

E-COMMERCE

E-commerce Kit: Diagnosis and Growth

Health score, potential sales, product card, checkout, dashboard and continuity.

HOW TO USE IT

Fill in the boxes, keep a record of the data used and choose one priority per cycle. Use the scores to prioritise the work, not as a promise of results.

e-roe.it/en/resources

01 / E-commerce Health Score

Evaluate each item from 0 to 5. Maximum total: 100.

Area 5 controls

Offer value, difference, band, availability, risk /25

Product sheet title, pictures, benefits, proof, FAQ /25

Buy mobile, speed, cart, payments, errors /25

Post-purchase continuity, assistance, repurchase, /25 recovery, data

Interventions first on the area under 15/25. If two areas are equal, choose the one closest to the transaction.

E-ROE / OPERATIONAL INSTRUMENTS 02

02 / Lost sales and product sheet

☐ Title identifying the product ☐ Immediate main image

☐ Benefits before details ☐ Understandable changes

☐ Clear availability ☐ Shipping time and cost

D ☐ Specific reviews

D FAQ near purchase ☐ Stable button on mobile

☐ Verified trust elements ☐ Relevant related products

Cautious scenario: monthly visits × conversion difference × average order value. Keep all assumptions visible and use a range, not a single value.

E-ROE / OPERATIONAL INSTRUMENTS 03

03 / Mobile checkout and dashboard

☐ Changeable trolley ☐ Purchase as guest

D Minimum fields ☐ Proper keys

D Readable errors ☐ Cost summary

D Useful payment methods ☐ Order confirmation

☐ Reliable purchasing event ☐ Monthly real test

Formula Frequency indicator

Conversion rate orders / weekly sessions

Average order value revenues / weekly orders

1 - orders / weekly trolleys

Repurchase recurring customers / monthly customers

Margin after margin campaigns - monthly expenditure

E-ROE / OPERATIONAL INSTRUMENTS 04

04 / Map retention

Moment Objective Message Measurement

First purchase reassure confirmation and time required assistance

Post-purchase let you use well guide and support satisfaction

Repurchase return to the right time reminder to the second order

Inactive customer understand the obstacle news or help reactivation

PASSO Store this document as a baseline. Repeat the evaluation in 30 days and compare only

SUCCESSIVO data collected by the same method.

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