

# THE 2026 INFRASTRUCTURE AUDIT

STATUS: [DECRYPTED]

Most e-commerce entities fail not due to a lack of traffic, but due to **Structural Technical Debt**. This protocol is a 15-point diagnostic designed to identify "Revenue Leaks"—capital lost to marketplace friction and data fragmentation.

## PHASE 1 // REVENUE LEAK DETECTION

### 01. The FBA Reconciliation Gap

Amazon/Walmart often loses or damages inventory during check-in or transshipment. Unclaimed capital is lost permanently after 90 days.

> AUDIT: Calculate  $(\text{Units Shipped}) - (\text{Units Sold} + \text{Current Inventory})$

### 02. Dimensional Weight (DIM) Audit

Algorithms frequently "over-measure" packaging. A 1-inch error triggers a higher weight tier, costing \$0.50–\$2.00 per unit in margin.

> AUDIT: Cross-reference 3PL data against Marketplace Fee Preview reports.

### 03. Referral Fee Recalculation

SKUs are frequently miscategorized. Items in Home Decor (15% fee) may qualify as Small Electronics (8% fee).

> AUDIT: Verify `GL_Product_Group` alignment for top-volume SKUs.

## PHASE 2 // STRUCTURAL INTEGRITY

### 04. SKU/ASIN Parity Sync

POWER-DRIVE ACCELERATOR // DESIGNED FOR LIQUIDITY // SCALED FOR DOMINANCE

"Ghost Suppression" occurs when API latency causes inventory to show "In Stock" on ERP but "Out of Stock" on the marketplace.

> **AUDIT:** Perform manual parity spot-checks at 10:00 AM and 10:00 PM.

## 05. Metadata Sanitization

Legacy HTML tags trigger "Silent Suppression" in AI-driven search engines like Amazon Rufus.

> **AUDIT:** Scan flat files for non-compliant ,  
, or  
strings.

## 06. Image Compliance & Mobile-First Scan

80% of conversions happen on mobile. Non-compliant image ratios or off-center crops trigger Buy Box suppression.

> **AUDIT:** Validate CTR performance vs. "Hero Crop" alignment.

## PHASE 3 // MARKETPLACE FRICTION

### 07. Buy Box Suppression Audit

Price Parity triggers: If your Shopify site or a wholesaler drops price by \$0.01, marketplaces may kill your Buy Box visibility.

> **AUDIT:** Monitor "Featured Offer Eligibility" reports for 7-day trends.

### 08. Keyword Cannibalization Test

Paying for traffic you own: If Sponsored Brands bid on your brand name while ranking #1 organically, you are burning ROAS.

> **AUDIT:** Filter search term reports for Position 1 organic overlap.

### 09. Latency & Load Diagnostics

High-velocity events (Prime Day) cause API lags, leading to overselling and potential account suspension.

> **AUDIT:** Review Response Latency logs; target <200ms across all nodes.

## [SECURE\_COMMUNICATION\_OPEN]

HDA provides the cure for Marketplace Technical Debt. Initialize your full technical discovery session to secure your growth roadmap.

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