

# Ecommerce Preparedness Checklist

This checklist serves to guide a web designer in their efforts to build a secure and customer-friendly e-commerce web site. This is essential to providing your future customers with an informative, easy-to-shop, and safe online web store which is vital to securing an internet-based merchant account. Having a website that complies with this checklist will substantially reduce its exposure to chargebacks.

<input type="checkbox"/>	<b>Merchant's DBA name appears prominently on the web site</b>
	The name of the merchant's business name (DBA) should be prominent and obvious on the website. Ideally, the DBA name will be at the top of every page and very clear. Also, there should be a correlation between the DBA and product(s) being offered. For example, if you plan on selling car tires, a good DBA name would be "Bob's Discount Tires". A bad DBA name would be "Mary's Flowers". This name should also be the name that appears on your customers' statements.
<input type="checkbox"/>	<b>Customer Service phone number is clearly posted.</b>
	A customer service phone number is helpful for your customers to be able to call to ask questions. It should be clearly posted. Ideally it will be on every page and very prominent. It need not be a toll-free number.
<input type="checkbox"/>	<b>Return/Refund policy is clearly posted.</b>
	Your customers should be aware of how a refund/return is handled by your business. How long do they have to request a refund? Will they receive their form of payment back or will it be a credit only? Is it possible to get a refund at all? Even if your items can not be returned and you will never issue a refund, that policy must be clearly stated for your web site's visitors to see. Also, be sure to include a checkbox on your checkout page that the customer must check to acknowledge that they have read your return policy.
<input type="checkbox"/>	<b>Delivery methods and timing are clearly posted.</b>
	How long from the time an order is placed can a customer expect you to ship your product/ deliver your service? How will you be shipping it? UPS? DHL? Fed Ex? Next day air? Ground? Mule? Make sure your customers are aware of how their order will be shipped and how long they can expect to wait for it. This will help to sate the impatient customer.
<input type="checkbox"/>	<b>Privacy statement is outlined.</b>
	How do you plan to use the information your visitors give you when they place an order? Will you use it only to complete their order? Will you sell it to a third party? Privacy is a concern of all web users. A privacy policy should be very clear and easy to read. It should be obvious and easy to find.
<input type="checkbox"/>	<b>Product offered is clearly described.</b>
	What exactly is a widget? If you're selling them, a clear description of what they are must be present. If you can answer the following questions with a description, it is a good one: Who would use this product? What is it called? What does it do? How do you use it? Is there a warranty? What colors are available? What is it made of? Technical specifications are always helpful to provide when applicable.
<input type="checkbox"/>	<b>Page where credit card info is entered is secure.</b>
	Probably the most important checklist item. The page where a customer enters their personal information and credit card number <i>must</i> be secure. This means purchasing and installing a secure certificate on the web server. This will encrypt a customer's private information so hackers can not steal it while it is being sent to the web site. Most customers won't place an order on a web site that does not have one anyway. You may install your own secure certificate or use one provided by a gateway provider.