



E-COMMERCE SUPPORT

The E-commerce Operations Checklist

A practical store-management checklist covering listings, catalogue admin, orders, customer support and ongoing housekeeping.

WHO THIS IS FOR

For online retailers selling through eBay, marketplaces, WooCommerce or other online-store platforms - across any product category.

Improve listings

Keep product information accurate and complete.

Reduce backlog

Build repeatable routines for orders and catalogue admin.

Protect experience

Keep customer enquiries and updates moving.

Free practical resource from Arvelane

Good e-commerce operations happen behind the storefront

A successful online store depends on a long list of small operational tasks. Individually they can look minor; together they determine whether listings are accurate, orders move smoothly and customers receive clear information.

Use this as a weekly and monthly operating checklist. Adapt it to the platforms you actually use, your fulfilment process and your own customer-service policies.

1. Product listings & catalogue quality

CHECK	TASK / QUESTION
☐	Product title is clear, accurate and platform-appropriate
☐	Description explains the product without missing key information
☐	Item specifics, attributes and variations are complete
☐	Price and VAT/tax display are correct for your setup
☐	Stock quantity is accurate
☐	Images are clear, current and correctly ordered
☐	Delivery information and dispatch times are accurate
☐	Returns information matches your current policy
☐	SKUs or internal product references are consistent
☐	Duplicate, outdated or discontinued listings are reviewed

2. Order & fulfilment administration

CHECK	TASK / QUESTION
☐	New orders are checked at an agreed frequency
☐	Payment or order exceptions are flagged

CHECK	TASK / QUESTION
☐	Orders are passed to fulfilment/dispatch correctly
☐	Tracking information is added where applicable
☐	Cancelled orders are processed consistently
☐	Out-of-stock issues are identified quickly
☐	Delivery problems are logged and followed up
☐	Open orders are reviewed for delays or missing actions

3. Customer support & after-sales

CHECK	TASK / QUESTION
☐	Customer questions are answered within your target response time
☐	Common questions have approved answer templates
☐	Returns or replacement requests are logged
☐	Refund actions are recorded clearly
☐	Delivery issues are followed through to resolution
☐	Product questions are fed back into listing improvements
☐	Customer complaints are escalated using agreed rules
☐	Positive feedback/review opportunities are identified

4. Weekly / monthly store housekeeping

CHECK	TASK / QUESTION
☐	Low-stock and out-of-stock products are reviewed
☐	Product data changes are updated across relevant channels
☐	Old promotions or banners are removed
☐	Broken links or obvious website issues are checked
☐	Search terms/customer questions are reviewed for content ideas
☐	Marketplace account notifications are cleared and actioned
☐	Best-selling and slow-moving products are noted
☐	Returns reasons and repeat customer issues are reviewed
☐	Catalogue gaps or missing product information are added to a task list

Quick store health score

AREA	SCORE 0-5	NEXT ACTION
Listings & data	___/5	
Orders & fulfilment	___/5	
Customer support	___/5	
Catalogue housekeeping	___/5	
Website / marketplace admin	___/5	

How to use the score

20-25: generally organised - focus on optimisation. 13-19: workable but inconsistent - document routines.
0-12: likely backlog or risk - prioritise the operational basics first.

Your e-commerce action list

TASK	PLATFORM	PRIORITY	OWNER	DUE

Need a hand putting this into action?

Arvelane provides flexible UK-based business support for trades, B2B companies, service businesses, agencies, consultants, online retailers and growing SMEs. You can use us for a few hours of focused support or ongoing monthly capacity.

- eBay and marketplace product listings
- Product uploads, descriptions and catalogue administration
- Order admin and customer-enquiry support
- WooCommerce product and day-to-day store support

A simple next step

If e-commerce support is taking time away from the work only you can do, we can help you build a practical support plan around your business.

Explore E-commerce Support at arvelane.co.uk/#/ecommerce-support

arvelane.co.uk | hello@arvelane.co.uk

More support. More capacity. More time to grow.

Note: This resource is general practical guidance and is not legal, financial, employment or regulatory advice.