



Rankistan



Success Blueprint

*The e-commerce growth framework
we run with every online store we work with*

120

checks

10

growth levers

90

day roadmap

Start your audit →

SEO / PAID MEDIA / CRO / RETENTION

Inside this blueprint

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The Rankistan Success Blueprint is the checklist our team uses when we take on a new e-commerce client. It covers the whole store, from margins and site speed through to ads, retention and reporting, and tells you what to fix first.

Section	What you get
Why we built it	Where online stores tend to lose profit before they scale, and how this blueprint helps you find it
How to use it	Priority levels, status options and how the weighted score works
Growth scorecard	Your score across all 10 growth levers on one page
Levers 1 to 10	120 checks. Each one says why it matters, how to check it and how urgent it is
90-day roadmap	What to fix in which order, and when to move on to the next phase
About Rankistan	Who we are, our recognition, how to reach us, sources and the terms of use

The 10 growth levers

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A note from our team

Why we built this

Since 2018, Rankistan has run SEO, paid media and marketing automation for online stores in Pakistan and abroad. Most of the stores that come to us are not short on traffic. They are losing money somewhere between the ad click and the second order.

In our audits, those losses tend to sit in four places: margins nobody has worked out per product, product pages that leave buyers' doubts unanswered, checkouts that reveal costs at the last step, and customers who never hear from the brand after their first order. It is rarely one big strategic failure. More often it is a handful of smaller conversion, margin and retention leaks. When a store in that position raises its ad budget, much of the extra spend flows through the same leaks.

So before we spend a client's ad budget, we go through this checklist with them. We've grouped it by growth lever instead of by page, because that is how budget decisions actually get made: which area gets the next month of time and money.

Each lever has 12 checks, weighted by priority. In about an hour you will know which part of your store needs attention first.

A note on the numbers: where a check gives a figure, it is either a published standard (the sources are listed at the back) or a Rankistan working benchmark, labelled as such. Benchmarks are starting points. Adjust them to your margins, category and market.

The Rankistan team

Before you start

How to use the blueprint

Block out 60 to 90 minutes. Open your store on your phone and keep your store admin, ad accounts and analytics logged in. Go through one lever at a time and give every check a status.

Priority levels

Priority	What it means	Fix it within	Points if Done
P1 Critical	Costing you sales or blocking growth right now	14 days	3
P2 High	Clear upside once the P1 items are closed	30 to 60 days	2
P3 Growth	Gains that build over time, and polish	Next quarter	1

Status options

Status	Use it when
Not checked	You haven't looked at this item yet
Fix needed	You checked and it fails, fully or partly
In progress	Someone is working on the fix
Done	Checked and passing. Scores its points
Not applicable	Doesn't apply to your business. Leave it out of the score and the maximum

Reading your score

Add up the points for every check marked Done and divide by the maximum points of all applicable checks (259 if everything applies). Use the result as a percentage.

Score	Where you stand	What to do next
85% to 100%	Ready to scale	Put more budget behind channels that are already working
65% to 84%	Solid base	Close the remaining P1s and P2s before raising spend
40% to 64%	Leaking	Hold off on new channels and fix the basics first
Below 40%	At risk	Stop scaling. Start with Levers 1, 2, 6 and 10

P1s override the total. The score is a directional diagnostic, not a forecast. Any open P1 means you are not “Ready to scale”, whatever the percentage. An open P1 in Levers 1, 2, 6 or 10 puts you at “Leaking” at best.

How often: run the full blueprint every quarter, Levers 2, 6 and 10 every month, and always before a big sale season or a budget increase.

Track your progress

Growth scorecard

Write down your points for each lever every quarter. The lever with the lowest percentage, or any lever with an open P1, is where next month's time and budget should go.

