



# Smarter eCommerce Platform Checklist

Use this checklist when evaluating platforms. Don't just tick "yes" or "no" — dig into *how well* each feature works.

## Payments

Feature	Platform A	Platform B	Notes
PayPal Express Checkout works in the basket	<input type="checkbox"/>	<input type="checkbox"/>	
Stripe integration supported natively	<input type="checkbox"/>	<input type="checkbox"/>	
Klarna (Buy Now, Pay Later) supported natively	<input type="checkbox"/>	<input type="checkbox"/>	
Apple Pay / Google Pay supported natively	<input type="checkbox"/>	<input type="checkbox"/>	
Refunds can be processed in admin	<input type="checkbox"/>	<input type="checkbox"/>	
Checkout recalculates shipping if address changes	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Other payment gateway:</b> _____	<input type="checkbox"/>	<input type="checkbox"/>	

## Stock Control & Inventory

Feature	Platform A	Platform B	Notes
Multiple stock locations supported	<input type="checkbox"/>	<input type="checkbox"/>	
Low-stock alerts and backorder messaging	<input type="checkbox"/>	<input type="checkbox"/>	
Supersessions / discontinued products handled	<input type="checkbox"/>	<input type="checkbox"/>	
Bulk stock updating available	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Other inventory feature:</b> _____	<input type="checkbox"/>	<input type="checkbox"/>	

 **Product Management**

Feature	Platform A	Platform B	Notes
Unlimited product variations (size, colour, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	
Bundles, related items, and upsells	<input type="checkbox"/>	<input type="checkbox"/>	
Supports digital, service & physical products	<input type="checkbox"/>	<input type="checkbox"/>	
Built-in product personalisation	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Other product feature:</b> _____	<input type="checkbox"/>	<input type="checkbox"/>	

 **Checkout Experience**

Feature	Platform A	Platform B	Notes
Guest checkout + account creation option	<input type="checkbox"/>	<input type="checkbox"/>	
Multi-currency with live rates	<input type="checkbox"/>	<input type="checkbox"/>	
Customisable checkout steps	<input type="checkbox"/>	<input type="checkbox"/>	
Abandoned cart recovery emails	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Other checkout feature:</b> _____	<input type="checkbox"/>	<input type="checkbox"/>	

 **Integrations**

Feature	Platform A	Platform B	Notes
Native Amazon/eBay integration	<input type="checkbox"/>	<input type="checkbox"/>	
Multi-channel orders managed in one panel	<input type="checkbox"/>	<input type="checkbox"/>	
Courier integration (tracking + bulk dispatch)	<input type="checkbox"/>	<input type="checkbox"/>	
EPOS/ERP integration supported	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Other integration:</b> _____	<input type="checkbox"/>	<input type="checkbox"/>	

 **SEO & Marketing**

Feature	Platform A	Platform B	Notes
Editable meta tags, schema, sitemaps	<input type="checkbox"/>	<input type="checkbox"/>	
Automatic, search-friendly URLs	<input type="checkbox"/>	<input type="checkbox"/>	
Built-in blog/news tools	<input type="checkbox"/>	<input type="checkbox"/>	
Promotions, vouchers, urgency triggers	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Other marketing feature:</b> _____	<input type="checkbox"/>	<input type="checkbox"/>	

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 **Analytics & Reporting**

Feature	Platform A	Platform B	Notes
Enhanced eCommerce (GA4) supported	<input type="checkbox"/>	<input type="checkbox"/>	
Sales data accuracy close to 100%	<input type="checkbox"/>	<input type="checkbox"/>	
Tracks order value, tax, shipping, discounts	<input type="checkbox"/>	<input type="checkbox"/>	
Data flows into Google Ads/PPC	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Other reporting feature:</b> _____	<input type="checkbox"/>	<input type="checkbox"/>	

