

# CORIOLIS

## FFL Ecommerce Essentials Checklist 2026

### The 25 Critical Components Most FFLs Miss When Building a Compliant, Revenue-Driving Online Store

*If you build it, they will come" is a line from a movie, not an ecommerce strategy. You do need a website, but in reality, a standalone website without the complete compliant ecommerce ecosystem creates serious risks: ATF compliance gaps for starters, low online visibility and organic traffic, weak or no email capture, poor email deliverability, limited sales conversions, and a long list of other issues that can hamper your ecommerce success, or prevent you from even getting started.*

*This short, actionable checklist is drawn directly from my 9 years as CEO of AmmoReady.com, where I built and scaled thousands of fully compliant firearms ecommerce operations from the ground up. Use it to audit your current setup, identify missing pieces, and move toward a sustainable, revenue-focused system.*

#### **Paul Angell**

Founder, Coriolis Agency

// 9 years running and scaling AmmoReady; proven FFL ecommerce experience; worked with thousands of FFLs from online-only dropshippers, to AAA shooting ranges, manufacturers, and destination retail locations

# Compliant Foundation & Infrastructure

- Custom domain registered with full privacy protection** (e.g., yourgunstore.com – keep personal info hidden)
- Open source platform with managed hosting** (open source means you own it with no vendor lock-in; professional devops in charge means you focus on your business)
- Professional domain email configured with DKIM, DMARC, and SPF authentication** (essential for email deliverability in restricted industries)
- DNS managed via Cloudflare** (enterprise grade speed, security, WAF, DDoS protection, and CDN benefits)
- Dedicated or reliable SMTP server for transactional emails** (avoid blacklisting from shared IPs)
- Google Search Console and Google Analytics installed, verified, and tracking** (if you don't measure it, you can't fix it)
- Proven, reliable, efficient FFL-specific functionality** (serialized inventory tracking and compliance workflows like FFL picker in the cart)
- Electronic bound book integration for inventory sync and automated dispositions** (streamlines compliant online sales; prevents duplicate cross-channel sales)
- Compliant payment processing from a vendor with industry experience** (online payment gateway, recurring payments, and card-present support as needed)
- Bound book, POS, and website integration with critical workflows** (e.g. MicroBiz or AIM for true omnichannel sync with FastBound and WooCommerce)
- Critical “brand education” and “trust” pages in place** (landing page, product catalog, FFL checkout flow, state restriction notices, legal/compliance/about pages)
- Distributor connectivity, supply chain visibility, fulfillment automation** (real-time catalogs, pricing, and inventory sync from as many sources as possible)

## Traffic, Lead Capture, & Conversion Engine

- Social profiles optimized and active (X and LinkedIn targeted to 2A communities and firearm professionals)
- On-page SEO fundamentals implemented (titles, meta descriptions, headings using long-tail terms like “firearms dropshipping setup” and “FFL ecommerce compliance”)
- Email capture tools deployed (exit-intent pop-ups, lead magnets, and forms on high-traffic pages)

## Operations, Automation & Email Scaling

- Klaviyo (or compliant email/CRM platform) integrated for segmentation, automation, and tracking
- Automated dropshipping workflows operational (real-time order routing and fulfillment without holding inventory)
- Abandoned cart recovery sequence live and tested
- Welcome series for new email subscribers/captures deployed
- Segmented email campaigns running (e.g., first-time buyers, repeat customers, compliance/seasonal updates)
- Email performance tracking enabled (open rates, click-through rates, revenue attribution from Klaviyo flows)

# Next Steps – Turn This Checklist into Your Reality

You now have a clear map of the essentials.

Most FFLs are only 1–3 strategic fixes away from a compliant, scalable online store.

## Get Started:

Ready to close the gaps without risking compliance issues or wasting time?

Schedule a no-pressure compliance & setup audit today:

→ <https://coriolisagency.com/contact-the-coriolis-agency>

## Learn More:

→ Full FFL Ecommerce Solutions → <https://coriolisagency.com/ffl-ecommerce>

→ Firearms Dropshipping Automation → <https://coriolisagency.com/ffl-dropshipping>

→ Website Plans & Pricing → <https://coriolisagency.com/ffl-website-plans>