#	Growth lever	Checks	P1s	Max pts	Q1	Q2	Q3	Q4
1	Unit economics & offer	12	5	27	/27	/27	/27	/27
2	Store speed & technical health	12	5	27	/27	/27	/27	/27
3	Search & AI visibility	12	4	25	/25	/25	/25	/25
4	Product pages	12	4	26	/26	/26	/26	/26
5	Trust & brand proof	12	4	25	/25	/25	/25	/25
6	Cart, checkout & payments	12	6	29	/29	/29	/29	/29
7	Paid acquisition	12	5	26	/26	/26	/26	/26
8	Retention & lifecycle	12	4	25	/25	/25	/25	/25
9	Marketplaces & channels	12	3	23	/23	/23	/23	/23
10	Measurement & operations	12	5	26	/26	/26	/26	/26
Total		120	45	259	/259	/259	/259	/259

Points: P1 = 3, P2 = 2, P3 = 1. Subtract the points of any Not applicable checks from the maximum.

Date checked: Q1 _____ Q2 _____ Q3 _____ Q4 _____

Want an expert score? Rankistan can run all 120 checks on your store and hand back a prioritised plan. Start at rankistan.com.

Lever 1 of 10

Unit economics & offer

If you don't know what each order earns you, every other decision is a guess.

What good looks like: A written LTV:CAC target that fits your margins and cash cycle (many stores start from about 3:1), and every campaign judged against a written break-even ROAS.

#	Check	Why it matters	How to check	Priority	Status
1.1	Contribution margin is known per SKU after COGS, packaging, shipping, payment fees, returns and discounts	Revenue hides unprofitable products; margin shows them	Build a one-row-per-SKU margin sheet from the last 90 days of orders	P1	☐ Not checked
1.2	Break-even ROAS and maximum CAC are written down and shared with whoever runs ads	Without a line, ad teams optimise for volume, not profit	Ask your media buyer to state both numbers without looking	P1	☐ Not checked
1.3	Blended CAC and MER (revenue ÷ total marketing spend) are tracked monthly	Platform attribution can overlap across channels; blended numbers show the business-level picture	Check you have 6 months of MER in one sheet	P1	☐ Not checked
1.4	Hero SKUs are identified and get priority in stock, ads and homepage space	Profit is often concentrated in a small number of products	Rank SKUs by contribution margin; compare with homepage placement and ad spend	P1	☐ Not checked
1.5	A one-sentence value proposition (what, for whom, why you) is on the homepage	Visitors decide quickly whether a store is for them	Show the homepage to someone new for 5 seconds; ask what you sell	P1	☐ Not checked
1.6	An AOV target exists and a free-shipping threshold above current AOV has been tested (15–30% above is a common starting range)	Often the cheapest AOV lever, if shipping costs and margin allow it	Compare the threshold with 90-day AOV, then check margin and conversion after any change	P2	☐ Not checked
1.7	Prices are benchmarked against 3–5 direct competitors in the last 90 days	Price gaps you don't know about cost conversions or margin	Keep a dated competitor price table	P2	☐ Not checked
1.8	12-month LTV is measured by cohort and compared with CAC	Tells you how much you can afford to acquire a customer	Pull repeat revenue by first-order month	P2	☐ Not checked
1.9	Return and refund rate is tracked per SKU	High-return SKUs can lose money at any volume	Export returns by SKU; flag any well above average	P2	☐ Not checked
1.10	Cash flow plans inventory lead times and ad spend together	Winning campaigns can run you out of stock or cash	Check a 90-day cash plan exists and is current	P2	☐ Not checked
1.11	An offer ladder exists: entry product, core product, premium bundle or subscription	Gives every customer a next step up	Map your catalogue to the three tiers	P3	☐ Not checked
1.12	At least one price or bundle test ran in the last 6 months	Price changes move profit directly, yet many stores never test them	Check your experiment log	P3	☐ Not checked

Lever 2 of 10

Store speed & technical health

A slow or broken store taxes every visitor you pay for.

What good looks like: 'Good' mobile Core Web Vitals on key templates where field data is available, and zero errors on revenue pages.

