

Ecommerce Tools Checklist

**OUR PROMISE
GROWTH PROGRAM**



www.ourpromisegrowth.com

For more information, please contact your sales representative.

Ecommerce Checklist

Executive Summary

- We see an opportunity to **partner with a broader range of .com accounts** to elevate their sites to *Best-in-Class* status and drive overall business growth.
- The **Digital Center of Excellence (COE)** and **User Experience (UX)** teams have aligned, utilizing various resources to inform the scoring guidelines—including our digital playbook and research from the **Baymard Institute**.
- Instructions:
 - This checklist is designed to be a high-level look of areas to improve on your website.
 - To use the checklist on **slide 3**, simply answer “**Yes**” or “**No**” to the questions provided.
 - A “**Yes**” (**Y**) indicates that the retailer is currently executing on the requirement.
 - A “**No**” (**N**) highlights areas of opportunity—where improvements can elevate performance to *Best-in-Class*.
 - These areas will require **collaboration between the retailer and SSB** to address current gaps and unlock potential growth.

Ecommerce Tools Checklist



Topic		Current Status	Y/N
PDPs	Title	Does product title follow the formula: brand; collection; model; profile; comfort level; product type; what’s included	
	Bullets	Are there at least 5 feature benefit bullets regarding the item on the PDP?	
	Product Details	Does the PDP provide detailed information on the product such as key attributes; construction; dimensions; aesthetics?	
	Carousel Assets	Is the hero image the head on room shot with at least 4 optimized image assets?	
	Buy Box	Does your buy box include the following; product name; reviews; price; sales price; add to cart	
Merchandising	PLP Tiles	Is the featured image the head on room shot of the mattress and are only in-stock options showing?	
	Variant Roll Ups	Are items rolled up by model on PLP and PDPs (all sizes offered shown on 1 PDP)?	
	Navigation	Can you easily find your products on the site either by searching or the navigation bar?	
	Filtering	When searching for your mattresses and accessories, are you being shown accurate search & filter results (correct product attribution)?	
	Assortment	Does your assortment have a price point range \$500-\$2000+; mix of MIBs & flat matts; defined strategy for .com only items	
Reviews	Review Syndication	Are there reviews populated onto all your SSB product PDPs? Do you have syndicated reviews showing?	
	Review Collection	Do you have a method to collect product reviews post purchase? i.e. via post purchase email or text, incentivizing reviews	
	Metrics	Are there at least 10+ reviews per model; avg. rating of 4.0+; last review < 3 months old?	