

Ecommerce Optimization Checklist of a 7+ Figure Online Store



At Growcode, we've worked with hundreds of online stores on ecommerce optimization

We dug into 8 years of our experience and put all our insights into one ebook. That's how this in-depth, 115-point optimization checklist came about.

By the end of it, you'll have a thorough understanding of all the on-site elements you need to optimize and how to do it.

How to use this guide

We've designed this guide to be used in three ways. There's a lot of content, so it's advisable not to try and digest it all at once. Whatever your needs, an incremental approach will likely work best.

You can use this guide in the following ways:

- ✓ As a tool for comprehensively evaluating your online store or new site design.
- ✓ As a source of optimization ideas if your current strategy is stalling.
- ✓ As an aid for brainstorming solutions to specific problems, like cart abandonment for a particular product or category. If you've already identified a problem, just jump to the appropriate checklist and go from there.

It's structured in a top-down way, beginning with a general checklist that's applicable to all areas of your site before moving onto checklists for specific types of pages.

Where appropriate, we've also elaborated on checklist points. We've included more information in the "general" section because these changes tend to lead to the biggest conversions.

Optimization Checklist of a 7+ Figure Online Store

That's just a handy printable version. In the following pages, we elaborate on most of the points!

General ecommerce optimization checklist

- 1. Are you confirming to new visitors that they're in the right place?
- 2. Does your site effectively build trust?
- 3. Is the design uncluttered and clear?
- 4. Do you use a grid layout?
- 5. Is your website responsive?
- 6. Do you reinforce your main USP (Unique Selling Proposition) across your site?
- 7. Do landing pages correspond to ads?
- 8. Have you optimized for quick load times?
- 9. Do you make personalized and related recommendations as a customer is browsing?
- 10. Do you provide easy access to returns and shipping policies?
- 11. Do you include reviews from other buyers?
- 12. Is password recovery easy?
- 13. Do you encourage users to leave reviews?
- 14. Are confirmation and error messages clearly visible?
- 15. Do you have a friendly 404 page?
- 16. Does your About page build trust?
- 17. Do you leverage different promotions and offers?
- 18. Do you offer free shipping?
- 19. Is your navigation easy to understand?
- 20. Do you show users the number of products in their cart right in the header? 103. Do you allow autofill and saved options (such as credit cards) for repeat customers?

Mobile optimization checklist

- 21. Do you use labels for icons in your navbar?
- 22. Are your main CTA buttons screen-wide?
- 23. Does your header hide when the user is scrolling down but reappear when the user scrolls up?
- 24. Is the header visible but unobtrusive?
- 25. Are your most important buttons and links placed where it is easy for the user to tap?
- 26. Do you have cross-device checkout functionality?
- 27. Are your forms built and designed to optimize conversions on mobile?
- 28. Do you show two or three images per line on category and listing pages?
- 29. Do you enable swiping motions that mobile users are accustomed to?
- 30. Are pop-ups optimized for mobile?

Homepage optimization checklist

- 31. Does your home page pass the "5-second test"?
- 32. Do you have content for each of the three main types of visitors?
- 33. Do your banners have CTAs that encourage clicks?
- 34. Does the homepage have a digestible number of banners?
- 35. Have you killed every carousel and buried it 100 meters underground?

Listing and category page optimization checklist

- 36. Is the price for discounted products struck through and have you included the percentage of the discount?
- 37. Do you use eye-catching colors (like bright red) for important elements like the sale price or the word "SALE"?
- 38. Are product images visible above the fold and there is a clear, visible header with the category name?
- 39. Are product pictures large enough (do you make the best use of space)?
- 40. Are alternative product shots shown on hover?
- 41. Have you included sub-category filters on your listing page?
- 42. Can products be filtered by category -specific variables like size, color etc.?
- 43. Do you have a comprehensive set of ascending/descending ranking options like price, popularity, relevance, and new arrivals?

Search results page optimization checklist

- 44. Do you include all the appropriate information?
- 45. Do you show available sizes for categories like clothes?
- 46. Do you show color options?
- 47. Are you not showing too many ads?
- 48. Are unavailable products only shown towards the end of the listings?
- 49. Do you include appropriate category and subcategory filters so that user could narrow search results easily?
- 50. Do you have a comprehensive set of ascending/descending ranking options like price, popularity, relevance, and new arrivals?
- 51. Are products visible above the fold?
- 52. Do you include a CTA on "no results" pages?
- 53. Are search results accurate for the most popular keywords?
- 54. Is your search engine advanced enough to detect popular misspellings?
- 55. Do you show auto-suggestions?
- 56. Do you show the keyword that has been searched for and the number of results?