#	Check	Why it matters	How to check	Priority	Status
2.1	Core Web Vitals are 'Good' on mobile for home, collection and product templates: LCP ≤ 2.5s, INP ≤ 200ms, CLS ≤ 0.1 at the 75th percentile, where field data is available	Speed affects conversion, and page experience is one of the signals Google's ranking systems consider	Search Console → Core Web Vitals report (field data); PageSpeed Insights where field data is missing	P1	☐ Not checked
2.2	A full purchase works on a real iPhone and a real Android phone over mobile data	Mobile is a large share of traffic for most stores; real devices catch bugs emulators miss	Place a live test order on both devices	P1	☐ Not checked
2.3	HTTPS everywhere, SSL auto-renews, no mixed-content warnings	Browser security warnings stop buyers at the point of trust	Check the padlock on every template; review SSL expiry	P1	☐ Not checked
2.4	No 404 or 5xx errors on key pages; discontinued products redirect to the closest collection	Dead ends waste paid clicks and existing links	Crawl the site with Screaming Frog or check Search Console	P1	☐ Not checked
2.5	Uptime monitoring alerts you within minutes if the store or checkout goes down	Downtime during trading hours is lost revenue	Confirm a monitor (e.g. UptimeRobot) and who receives alerts	P1	☐ Not checked
2.6	Images are compressed (WebP/AVIF), lazy-loaded below the fold, and the main image loads first	Images are usually the heaviest part of a page	Run PageSpeed Insights on a product page	P2	☐ Not checked
2.7	Every app, plugin and third-party script has a clear job; unused ones are removed	Each script adds load time and risk	List installed apps; remove any without an owner	P2	☐ Not checked
2.8	XML sitemap is submitted; robots.txt doesn't block collections, products or images	Pages that can't be crawled can't rank	Search Console → Sitemaps and robots.txt report	P2	☐ Not checked
2.9	Filter, sort and variant URLs use canonical tags	Prevents thousands of near-duplicate pages	Inspect a filtered URL's canonical tag	P2	☐ Not checked
2.10	Product, Offer, Review and Breadcrumb structured data validate	Makes pages eligible for richer results showing price, availability and ratings; Google decides whether to show them	Google Rich Results Test on 3 product pages	P2	☐ Not checked
2.11	Redirect chains are cleaned up and a 301 map exists for past migrations	Chains add load time and make crawling less efficient	Crawl for redirect chains longer than one hop	P3	☐ Not checked
2.12	Accessibility basics: alt text, readable contrast, thumb-sized tap targets	Wider reach, fewer lost sales, lower legal risk	Run a Lighthouse accessibility audit	P3	☐ Not checked

Lever 3 of 10

Search & AI visibility

Organic search is the channel you build rather than rent. The same fundamentals that help on Google (useful, original pages that are easy to crawl) also help in AI-driven search.

What good looks like: Every priority collection page mapped to a clear commercial search intent and showing measurable organic visibility, and your official site and profiles leading the results for your brand name.

#	Check	Why it matters	How to check	Priority	Status
3.1	Every collection page targets one commercial keyword with its own title tag, H1 and useful intro copy	Collections often match high-intent category searches	Review titles and H1s of your top 10 collections	P1	☐ Not checked
3.2	Product titles, meta descriptions and descriptions are unique, with no manufacturer copy	Manufacturer copy gives search engines little unique value and makes pages hard to differentiate	Search a sentence from a description in quotes on Google	P1	☐ Not checked
3.3	Search Console and Merchant Center are verified; free listings are live; no disapproved products	Without them, you miss free product listings across Google	Merchant Center → Diagnostics	P1	☐ Not checked
3.4	Your official site and key brand profiles (socials, review sites) lead the results for your brand name	Brand searchers are your warmest buyers	Google your brand in an incognito window	P1	☐ Not checked
3.5	A keyword map gives each URL one main keyword	Stops your own pages competing with each other	Keep a URL → keyword sheet; check for duplicates	P2	☐ Not checked
3.6	Internal links run blog → collection → product, with breadcrumbs on product pages	Helps search engines find and understand the pages that make money	Crawl and check inlinks to top products	P2	☐ Not checked
3.7	Buying guides and comparison pages answer pre-purchase questions	Reaches shoppers before they choose a brand	List your top 10 customer questions; match each to a page	P2	☐ Not checked
3.8	Product and category FAQs use real customer questions with direct answers	Answers high-intent questions clearly, for shoppers and for search and AI tools that summarise pages	Review FAQ blocks on your top 5 products	P2	☐ Not checked
3.9	Brand name, address and social profiles are consistent everywhere, with Organization schema	Consistent business details help search platforms understand and verify your brand	Compare site, Google Business Profile and social bios	P2	☐ Not checked
3.10	Editorial links are earned through relevant press, creators and partners; no links are bought to manipulate rankings, and paid placements use rel="sponsored"	Links bought to manipulate rankings count as link spam; earned links build lasting authority	Review your backlink profile quarterly	P3	☐ Not checked
3.11	Each quarter you check how ChatGPT, Gemini and Perplexity describe your category and brand	AI assistants are a growing discovery channel	Ask each for the best brands in your category; log the results	P3	☐ Not checked
3.12	Each country you sell into has localised pages, currency and hreflang	Shows the right version in the right market	Inspect hreflang tags on a product page	P3	☐ Not checked

