

TikTok Shop Seller Audit Checklist

68 checks across shop foundations, listings, creative, affiliate activation, conversion friction and compliance. This is the audit we run before briefing a single creator. Work top to bottom: foundations first, creators last. A shop that fails sections 1 and 2 will waste every euro spent in sections 3 and 4.

How to use it: score each line Yes / No / Unsure. Every No or Unsure in sections 1, 2 and 5 is a fix that comes before creator spend. Sections 3 and 4 are where growth compounds once the basics hold. Section 6 is what keeps that growth.

1. Shop and account foundations

Nothing downstream works if the shop itself is throttled, unverified or invisible in your target market.

- ☐ Seller account fully verified, with business documents and payout details approved
- ☐ Shop is registered for the market you actually ship to, not a neighbouring one
- ☐ Shop health / violation history clean; any product takedowns understood and resolved
- ☐ Product catalogue synced correctly if you use a store integration, with no duplicate or orphan listings
- ☐ Showcase / product tab curated: bestsellers first, dead SKUs hidden
- ☐ Shipping templates and delivery promises match what fulfilment can genuinely do
- ☐ Return and refund policy published and consistent with local consumer law
- ☐ VAT / sales tax handling correct for each market you sell into
- ☐ Customer service response time inside platform expectations, with cover for weekends
- ☐ Affiliate / creator settings enabled and open-collaboration terms configured deliberately

2. Listings and product detail pages

Creator traffic is high-intent but impatient. The listing has seconds to confirm what the video promised.

- ☐ Title leads with the recognisable product noun plus its main benefit, in the local language
- ☐ First image reads clearly at thumbnail size, on a dark phone screen
- ☐ Image set covers: product alone, in use, scale reference, what's in the box, key spec callout
- ☐ Product video on the listing, ideally a 10–20s demo cut from creator content
- ☐ Bullet benefits before technical specs; no untranslated boilerplate from a supplier sheet
- ☐ Variants named the way customers speak, with correct variant images and no out-of-stock traps
- ☐ Price and any strike-through price honest and compliant with local price-display rules
- ☐ Sizing, ingredients, materials, allergens, certifications and voltage/plug details present where relevant
- ☐ Delivery window and returns stated on the page, not buried in policy links
- ☐ Reviews imported or earned, and negative-review themes addressed in the copy
- ☐ Claims substantiated: no medical, curative or guaranteed-result language in restricted categories
- ☐ Every listing you plan to push through creators is in stock with buffer for a spike

3. Creative and content

Audit what converts, not what got views. Separate hook performance from product-content fit.

- ☐ Top 20 videos mapped by orders, not views, and grouped by hook type
- ☐ Hook inventory: problem, result-first, unboxing, comparison, POV, price reveal, myth-bust
- ☐ Product benefit visible on screen within the first three seconds
- ☐ Demonstration is honest and repeatable — the video shows what the buyer will actually experience
- ☐ Spoken and on-screen language native to the market, not machine-translated captions
- ☐ Calls to action reference the actual purchase path (product tab, pinned link, LIVE)
- ☐ Content produced in 9:16 with captions on, safe zones respected for UI overlays
- ☐ Disclosure present and early on every commercial video, in the local convention
- ☐ Enough creative volume to test: at least 6–10 variants per hero product per month
- ☐ Usage rights secured for organic reposting and paid amplification before you need them
- ☐ Best organic assets amplified as Spark Ads / GMV Max instead of new studio ads
- ☐ Comment sections mined for objections, then answered in the next content round

4. Affiliate and creator activation

This is where most sellers stall: plenty of creator sign-ups, almost no activations.

- ☐ Commission rate benchmarked against competing products in the same category and market
- ☐ Plan mix deliberate: open collaboration for reach, targeted collaboration for chosen creators
- ☐ Sample / seeding policy documented: who qualifies, what they receive, what's expected back
- ☐ Sample fulfilment fast and tracked — slow samples are the top cause of dead activations
- ☐ Creator brief exists: hooks, must-say points, must-avoid claims, disclosure, deadline, do-not-do list
- ☐ Creators screened on audience fit, content quality, disclosure and commercial terms before outreach
- ☐ Outreach written in the creator's language, naming the specific product and the specific reason
- ☐ Activation tracked as a metric: invited → accepted → sample shipped → posted → sold
- ☐ Follow-up sequence for creators who accepted but never posted
- ☐ Top performers offered better terms, exclusivity or retainers before a competitor does
- ☐ Under-performers re-briefed once with a different hook before being paused
- ☐ Contracts cover usage rights, exclusivity, payment terms, disclosure duties and takedown rights

5. Conversion friction, video to checkout

Walk the path yourself on a phone, in the target market, as a first-time buyer.

- ☐ Product tag present and correct on every commercial video and LIVE
- ☐ Tapped product opens the right variant, in stock, at the expected price
- ☐ Total price at checkout matches expectation — no surprise shipping or duties
- ☐ Guest / fast checkout path works; payment methods locals actually use are available
- ☐ Delivery estimate at checkout matches what the video and listing promised
- ☐ Mobile page speed acceptable on a mid-range Android on mobile data
- ☐ Vouchers and flash-deal mechanics function and are not double-discounting your margin away
- ☐ Free-shipping threshold set against AOV, not guessed
- ☐ LIVE path checked separately: pinned product, host callouts, moderator handling questions
- ☐ Post-purchase flow: confirmation, tracking, unboxing prompt, review request
- ☐ Return rate and reason codes reviewed per SKU, and fed back into the creative brief
- ☐ Attribution understood: which orders came from creator content versus other traffic

6. Compliance, trust and risk

The unglamorous section that decides whether growth survives contact with a regulator or a platform review.

- ☐ Advertising disclosure meets local rules in each market (EU/EEA, UK, US FTC endorsement guides)
- ☐ Restricted-category rules checked for supplements, cosmetics, medical devices, alcohol, finance
- ☐ Cosmetic and health claims substantiated and documented before creators repeat them
- ☐ Consumer rights honoured: EU/UK distance-selling withdrawal period, correct returns handling
- ☐ Product safety and labelling compliant, with an accountable EU/UK responsible person where required
- ☐ Privacy: any customer or creator data collected has a lawful basis and a retention limit
- ☐ Creator agreements signed before samples ship, with disclosure duties written in
- ☐ Platform policy dependency acknowledged: commission, algorithm and shop rules can change without notice
- ☐ Single points of failure identified: one hero SKU, one creator, one market, one supplier
- ☐ Escalation plan for a viral complaint, a safety issue or a listing takedown

7. What to measure afterwards

Commerce outcomes, not vanity reach. Views and followers are inputs; these are the numbers that decide whether creator-led commerce is working.

- ☐ Attributable creator GMV, by creator and by asset
 - ☐ Activation rate: invited → posted → sold
 - ☐ Conversion rate on shoppable video traffic
 - ☐ Average order value and contribution margin after commission and returns
 - ☐ Cost per usable content asset
 - ☐ Return and refund rate by SKU, with reason codes
 - ☐ Time from outreach to first attributable sale
 - ☐ Share of GMV from repeat creators versus one-offs
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Notes and limitations

TikTok Shop availability, commission mechanics, affiliate features and advertising rules differ by market and change without notice. Verify current platform requirements and local law for each market you sell into. This checklist is operational guidance, not legal advice. Clipmerce is an independent creator-commerce partner and is not affiliated with or endorsed by TikTok. “Vetted” refers to Clipmerce's own screening process.

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