Product page optimization checklist

- 57. Is the product shot large enough to see specific details?
- 58. Does the enlarge photo function work properly?
- 59. Are photographs of a high-resolution and high-quality?
- 60. Do product photos highlight the most important features for users (such as the soles of shoes)?
- 61. Do you show more than one picture and are they easy to browse through?
- 62. For clothes retailers, do you include information about the model near to the photo?
- 63. Are ratings and testimonials easily available, either by clicking a button or scrolling down?
- 64. Are the opinions of reviewers easily scannable?
- 65. Do you group together the "big four" pieces of information?
- 66. Is your main CTA an imperative sentence rather than a single word?
- 67. Is the CTA visible above the fold?
- 68. Do you leverage urgency-building techniques?
- 69. Are the steps leading to checkout obvious (after a user adds a product to the cart)?
- 70. If a product has sold out, do you show customers similar products or other alternatives (or enable them to sign up for a reminder in case the item reappears)?
- 71. Do you clearly show shipping information?
- 72. If it's common to charge high shipping prices in your industry, do you include a shipping calculator on the page?
- 73. Are all the specs available in the product description?
- 74. Are customizable options (like color, size, gift wrap etc.) clearly visible to the user and are they easy to use?
- 75. Do you include a visible reminder to select size / color if a customer forgets?
- 76. Do you include user-generated content, such as from Instagram?

Cart optimization checklist

- 77. Is the main checkout CTA visible?
- 78. Do you use some of the same urgency-building techniques that you use on your product page?
- 79. Do you include an alert to show that a customer's ability to purchase is time-limited? For example, "Your product is reserved for 30 minutes."
- 80. Can customers easily change the number and size of products in their cart?
- 81. Is it easy to delete products from a cart?
- 82. Can customers "save products for later" instead of deleting them?

Checkout optimization checklist

- 83. Does the cart hold products for at least 7 days (ideally 30) for unregistered customers?
- 84. Is the cart associated with the users account so it can be accessed from different devices?
- 85. Do you include graphics that build trust, like seals, padlocks, certification logos etc?
- 86. Does the cart automatically exclude sold-out products? (and communicates this action to the user flawlessly?)
- 87. Do you offer inexpensive complimentary products on the cart page, such as tablecloths for people buying a table set?
- 88. Is the discount code field accessible but not obtrusive?
- 89. Do you re-emphasize free shipping?
- 90. Do you show available payment options on the cart page?
- 91. Do you show the estimated time of delivery?
- 92. Do you send automated emails to customers that abandon their carts reminding them to complete the purchase?
- 93. Can your customers complete their purchase without registration?
- 94. For first-time customers, do you integrate registration into the checkout form?
- 95. Do you require customer emails at the beginning of the checkout process so that you can follow them up if they don't complete an order?
- 96. Is the form vertical (linear) with clear labels that don't disappear when a user fills them out.?
- 97. Are there any fields you can get rid of to shorten the checkout form?
- 98. Do field sizes match the expected size of the input?
- 99. Do you distinguish between optional and mandatory fields?
- 100. Is form validation visible for each field? Do customers know immediately if they have incorrectly filled a form?
- 101. Do you include advice on how to correct mistakes beneath fields when inputs are incorrect?
- 102. Do you use pre-fill options to streamline the entry process?
- 103. Do you allow autofill and saved options (such as credit cards) for repeat customers?
- 104. Do you "encapsulate" credit card entry fields differently to other forms to create another layer of perceived security?
- 105. Do you include visual prompts for credit card details, such as an image of where to find the CVV code?
- 106. Is the label of the main CTA on every checkout step descriptive, for example, "Buy Now.?"
- 107. Is the main CTA clearly visible and does it stand out from other secondary CTAs?
- 108. During registration, do you overcomplicate the password selection process by including unnecessary requirements?
- 109. Have you simplified the header and navigation?
- 110. Have you simplified the footer to prevent customers accidentally clicking away from the checkout process?
- 111. Have you included a progress bar when there are multiple checkout pages?
- 112. Is it absolutely clear that your order summary page, immediately prior to purchase, is not a thank-you page?
- 113. Can users make changes to their address on an order summary page (immediately before purchase) without having to go back to the start of the checkout process?
- 114. Do you offer a wide range of payment options?
- 115. Do you offer ultra-streamlined checkout options, similar to Amazon One-Click?



General optimization checklist



1. Are you confirming to new visitors that they're in the right place?

When new visitors land on your site, they have a specific set of questions. Your first job is to gauge whether or not they are being answered as quickly as possible.

Though it isn't always explicit, visitors usually want to know the following:

- Will I find what I'm looking for here?** Visitors want to know they're in the right place. Will they find the products they want to buy? Is it clear that your store sells women's clothes and not refurbished laptops?
- Why should I shop here and not somebody else?** This concern can be remedied by providing a clear USP, both on your home page and product pages. Do you offer the best price? Are lines exclusive to your store? Do you offer same-day delivery?
- What do I do next?** Visitors want a clear CTA so make sure you include one.

The screenshot shows the Crutchfield website interface. At the top, there's a navigation bar with the Crutchfield logo, a search bar, a phone number (1.844.656.1382), and links for 'Contact Us', 'My Account', and a shopping cart. Below the navigation bar is a category menu with options like 'Car Audio & Video', 'Home Audio', 'TVs & Video', etc. The main content area features a 'Free Shipping with delivery in 3 days or less' banner. Below this, there's a filter section for 'BRAND' (Apple) and 'PRICE RANGE' (\$170 to \$200). The main product listing is for 'Apple TV 4K', showing a product image, a 5-star rating, and a price of \$179.99. A 'Special Offer' box indicates a 3-month trial pass for Pandora Premium. A green-bordered box highlights the 'Free Shipping' text and the '\$179.99' price, with a green 'Add to Cart' button below it.