Lever 4 of 10

Product pages

The product page does the job a shop assistant would: show the product, answer the doubts and make buying easy.

What good looks like: On the first mobile screen a shopper can tell what the product is, what it costs and how to buy it, with proof and delivery time a short scroll away.

#	Check	Why it matters	How to check	Priority	Status
4.1	On mobile, the first screen makes the product, price, main value proposition and purchase path immediately clear	The first screen decides whether they stay	Open 3 hero products on your phone	P1	☐ Not checked
4.2	Hero products have 5+ images (including scale and in-use) and one short video	Images stand in for handling the product	Count images and video per hero SKU	P1	☐ Not checked
4.3	Shipping cost and estimated delivery date show before the cart	Unexpected extra costs are the most-cited reason for checkout abandonment in Baymard's research	Check the area under the price	P1	☐ Not checked
4.4	Variants are clear, sold-out options are marked, and unselected-variant errors are impossible	Confusing variants create silent drop-offs	Try adding to cart without choosing a size	P1	☐ Not checked
4.5	On long product pages, a persistent mobile Add to Cart has been tested	Keeps the purchase action within reach when the page is long	Check for a test result on your longest product pages	P2	☐ Not checked
4.6	Copy leads with outcomes, then specs, and answers the top 5 objections	Unanswered objections become abandoned carts	Match copy against your top support questions and review themes	P2	☐ Not checked
4.7	Size guides, fit notes or compatibility info sit beside the variant picker	Reduces wrong orders and returns	Check apparel, tech or parts SKUs	P2	☐ Not checked
4.8	Reviews with customer photos appear on the page and can be filtered	Real photos are stronger proof than star counts	View the review widget on mobile	P2	☐ Not checked
4.9	A bundle or "complete the set" block supports your AOV target	Raises order value while the shopper is deciding	Check the block's click and add-to-cart rate	P2	☐ Not checked
4.10	A one-line return promise sits beside Add to Cart	Lowers the perceived risk of buying	Look directly around the button	P2	☐ Not checked
4.11	Sold-out products collect back-in-stock sign-ups	Turns a dead end into a future sale	View any out-of-stock product	P3	☐ Not checked
4.12	One product-page element is tested every month	Steady small tests carry less risk than full redesigns	Check your experiment log	P3	☐ Not checked

Lever 5 of 10

Trust & brand proof

Every new visitor is silently asking one question: is this brand real?

What good looks like: A first-time visitor can find a real person to contact, a clear return policy and genuine reviews within 10 seconds.

