**Your Products**

How many products currently on sale?

How many products on average?

What is your best seller?

What is selling well?

What is not selling well?

Note where you could add value to existing products

Do your products reflect current trends?

Note ideas for new products

Look at your competitions range – are you on a par?

**Your Shop**

Consider the overall look and feel of your shop

Compare to your leading competition

Is your contact page up to date?

Is your about page up to date?

Are you policies up to date…

 Shipping policies

 Privacy policy

 Returns policy

 Other policies

**Your Pictures**

 Do they pop?

 Are you showing off all aspects of the item?

 Do they still look good when thumbnails?

 How do they compare with your competition?

Links – do they still go where they should?

Make a note of your shop’s fees – listing fees, subs, payment provide fees etc

Is the location of your shop still best for you?

Descriptions

 Have you given measurements, materials etc?

 Have you told the customer why they NEED this item?

 Have you included your USPs, and that it is handmade?

 Have you answers any questions?

**Your Sales**

What is your average sale value?

 Consider potential upsales

What is your average sales per year/month/week/day?

Does your shop have seasonal swings?

What is your average profit margin per item?

What is the range of your profit margins?

 Consider whether some products should be scrapped due to low margins

**Your Pricing**

What is your pricing range?

What is your average price point? Look at the cost of your supplies for potential savings

Look at leading competitors pricing

Review your postal prices

**Your Marketing**

Is your SEO up to date?

 Titles

 Photo descriptions and alt text

 Item descriptions

 Tags or hashtags if required

 Overall shop SEO

Links to your social media

Are you running any promotions?

**Your Branding**

Is your branding consistent throughout the shop and social media?

Is your branding up to date?

Are you utilizing branding on your packaging etc?

Note anywhere you are not utilizing your current branding but should be

**Other**

Look at your packaging process for any possible improvement

Customer Service – think about how this could be improved

 Cut-and-paste replies for speed and efficiency

 Email signature, auto replies etc

Is your workspace organized?

Are your supplies and finished products stored safely?

Are your accounts up to date?

Edit this checklist to suit your own craft shop.

Check out the Craft Seller Success Podcast – Episode 15 – A Shop Audit for Craft Sellers where I discuss how to use this audit checklist. You can listen to the podcast or read the transcription.