footer.
- [ ] **Speed**
  Compressed images, few apps.
- [ ] **Real photos**
  Your products and your own words.

One week at a time.

Do the weeks in order. Mid-season? Do week 1 now and the rest after the rush.

1 WEEK Measure

- ✓ Take the check (page 3).
- ✓ Work out break-even ad return.
- ✓ Check three product pages.
- ✓ Read your last ten reviews and messages.

DONE WHEN
You know your break-even return and your weakest pages.

2 WEEK Product pages

- ✓ Fix titles and descriptions on your top 10.
- ✓ Add photos and alt text.
- ✓ Match price and stock to any feed.

DONE WHEN
Your best sellers pass the product page list.

3 WEEK Trust and messages

- ✓ Write the shipping and returns page.
- ✓ Set the auto-reply.
- ✓ Ask every buyer for a review.

DONE WHEN
Buyers see cost, timing and returns before checkout.

4 WEEK Speed and routine

- ✓ Compress large images.
- ✓ Remove apps you no longer use.
- ✓ Set a monthly numbers check.

DONE WHEN
Your store loads lighter and you have a routine.

EVERY MONTH AFTER THAT

Recheck break-even
When costs or prices move.

Reply to new reviews
Check each against page 6.

Check top pages
Stock, price, photos.

Remove unused apps
Keep the store light.

What takes ongoing time.

You can run everything in this pack yourself. These parts keep taking time every month.

Product page upkeep

Titles, photos and descriptions kept current.

Collections

Named and ordered for how buyers search.

Review requests

Every buyer, after delivery.

Speed and app checks

Images and apps kept light.

Monthly summary

What changed and what is next.

Want it handled?

Gigabit runs it for online stores as a flat monthly service.

gigabit.agency/ecommerce/growth/ →

Want a second opinion first?

A free snapshot of how your store shows up in search.

gigabit.agency/ecommerce/free-audit/ →

Either way, this pack is yours.

SOURCES

FTC: Consumer Reviews and Testimonials Rule, Questions and Answers (ftc.gov)
Google Merchant Center Help: mismatched product price (support.google.com/merchants/answer/12159029)

Templates and checklists to adapt. Not legal, tax or advertising advice. Check email and consent rules with your attorney. Example numbers are invented.