#	Check	Why it matters	How to check	Priority	Status
5.1	Real contact details are easy to find: phone or WhatsApp, email and business address	Hard-to-find contact details make a store look risky	Find them from the homepage in under 10 seconds	P1	☐ Not checked
5.2	Shipping, return and refund policies are specific and linked in the footer and at checkout	Vague policies stall first-time buyers	Read each policy as a sceptical customer	P1	☐ Not checked
5.3	Reviews are requested automatically after delivery; count and rating show on site	Fresh, genuine reviews build buyer trust and can improve how products appear in search and shopping results	Check the review-request flow and send timing	P1	☐ Not checked
5.4	No fake timers, fake stock warnings or badges for unavailable payment methods	Fake urgency erodes trust and can breach consumer law	Audit every badge and urgency widget	P1	☐ Not checked
5.5	An About page tells the brand story with real names and photos of the team	A visible team makes the brand feel accountable	Open the About page: is a real person visible?	P2	☐ Not checked
5.6	Google and third-party reviews are monitored; every negative review gets a reply within 48 hours	Professional replies show prospective customers how the brand handles problems	Review the last 10 negative reviews	P2	☐ Not checked
5.7	Customer photos, videos and creator content appear on home and product pages	Shoppers tend to trust other customers more than brand claims	Count UGC placements on key pages	P2	☐ Not checked
5.8	Press, awards and certifications are shown (genuine ones only, with the issuer named and linked)	Verifiable proof builds authority	Click each badge and logo	P2	☐ Not checked
5.9	The guarantee is specific (e.g. "14-day free exchange"), not "satisfaction guaranteed"	Specific promises are easier to believe and act on	Read your guarantee wording	P2	☐ Not checked
5.10	Support response times are published and met	Sets expectations and cuts chargebacks	Compare promised vs actual response time	P3	☐ Not checked
5.11	A community exists for repeat buyers (WhatsApp channel, private group, close friends)	Community turns buyers into advocates	Check membership and activity	P3	☐ Not checked
5.12	Packaging, website, social and ads share one look, tone and promise	Consistency reads as reliability	Lay out all four side by side	P3	☐ Not checked

Not sure which P1s matter most for your store? Get a prioritised audit at rankistan.com.

Lever 6 of 10

Cart, checkout & payments

Shoppers who reach checkout have already chosen a product. What loses them here is friction: extra fields, late fees and missing payment methods.

What good looks like: A returning shopper can complete checkout quickly, with minimal fields and the payment method they prefer.

#	Check	Why it matters	How to check	Priority	Status
6.1	Guest checkout is available; account creation is optional and offered after purchase	Forced account creation is a significant abandonment factor in Baymard's research	Check out without logging in	P1	☐ Not checked
6.2	Full cost (shipping, taxes, COD or handling fees) shows before the final step	Costs revealed late are the most-cited reason shoppers abandon checkout	Walk through checkout and note when each fee appears	P1	☐ Not checked
6.3	Payment methods match your market: cards, Apple/Google Pay, plus local options (COD, JazzCash, Easypaisa, bank transfer in Pakistan; BNPL in the Gulf)	Buyers leave when their preferred method is missing	List your methods vs what local competitors offer	P1	☐ Not checked
6.4	A real mobile test order is placed every week	App and theme updates can break checkout without any alert	Keep a weekly test-order log	P1	☐ Not checked
6.5	Error messages appear beside the field, explain the fix, and keep entered data	Wiping a form sends buyers away	Enter a wrong card number and a bad postcode	P1	☐ Not checked
6.6	Address forms are short, support autocomplete and validate phone numbers	Bad addresses cause failed deliveries and returns	Complete the form on a phone	P1	☐ Not checked
6.7	The cart shows progress toward free shipping	Nudges shoppers to add one more item	Add one low-priced item to the cart	P2	☐ Not checked
6.8	Abandoned checkouts get a recovery message by email, SMS or WhatsApp within an hour	Recovery works best while intent is fresh	Abandon a checkout and time the first message	P2	☐ Not checked
6.9	COD orders are confirmed by WhatsApp or SMS before dispatch	Cuts fake orders and return-to-origin (RTO) shipments	Place a COD test order	P2	☐ Not checked
6.10	The discount code field is collapsed by default	An open box sends shoppers off to hunt for codes	View the checkout page	P2	☐ Not checked
6.11	The thank-you page confirms the order and delivery date and gives one next step	Reassures the buyer and starts the next sale	Complete a test order	P2	☐ Not checked
6.12	A one-click post-purchase upsell is offered	Adds order value with no new acquisition cost	Check the post-purchase page and its take rate	P3	☐ Not checked

Lever 7 of 10

Paid acquisition

Ads amplify what already works; they can't fix what doesn't. Scale spend only once Levers 1, 2, 4 and 6 are strong.

What good looks like: Every campaign judged on contribution margin, and no unhealthy dependence on a single acquisition channel.

