

# The 2026 E-Commerce Reset Checklist

ARCTIC LEAF



## Email Deliverability and List Clean-Up

- ☐ **Confirm Email Authentication:** Set up or verify SPF, DKIM, and DMARC records. This is mandatory to prevent messages from being flagged as suspicious, especially by Gmail and Microsoft.
- ☐ **Prune Unengaged Subscribers:** Remove all subscribers inactive for six to twelve months. This reduces sending costs and improves your sender reputation and inbox placement.
- ☐ **Implement Double Opt-in:** Activate double opt-in for all new sign-ups. This guarantees higher list quality, resulting in more valuable, active subscribers.
- ☐ **Verify Addresses at Signup:** Use a verification tool to check addresses in real-time. This prevents invalid addresses from increasing bounce rates and damaging deliverability.
- ☐ **Track Inbox Placement:** Monitor actual inbox placement rate (not just open rates) to see if emails are truly reaching the audience.

## Conversion Rate Optimization (CRO)

- ☐ **Check Clarity of Value & CTAs:** Make sure your value proposition and calls to action (CTAs) are instantly clear across all key landing pages. Confusion kills sales.
- ☐ **Simplify the Checkout Path:** Audit the checkout process and remove every non-essential field or step. The goal is friction-free purchase completion.
- ☐ **Benchmark Funnel Metrics:** Use Google analytics to track cart abandonment and checkout completion rates. Identify the exact step where customers drop off most often.
- ☐ **Analyze with Predictive Analytics:** Apply predictive analytics to funnel data to proactively determine future drops or hesitation points.
- ☐ **Review Mobile Commerce Experience:** Specifically audit the mobile conversion flow (from product view to purchase). Mobile commerce conversions should not lag desktop by more than 20-30%.

## AI Search Optimization and Content

- ☐ **Structure Content for Intent:** Focus on the questions buyers are asking. FAQ-style content and structured headings help AI identify your content as a direct answer. This is where great content marketing starts.
- ☐ **Implement Semantic Markup:** Add Schema markup for products, reviews, and offers. These small tags improve relevance and context for AI systems.
- ☐ **Highlight Authority and Credibility:** Use AI to review product descriptions and add verified reviews, expert insights, or data points to increase authority for AI overview surfacing.
- ☐ **Track AI Traffic Segments:** Set up custom segments in your analytics to track traffic specifically coming from AI-driven search results.
- ☐ **Monitor Market Trends:** Keep an eye on the latest search trends related to how buyers use generative search to find products.

## Product Page Experience

- ☐ **Improve Contextual Visuals:** Go beyond studio shots. Add lifestyle photos, demonstration videos, and social media images that show the product in use and scale.
- ☐ **Front-Load Trust Signals:** Place guarantees, star ratings, and key reviews high up on the page to build immediate confidence.
- ☐ **Make Essential Info Visible:** Make sure shipping costs, return policies, and sizing guides are visible without requiring extra clicks.
- ☐ **Review Marketing Strategy Alignment:** Confirm the product page messaging aligns perfectly with the current marketing strategy and value proposition advertised.

## Security and Performance Tune-Up

- ☐ **Audit Site Speed Metrics:** Measure Largest Contentful Paint (LCP) and Time to Interactive. Target delays where they are most pronounced, focusing on technical SEO elements.
- ☐ **Optimize All Images:** Compress large files for faster loading, especially for mobile users, without sacrificing necessary quality.
- ☐ **Trim Unnecessary Scripts:** Remove any non-essential trackers, widgets, or third-party plugins that add load time without contributing measurable value.
- ☐ **Check HTTPS and Security Headers:** Outdated security configurations reduce trust and can trigger browser warnings.
- ☐ **Update Platform and Plugins:** Outdated software is the most common source of vulnerabilities. Regular updates protect both users and your ecommerce business.

## Customer Retention Workflows

- ☐ **Refine Welcome Sequence:** Audit and optimize the welcome sequence to segment new subscribers and set expectations, aiming to increase lifetime value.
- ☐ **Audit Triggered Emails:** Review and optimize abandoned cart and browse abandonment flows. Make sure they are timely, personalized, and visually consistent.
- ☐ **Implement Post-Purchase Sequence:** Set up sequences for order confirmation, delivery, feedback, and complementary product suggestions to strengthen the customer experience.
- ☐ **Establish a Customer Data Platform (CDP):** Investigate or utilize a customer data platform to unify customer data, which allows for more precise targeting in retention campaigns.
- ☐ **Integrate Social Commerce Retargeting:** Develop a dedicated journey for inactive customers (60+ days) using re-engagement emails paired with social commerce strategies and retargeting ads.