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 **Orders & Fulfilment**

Feature	Platform A	Platform B	Notes
Manual/phone orders supported	<input type="checkbox"/>	<input type="checkbox"/>	
Branded invoices & packing slips	<input type="checkbox"/>	<input type="checkbox"/>	
Bulk dispatch with barcode scanning	<input type="checkbox"/>	<input type="checkbox"/>	
Stock-aware shipping rules	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Other fulfilment feature:</b> _____	<input type="checkbox"/>	<input type="checkbox"/>	

### Customer Experience & Loyalty

Feature	Platform A	Platform B	Notes
Saved addresses & order history	<input type="checkbox"/>	<input type="checkbox"/>	
Back-in-stock notifications	<input type="checkbox"/>	<input type="checkbox"/>	
Product Q&A and reviews	<input type="checkbox"/>	<input type="checkbox"/>	
Abandoned cart emails	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Other customer feature:</b> _____	<input type="checkbox"/>	<input type="checkbox"/>	

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### Content & Design Control

Feature	Platform A	Platform B	Notes
Drag-and-drop layout editor	<input type="checkbox"/>	<input type="checkbox"/>	
Reusable page templates	<input type="checkbox"/>	<input type="checkbox"/>	
Unlimited CMS pages (FAQs, landing pages, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	
Content version history / rollback	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Other content feature:</b> _____	<input type="checkbox"/>	<input type="checkbox"/>	

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### Automation & Maintenance

Feature	Platform A	Platform B	Notes
Platform updates handled automatically	<input type="checkbox"/>	<input type="checkbox"/>	
Automated stock syncs, feeds, reminders	<input type="checkbox"/>	<input type="checkbox"/>	
Scheduled tasks (backups, cleanups)	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Other automation feature:</b> _____	<input type="checkbox"/>	<input type="checkbox"/>	

 **Security & User Management**

Feature	Platform A	Platform B	Notes
SSL, backups, uptime monitoring included	<input type="checkbox"/>	<input type="checkbox"/>	
Role-based staff permissions	<input type="checkbox"/>	<input type="checkbox"/>	
Admin audit trail of changes	<input type="checkbox"/>	<input type="checkbox"/>	
GDPR tools (opt-ins, removals, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Other security feature:</b> _____	<input type="checkbox"/>	<input type="checkbox"/>	

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 **Internationalisation**

Feature	Platform A	Platform B	Notes
Multilingual support built in	<input type="checkbox"/>	<input type="checkbox"/>	
Flexible tax & currency settings	<input type="checkbox"/>	<input type="checkbox"/>	
Localised content options	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Other international feature:</b> _____	<input type="checkbox"/>	<input type="checkbox"/>	

 **Support & Growth: The Real Test**

Feature	Platform A	Platform B	Notes
Responsive UK-based support	<input type="checkbox"/>	<input type="checkbox"/>	
Proven at scale (thousands of orders daily)	<input type="checkbox"/>	<input type="checkbox"/>	
Examples of stores turning over millions	<input type="checkbox"/>	<input type="checkbox"/>	
Can they show sites that have run for 5+ years on the same platform?	<input type="checkbox"/>	<input type="checkbox"/>	
Can they demonstrate how those sites have grown over time?	<input type="checkbox"/>	<input type="checkbox"/>	
Client retention rate (how many customers renew each year?)	<input type="checkbox"/>	<input type="checkbox"/>	
Longevity of support team (continuity of developers/consultants)	<input type="checkbox"/>	<input type="checkbox"/>	
How do they handle growth surges (e.g. Black Friday traffic)?	<input type="checkbox"/>	<input type="checkbox"/>	
How have they supported clients through major changes (GA4, regulations, payment updates)?	<input type="checkbox"/>	<input type="checkbox"/>	
Do they own and develop the platform themselves, or rely on third parties?	<input type="checkbox"/>	<input type="checkbox"/>	
Are new features rolled out regularly without disruption?	<input type="checkbox"/>	<input type="checkbox"/>	
Other long-term proof: _____	<input type="checkbox"/>	<input type="checkbox"/>	