#	Check	Why it matters	How to check	Priority	Status
7.1	Meta Pixel with Conversions API and Google Ads enhanced conversions are live and deduplicated	Bad data trains algorithms on the wrong buyers	Compare platform-reported purchases with store orders for one week	P1	☐ Not checked
7.2	The break-even ROAS from Lever 1 is the pass/fail line for every campaign	Keeps spend tied to profit, not vanity ROAS	Check campaign reports show the line	P1	☐ Not checked
7.3	Brand search campaigns are reported separately from non-brand	Branded sales flatter results that aren't new growth	Split reporting by campaign type	P1	☐ Not checked
7.4	Every ad lands on a page matching its promise: product, offer and price	A mismatch wastes the click you paid for	Click your top 5 live ads	P1	☐ Not checked
7.5	Written kill and scale rules are applied in a fixed weekly review	Removes emotion from budget decisions	Read the rules; check last week's log	P1	☐ Not checked
7.6	New creatives are tested weekly, tracking hooks and angles, not just formats	Creative is one of the highest-impact levers in paid social	Review last month's creative test log	P2	☐ Not checked
7.7	Shopping and Performance Max run on a clean feed with descriptive, query-relevant titles and correct GTINs	Feed quality decides where your products appear	Merchant Center feed diagnostics	P2	☐ Not checked
7.8	Existing customers are excluded from prospecting where the platform allows	Stops paying to acquire people you already have	Check audience exclusions	P2	☐ Not checked
7.9	Retargeting uses sensible windows and frequency caps	Over-frequency burns budget and brand goodwill	Check frequency over the last 7 days	P2	☐ Not checked
7.10	An incrementality test (geo holdout or on/off) runs twice a year on the biggest channel	Shows what ads truly add beyond organic demand	Check the date of the last test	P3	☐ Not checked
7.11	Creator content runs as partnership ads (creator-authorised ads)	Creator content often outperforms brand-made creative	Review the ad library for creator ads	P3	☐ Not checked
7.12	Dependence on any single acquisition channel is reviewed (Rankistan working benchmark: review once one channel passes ~70% of new customers)	Reduces risk from one platform's changes	Break down new customers by source	P3	☐ Not checked

Lever 8 of 10

Retention & lifecycle

Repeat purchases spread acquisition cost across more revenue, which is often where customer-level profit improves.

What good looks like: All five core automated flows live, and repeat purchase rate improving cohort over cohort.

#	Check	Why it matters	How to check	Priority	Status
8.1	Email, SMS or WhatsApp opt-ins are captured with a clear reason to join; sign-up rate is tracked	An owned audience lowers future acquisition cost	Check pop-up conversion rate in your email tool	P1	☐ Not checked
8.2	Welcome, abandoned cart, browse abandonment, post-purchase and win-back flows are live	These flows earn revenue every day without new spend	List active flows and last-30-day revenue for each	P1	☐ Not checked
8.3	Customers get proactive order, dispatch and delivery updates	Cuts “where is my order” tickets and builds trust	Place an order and track every message	P1	☐ Not checked
8.4	Repeat purchase rate is tracked by monthly cohort	A strong retention and product-market-fit signal for repeat-purchase categories	Build a cohort table from order exports	P1	☐ Not checked
8.5	Replenishment reminders match how long the product lasts	Lands when the customer is likely running out	Compare reminder timing with the usage cycle	P2	☐ Not checked
8.6	Lists are segmented into subscribers, first-time buyers, repeat buyers and VIPs	Different customers need different messages	Review segments in your email tool	P2	☐ Not checked
8.7	A referral programme rewards both the referrer and the new customer	Referrals reduce reliance on paid ads and bring high-intent customers	Test the referral link end to end	P2	☐ Not checked
8.8	Consumable products offer subscribe-and-save	Locks in predictable recurring revenue	Check product pages of consumable SKUs	P2	☐ Not checked
8.9	SPF, DKIM and DMARC are configured for your sending domain	Improves deliverability and blocks spoofing; Gmail and Yahoo require it of bulk senders, and missing setup raises spam or rejection risk	Run a domain check with MXToolbox	P2	☐ Not checked
8.10	A loyalty programme rewards repeat buyers with more than discounts	Builds habit without training discount-hunting	Review programme terms and engagement	P3	☐ Not checked
8.11	A post-purchase survey asks “How did you hear about us?”	Fills attribution gaps that tracking misses	Check the survey response rate	P3	☐ Not checked
8.12	A campaign calendar plans 1–2 sends a week around launches, stories and seasons	Keeps the list warm without constant discounting	Open the next 30 days of the calendar	P3	☐ Not checked

Lever 9 of 10

Marketplaces & channels

Marketplaces such as Amazon, Daraz and Noon can multiply reach or quietly eat your margin. Run each as its own business.

