



The Free Technical **Audit Checklist:**

12 Signs Your Code is a Mess

A manual for e-commerce and telehealth leaders
who know: every minute of bad performance
drains cash flow and kills conversions.

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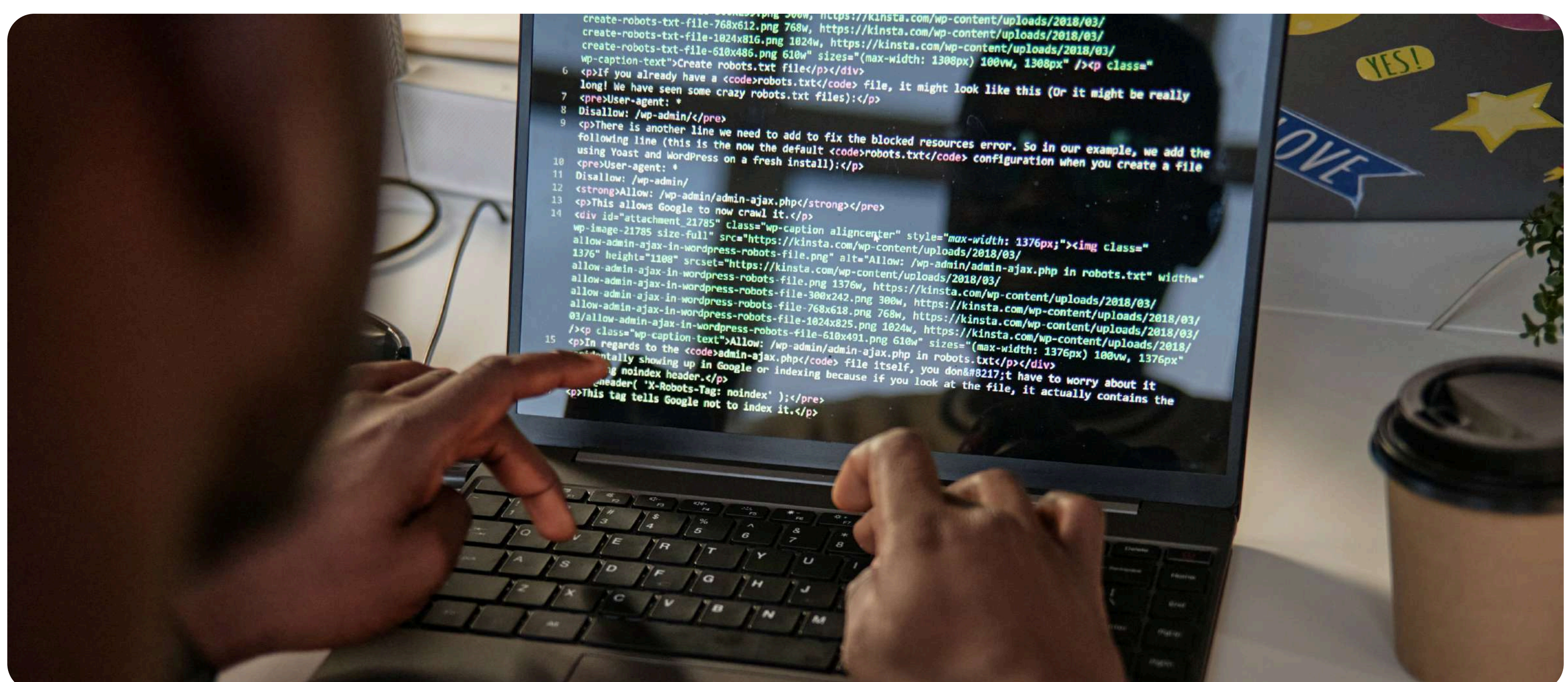
INTRODUCTION

The greatest threat is *not a lack of traffic,* it's a fragile backend.

The biggest threat to e-commerce and telehealth isn't marketing—it's backend inefficiency. Driving clicks means nothing if your checkout drops sales due to slow loads or buggy API integrations. Replacing a fragile setup with clean architecture makes technical efficiency a strategic asset.

This checklist is for leaders who know that legacy code and "spaghetti" setups cause avoidable costs and direct hits to the bottom line.

A beautiful front-end is just the surface. The real health of your store lies in the backend.



CHAPTER 01

The Legacy Trap & The **"One-Man Show"**



The Legacy Trap & The **"One-Man Show"**

Just as modern performance marketing abandoned guesswork, e-commerce management must abandon the "black box" backend. A high-volume store is composed of dozens of interdependent areas. However, many telehealth and e-commerce brands still rely on fragile infrastructures maintained by a single, overwhelmed developer or an unresponsive offshore agency.

