

The E-Commerce Growth Roadmap Template.

Your complete checklist for scaling from \$0–\$100K/month. The same audit framework we use on every new client engagement.

Use this template to audit your store, identify your biggest revenue blockers, and build a prioritised 90-day execution plan.

Prepared by

Sellevate Pty Ltd

For

Founders scaling Shopify, Amazon, eBay, Etsy & DTC

Region

Australia & Europe

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Your Starting Line

Answer these ten questions honestly. The audit only works if you tell the truth on the page, not the version you want to be true.

01 What is your current average monthly revenue?

\$

02 Which platforms do you sell on?

Shopify · Amazon · eBay · Etsy · Other

03 What is your current site conversion rate?

%

04 How much do you spend on paid ads per month?

\$

05 What is your current Average Order Value (AOV)?

\$

06 Do you have email automation set up?

Yes / Partial / No

07 What is your biggest revenue blocker right now?

08 How many active SKUs do you have?

09 Where does the majority of your traffic come from?

10 What size is your email list?

The Foundation Audit

Tick each item that's true of your business *today*, not what you intend to do. Unticked are your priority backlog.

CONVERSION OPTIMISATION

- Website loads in under 3 seconds on mobile
- Mobile checkout flow is one-thumb friendly (no zoom needed)
- Cart abandonment email sequence active (3+ emails)
- Product pages have visible social proof (reviews, ratings, badges)
- Photography is consistent, high-quality, lifestyle + detail
- Shipping cost transparent before final checkout step
- Trust signals visible (returns policy, payment logos, secure-checkout)

PRODUCT DATA & SEO

- Top SKU titles follow a structured pattern (brand · product · key benefit)
- Descriptions sell *benefits* first, specs second
- All products are correctly categorised & tagged
- Meta titles & descriptions written for top 20 SKUs
- Internal linking structure between related products is intentional
- Schema markup live on product pages (product, review, breadcrumb)

EMAIL & CRM

- Active email list size known and tracked: _____
- Welcome sequence live (3–5 emails)
- Post-purchase sequence live (2–3 emails)
- Abandoned cart sequence live (3 emails over 24–72hrs)
- Win-back / lapsed customer flow set up
- Email platform connected to store with revenue attribution working

90-Day Priority Matrix

Place every initiative from your audit into one of these four quadrants. Then execute top-left first. Always.

| | |
|---|---|
| <p>HIGH IMPACT · LOW EFFORT <i>Do First</i></p> <ul style="list-style-type: none">• Fix conversion blockers• Launch basic email automation• Optimise top 3 products• Speed up site load• Tighten paid ad creative | <p>HIGH IMPACT · HIGH EFFORT <i>Do Second</i></p> <ul style="list-style-type: none">• Launch & scale paid acquisition• UGC content engine• Full product data overhaul• Build retention email programme• Open new sales channel |
| <p>LOW IMPACT · LOW EFFORT <i>Nice to Have</i></p> <ul style="list-style-type: none">• Visual design tweaks• Casual blog content• Minor brand voice polish• Social media micro-content• Onboarding micro-optimisations | <p>LOW IMPACT · HIGH EFFORT <i>Skip For Now</i></p> <ul style="list-style-type: none">• Full brand rebuild• Platform migration• Custom CRM build• Loyalty programme from scratch• Bespoke mobile app |

The rule of execution: never start a Quadrant 2 initiative while there's still untouched Quadrant 1 work. Founders who flip this order burn 6–12 months for no gain.

Your 90-Day Roadmap

Use this template to plan the next 90 days. Pick three priorities per month. Resist the urge to add more.

MONTH 1 · Audit + quick-wins

- Complete full funnel audit (this template, page 2)
- Ship 3 highest-leverage conversion fixes
- Build & ship welcome / abandoned-cart / post-purchase email flows
- Rewrite top 3 product listings end-to-end

MONTH 2 · Expand traffic + content

- Launch one paid acquisition channel (recommended: Meta, single audience to start)
- Begin UGC content pipeline (4–6 creators / month)
- Roll out product data optimisation across next 10–20 SKUs
- Set up Amazon Attribution (if multi-channel)

MONTH 3 · Measure + iterate + retain

- Build single-screen growth dashboard with the 6 numbers that matter
- Establish weekly 30-min review cadence
- Launch retention / win-back email program
- Document next-quarter plan based on what's working

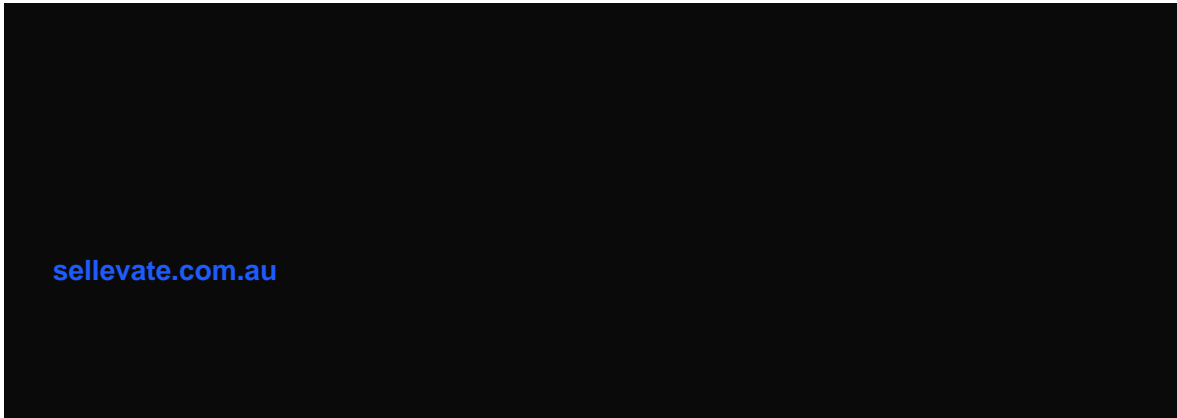
EXPECTED OUTCOMES BY DAY 90

| | |
|---------------------|--|
| Conversion rate | +30% to +80% vs baseline |
| Email revenue share | From 0–5% to 15–30% of monthly revenue |
| Paid acquisition | One channel running at sub-30% CAC of LTV |
| Product data | Top 20 SKUs fully optimised |
| Operating cadence | Weekly review & one experiment shipped per week |

Ready to actually execute?

If you've worked through this template and found three or more gaps, you're not alone. Most growing e-commerce brands have exactly the same gaps — and they keep them open because the day-to-day fires never let the strategic work happen.

That's what Sellevate exists to fix. We run this exact framework, end-to-end, on behalf of brands ready to scale. From conversion to email to paid acquisition to UGC. Under one roof. One accountable team.



sellevate.com.au