What good looks like: Every channel shows a positive contribution margin on its own P&L.

#	Check	Why it matters	How to check	Priority	Status
9.1	Each marketplace has its own P&L after referral fees, fulfilment, ads and returns	Top-line marketplace sales often hide losses	Build one P&L per channel for the last quarter	P1	☐ Not checked
9.2	Cross-channel pricing is a deliberate policy, not an accident	Undercutting your own site trains buyers to leave it	Compare hero SKU prices across channels	P1	☐ Not checked
9.3	Inventory syncs across all channels	Overselling brings cancellations and account penalties	Check sync settings and last month's cancellations	P1	☐ Not checked
9.4	Listings are optimised: keyword-led titles, complete attributes, backend search terms (Amazon) and A+ or enhanced brand content	Marketplace search relies heavily on listing relevance, product data and sales performance	Search your main keyword on each marketplace	P2	☐ Not checked
9.5	Ratings are monitored weekly and customer questions answered quickly	Ratings can influence conversion and marketplace visibility	Check rating trend and unanswered questions	P2	☐ Not checked
9.6	Your brand is registered and protected (e.g. Amazon Brand Registry)	Guards against hijackers and counterfeits	Confirm registry status	P2	☐ Not checked
9.7	Marketplace ads run against an ACoS target based on Lever 1 margins	Keeps marketplace spend profitable	Compare ACoS with margin per SKU	P2	☐ Not checked
9.8	Social commerce (Instagram, TikTok Shop where available) is tested for hero products	Meets buyers where they already scroll	Check whether a test has run	P2	☐ Not checked
9.9	Package inserts invite marketplace buyers into your community, where rules allow	Turns rented customers into owned ones	Review insert copy against platform rules	P3	☐ Not checked
9.10	Wholesale, B2B or retail distribution has been evaluated	Can add volume at lower acquisition cost	Check for a written evaluation	P3	☐ Not checked
9.11	Before entering a new country, duties, currency, local payments and couriers are checked	Avoids expensive launch surprises	Complete a market-entry checklist	P3	☐ Not checked
9.12	Channel mix and profitability are reviewed every quarter	Budgets should follow margin, not habit	Check the last review date	P3	☐ Not checked

Lever 10 of 10

Measurement & operations

Every other lever depends on two things: data you can trust and orders that arrive on time.

What good looks like: GA4 revenue within an agreed variance of store revenue ($\leq 5\%$ where your tracking setup allows), and one dashboard the whole team reads every week.

#	Check	Why it matters	How to check	Priority	Status
10.1	GA4 e-commerce events (view item, add to cart, begin checkout, purchase) fire correctly; revenue stays within your agreed variance of store revenue	Every other decision rests on this data	Compare 30-day GA4 revenue with store admin; consent rules and ad blockers widen the gap	P1	☐ Not checked
10.2	One weekly dashboard shows revenue, orders, AOV, conversion rate, CAC, MER and contribution margin	One shared view speeds every decision	Open it: is it current?	P1	☐ Not checked
10.3	Every campaign, email and influencer link follows one UTM convention	Messy tags make attribution impossible	Review GA4 source/medium for duplicates	P1	☐ Not checked
10.4	Dispatch time, delivery success and return-to-origin (RTO) rate are tracked against written targets	Fulfilment failures cost the sale and the customer	Check last month's figures against targets	P1	☐ Not checked
10.5	Hero SKUs have stock-out forecasts tied to supplier lead times	Stock-outs stop winning campaigns cold	Check days of cover for each hero SKU	P1	☐ Not checked
10.6	Funnel drop-off is reviewed by device every month	Shows exactly where buyers leave	GA4 funnel exploration, split by device	P2	☐ Not checked
10.7	Heatmaps and session recordings are reviewed monthly on the top 5 pages	Reveals friction that numbers alone miss	Check the last review date in your tool	P2	☐ Not checked
10.8	Support tickets and customer reviews are tagged by reason; the top 3 feed back into pages and policies	The cheapest customer research you have	Review the tag report for the last 30 days	P2	☐ Not checked
10.9	Cookie consent, privacy notices and consent mode meet the rules of every market you sell into	Avoids fines and keeps ad tracking lawful	Review the consent banner per market	P2	☐ Not checked
10.10	An experiment log records each test's hypothesis, result and decision	Stops the team repeating failed ideas	Open the log	P3	☐ Not checked
10.11	Written SOPs exist for product launches and major sale events	Peak days are when mistakes cost most	Check the SOPs are current	P3	☐ Not checked
10.12	This audit is re-run each quarter and scores are logged in the scorecard	Turns a one-off check into a growth habit	Check the scorecard for four dated audits	P3	☐ Not checked