The Danger of the "Bus Factor"

Depending on individual heroes to solve chronic operational problems is alarming. If your store relies on undocumented code that only one person understands, your entire revenue is at risk.



Checklist

Sign 1: The "Don't Touch That" Module

There are parts of your codebase that your team refuses to update because nobody knows how it was originally built, and touching it might break the site.

Sign 2: Your Developer is a Bottleneck

Simple UI changes or adding a new tracking pixel take weeks because your single dev is drowning in maintenance and bug fixes.

Sign 3: Zero Documentation

The history of your store's architecture lives entirely in someone's head instead of a standardized, trackable repository.

Sign 4: Communication Happens on WhatsApp

Critical deployment issues or site crashes are communicated via informal chats instead of professional, trackable environments like Jira or Slack.

HYPOTHETICAL CASE STUDY

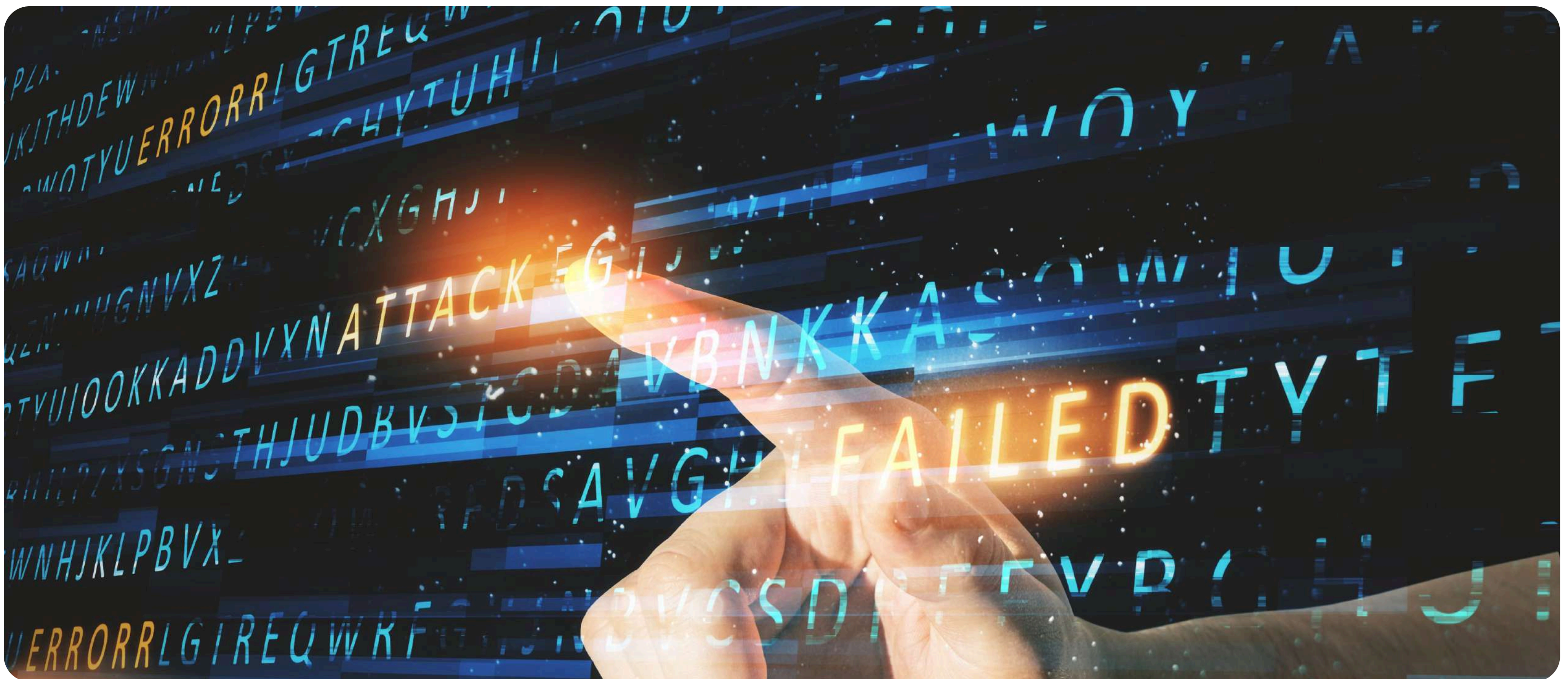
THE CASCADE EFFECT OF DOWNTIME

Scenario

A high-risk telehealth brand launches a massive media buying campaign. Traffic surges, but a legacy, undocumented plugin causes the checkout page to freeze. The issue is reported via a fragmented chat.

