Checklist: Best Practices for Merchant Storefront Inspection

Date: _____   **Website:** _____

- [ ] **Check the Company Name**: Verify the company name and address on the terms and conditions page. Look for any unusual formatting.

- [ ] **Quality of Website:** Look for copied text or images, and pay attention to the overall quality. Grammar and spelling inconsistencies can be red flags.

- [ ] **Contact Us Page:** Test the listed customer service email and confirm that you receive a response.

- [ ] **Customer Service Number:** Call the customer service number to verify its activity and legitimacy.

- [ ] **Merchant Location Verification:** Ensure the merchant's location matches their business license and is visible on recognised online maps.

- [ ] **Social Media Presence:** Search for the merchant on social media platforms to see their engagement and credibility.

- [ ] **Customer Reviews:** Utilise customer review sites and Google reviews to gauge the merchant's reputation.

- [ ] **Check for Essential Content:** Ensure the website has clear terms and conditions, customer support info, and a functional payment page. Perform a test transaction to validate.

- [ ] **Web Traffic Analysis:** Monitor website traffic regularly. Unusual spikes or low traffic can indicate potential issues.

- [ ] **Search Engine Indexing:** Check if the website is indexed on search engines. Websites that aren't indexed may not be legitimate.

- [ ] **Verify Website Ownership:** Use WHOIS and DNS records to find essential information about the domain owner.

- [ ] **Review the SSL Certificate:** Ensure the website has a valid SSL certificate by checking the padlock symbol in the address bar.