Putting it into practice

90-day roadmap

Fix the leaks first, then build the engine, then scale. Only move to the next phase once its exit condition is met.

Phase	Days	Levers	Main actions	Move on when
Phase 1 Stop the leaks	1 to 30	1, 2, 6, 10	Build the SKU margin sheet, fix speed and errors, simplify checkout, check tracking	Every P1 in these levers is Done
Phase 2 Build the engine	31 to 60	3, 4, 5, 8	Rewrite hero product and collection pages, set up the core email flows, start collecting reviews	Every P1 in these levers is Done and all five core flows are live
Phase 3 Scale what works	61 to 90	7, 9 and your lowest lever	Apply your kill and scale rules, open or fix channels, close the P2s in your weakest lever	No relevant P1 is open and your score reaches your scaling threshold (we use 85%) before any significant budget increase

New ideas that come up in the middle of a quarter go on the list for the next round. Finishing the current plan matters more than starting a new one.

Want this roadmap built around your actual store? We turn your audit results into a dated 90-day plan. Start at rankistan.com.

Who we are

About Rankistan

Rankistan is a digital marketing and e-commerce growth agency based in Johar Town, Lahore. Since 2018 we have worked with brands in Pakistan and internationally on SEO, paid advertising, social media and marketing automation.

The Success Blueprint is built from that client work: the checks reflect issues we see again and again in e-commerce audits, and the fixes are ones we have put in place for clients.

Recognition

- TechBehemoths Awards winner, 2021 and 2022 (techbehemoths.com/company/rankistan)
- Listed by Clutch among the top B2B companies in Asia (2020) and top agencies in Pakistan (2021) (clutch.co)

Get your 120-point e-commerce growth audit

We review your store, ad accounts, retention flows and tracking against every check in this blueprint, then deliver a prioritised 90-day action plan with each fix ranked by its likely impact on revenue and margin.

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The fine print

Sources & terms of use

Published standards referenced

- Core Web Vitals thresholds (Lever 2): Google Search Central, “Understanding Core Web Vitals and Google search results”, and web.dev, “Web Vitals”.
- Structured data and rich results (Lever 2): Google Search Central, “Introduction to structured data markup”. Valid markup makes a page eligible; Google decides whether to show rich results.
- AI features (Lever 3): Google Search Central, “AI features and your website”. Google states no special optimisation is needed beyond standard SEO best practice.
- Paid and sponsored links (Lever 3): Google Search Central, “Spam policies for Google web search” and “Qualify your outbound links”.
- Checkout abandonment (Levers 4 and 6): Baymard Institute, cart and checkout abandonment research (baymard.com).
- Email authentication (Lever 8): Google, “Email sender guidelines” for Gmail bulk senders; Yahoo sender requirements.

Rankistan working benchmarks

These come from our own practice, not from an industry standard. Treat them as review triggers and adjust them to your business: the 15–30% free-shipping test range (1.6), the ~3:1 LTV:CAC starting point (Lever 1), the ~70% single-channel review trigger (7.12), the ≤ 5% GA4-to-store variance target (Lever 10), and the score bands and weights on page 4.

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