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THE FREE TOOLKIT / ECOMMERCE / COMPANION TO THE ECOMMERCE SKILLS LAB

The Ecommerce Skills Workbook.

Trace a purchase, map search intent, define your metrics, check stock before you promote, and plan one careful test.

Use one real product or a clearly labeled practice store. Record what you verified, what remains unknown, and the next action. You can complete the exercises with your existing tools.

01 Choose the problem

Store or practice project:

Representative product and variant:

Customer and buying situation:

The business problem in one sentence:

Evidence that the problem exists:

What would count as a useful improvement:

SKILL	CONFIDENCE: 0 UNKNOWN, 1 ASSISTED, 2 INDEPENDENT, 3 CAN TEACH	EVIDENCE OF CURRENT ABILITY	NEXT USEFUL DELIVERABLE
Website building and maintenance			
SEO			
Analytics			
Inventory management			
PIM			
CRO			
Digital advertising			

This is a self-assessment, not a validated certification or psychometric score. Choose the next task based on the business problem as well as your confidence.

02 Trace the buying journey

STEP	TASK	RESULT AND EVIDENCE	ISSUE OWNER	RESOLVED AND RECHECKED
Find	Reach the product through navigation			
Understand	Identify fit, contents, dimensions, exclusions			
Select	Choose a valid variant			
Cart	Confirm quantities, price, discounts			
Delivery	Check supported addresses and timing			
Payment	Use the documented test method			
Confirmation	Confirm order, message, stock behavior			
Measurement	Verify the expected events and order ID			

Test date, environment, device, and browser:

Test-data cleanup and payment-mode restoration confirmed by:

03 Map search intent

QUERY THEME	EVIDENCE SOURCE	SHOPPER QUESTION	BEST EXISTING PAGE	MISSING ANSWER	PLANNED EDIT

Do not invent search volume. Mark unverified query ideas as hypotheses.

04 Define the five metrics you will use

METRIC	EXACT NUMERATOR	EXACT DENOMINATOR	SOURCE	EXCLUSIONS AND TIME WINDOW	DECISION SUPPORTED

Reconciliation note: which systems disagree, by how much, and what will you check?

05 Review stock before promotion

VARIANT/SKU	USABLE STOCK DEFINITION AND COUNT	COMMITMENTS	CONFIRMED INCOMING/DATE	DEMAND ASSUMPTION	LEAD TIME	RISK/ACTION

Reorder point = expected demand during replenishment lead time + safety stock.

State whether the starting stock count already excludes commitments. Avoid subtracting them twice. Record uncertainty in receipts, demand, and lead time. A scenario is not an automatic purchasing instruction.

06 Create one approved product record

FIELD	APPROVED VALUE	SOURCE OF TRUTH	VERIFIED BY/DATE	DESTINATION CHANNELS
Product ID and variant SKU				
Name and intended use				
Included items and exclusions				
Materials and dimensions				
Compatibility or suitability				
Approved image and usage rights				
Care or usage instructions				
Price source				
Availability source				

Unknowns awaiting confirmation:

Conflict-resolution owner:

07 Write one CRO brief

Observed obstacle and evidence:

Proposed explanation:

Change to evaluate:

Eligible audience and assignment unit:

Primary metric and exact definition:

Possible harms and monitoring:

Method: usability research, controlled experiment, or directional before/after review:

Why this method fits the traffic and decision:

Sample planning or research recruitment:

Decision rule and review date:

Other changes that could affect the result:

Outcome, uncertainty, and next action:

If running an experiment, use an appropriate sample-size or sequential method with your baseline and minimum worthwhile effect. Do not set a universal sample target from this worksheet.

08 Plan an advertising test

Product group and available stock:

Audience hypothesis and evidence:

Channel and campaign type:

Offer and landing page:

Creative concepts:

Relevant keyword themes, where applicable:

Proposed exclusions and useful queries they might block:

Revenue and variable-cost definitions:

Contribution before advertising:

Desired contribution after advertising:

Maximum planned cost per order or new customer, clearly distinguished:

Maximum total test spending:

Conversion event and verification:

Reporting delay to consider:

Early stop conditions:

Evidence needed to continue:

Planning ceiling per order = contribution before advertising – desired contribution after advertising. Check that all values use the same order and cost assumptions. This is a simplified planning calculation, not a guarantee of profitability.

09 A suggested 30-day schedule

PERIOD	WORK	DEFINITION OF DONE
Days 1–7	Trace one purchase journey; review product facts and stock	Verified issue list and one resolved priority
Days 8–14	Map search questions; improve one collection and product; define metrics	Updated pages and metric dictionary
Days 15–21	Investigate one obstacle; choose research or an experiment	Evidence-based brief and completed next step
Days 22–30	Prepare one distribution test; review economics and readiness	Approved brief or a documented reason to defer

At the end of the month, write: what I can now do, evidence of the skill, what changed for the store, what I still cannot conclude, and what I will practice next.

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