Real Numbers

The unplanned downtime generates a direct loss of approximately \$5,000 per hour in wasted ad spend and lost sales. Without a dedicated, synchronous tech squad, the repair takes hours instead of minutes.



QUESTIONS FOR THE LEADER

1. Can you quantify the exact cost of unplanned downtime or checkout glitches during your last major campaign?

2. Is your tech architecture fully documented, or is your company's revenue entirely dependent on one specific developer's memory?

CHAPTER 02

Spaghetti Code & **The Fear of Deployment**



CHAPTER 02

Spaghetti Code & **The Fear of Deployment**

When your codebase becomes tangled, adding new features feels like walking through a minefield. "Spaghetti code" is the ultimate growth killer—it forces you into reactive maintenance instead of proactive scaling.



Checklist

Sign 5: The "Domino Effect" Updates

You ask your team to update a simple banner, and somehow the payment gateway stops working. Everything is dangerously interconnected.

Sign 6: Unexplainable Slowdown

Your Google Analytics shows massive dropoffs because your page load times are slow, dragging down your conversion rates despite your best CRO efforts.

Sign 7: Vendor Lock-in

Your backend is rigid. You are completely dependent on a single proprietary platform, preventing you from migrating to a better architecture or scaling on your own terms.

Sign 8: Outdated Tech Stacks

Your competitors are moving fast with modern APIs, but your team is stuck patching legacy systems that don't support real-time data exchange.

QUESTIONS FOR THE LEADER

1. How confident is your team when deploying new code to the live site during peak business hours?

2. If you needed to switch your primary e-commerce platform tomorrow, do you own your custom code, or are you trapped by a proprietary vendor?

CHAPTER 03

Silent Leaks in **Checkouts & CRMs**

03

Silent Leaks in **Checkouts & CRMs**

For telehealth and high-risk e-commerce, the checkout is not just a button—it is a complex ecosystem. If your tracking, CRMs, and payment gateways are not seamlessly synchronized, you are silently leaking revenue every minute.



Checklist

Sign 9: Disconnected CRMs

Your store isn't perfectly synced with Konnektive, Checkout Champ, or Sticky.io. Orders fall through the cracks, and rebilling automation fails.

Sign 10: Tracking Discrepancies

Your media buyers are looking at Hyros or Everflow, but the numbers don't match your backend data. You are optimizing ads based on broken data.

Sign 11: High Chargebacks & Declines

You are suffering from high decline rates because your checkout lacks smart cascading logic and multiple MIDs routing. You are losing legitimate sales due to rigid payment processing.

Sign 12: Friction-Heavy Anti-Fraud

Your 3DS or Stripe Radar setup is so clunky that it frustrates real buyers. You haven't found the sweet spot between strict PCI compliance and a seamless UX.

QUESTIONS FOR THE LEADER

1. Does your current tech team fully understand the complexities of routing multiple MIDs and cascading payments in a high-risk environment?

2. Are you absolutely certain that every click tracked by your media buyers accurately reflects a processed order in your CRM?

CHAPTER 04

CONCLUSION **& NEXT STEPS**



Excellence starts with *operational efficiency*

In e-commerce, technology is the engine, and revenue is the destination. The brands that scale fastest today are those that generate capacity through intelligent architecture, dropping cart abandonment rates and optimizing resources.

Replacing a culture of "putting out fires" and "spaghetti code" with a clean, orchestrated ecosystem where your CRMs, gateways, and tracking tools operate in perfect harmony is your passport to scale.

A PRAGMATIC FINAL REFLECTION

1. Is your operation being managed with technical predictability, or are you still relying on stressed, asynchronous developers to keep the site alive?
2. If your checkout architecture is fragile, how much money is silently slipping through the invisible bottlenecks of your store every single day?



Your Own Elite Tech Squad, **Without the Friction**

You don't need to accept bad code or offshore delays. Peak One Dev provides full-time, senior LATAM developers working in your time zone (EST). We deliver clean architecture, seamless CRM integrations, and advanced payment routing—all with fluent English and direct communication via Slack and Jira.

Book a Free Technical Audit with our specialists—we will look under the hood of your checkout, map out the exact frictions, and show you exactly where your code is stealing your sales today

Book a Free Technical Audit