Crutchfield does that job in a great way: (1) clear headline and tag under the logo tells a user what he will find in this store and on this particular page (2) USP is clearly stated (3) Call to action in contrasting color is included (and links are in blue indicating what can be clicked)



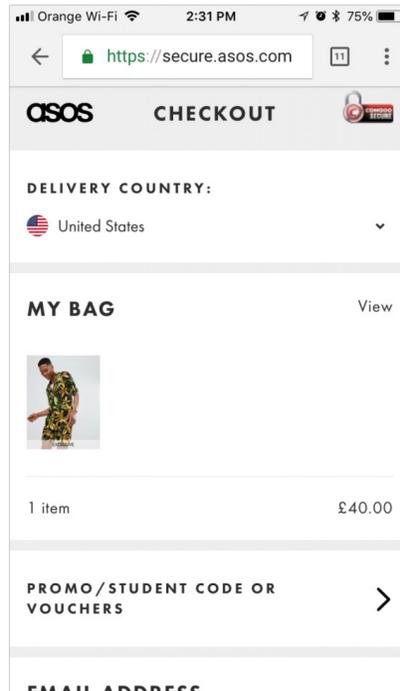
2. Does your site effectively build trust?

Anybody that comes to a site for the first time instantly takes in dozens of micro-impressions, all of which contribute to an opinion about trustworthiness.

Consider the following elements that can help build trust:

- Professional design.
- Number of customers or clients that you have.
- Number of reviews (especially important for product pages).

- ✔ Years on the market (for example, “Established in 1985”).
- ✔ Testimonials.
- ✔ Phone number and contact information.
- ✔ Awards.
- ✔ HTTPS.



Note the multiple trust signals including HTTPS protocol, the green padlock for extended validation certification, the “secure” subdomain for checkout, and the prominently placed Comodo security badge.

Not all of these will be appropriate for every page. But it’s important to bolster trust by including at least some.



3. Is the design uncluttered and clear?

Sites that “breathe” [usually convert significantly better](#) than those that are cluttered and difficult to navigate.

Buy your new iPhone X.

Get free next-business-day delivery on any in-stock iPhone ordered by 5:00 p.m.*



iPhone X
5.8-inch display*

Select

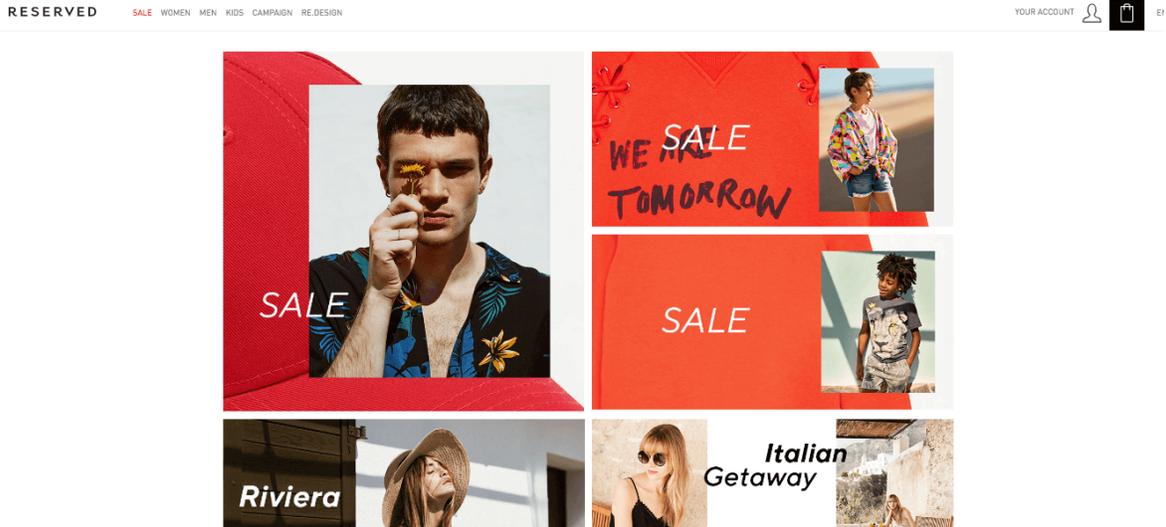
From \$49.91/mo. with the
iPhone Upgrade Program.¹
Or pay in full from \$999.

Apple is renowned for using original, minimal designs, beautiful photography and clear, informative descriptions.



4. Do you use a grid layout?

At Growcode, we could talk for hours about [grids](#). They're one of the oldest elements of design and uniquely important for online retailers. Following a grid system will make every online store beautiful. It sounds like a simple thing, but you'd be surprised how many ecommerce site designers overlook it.

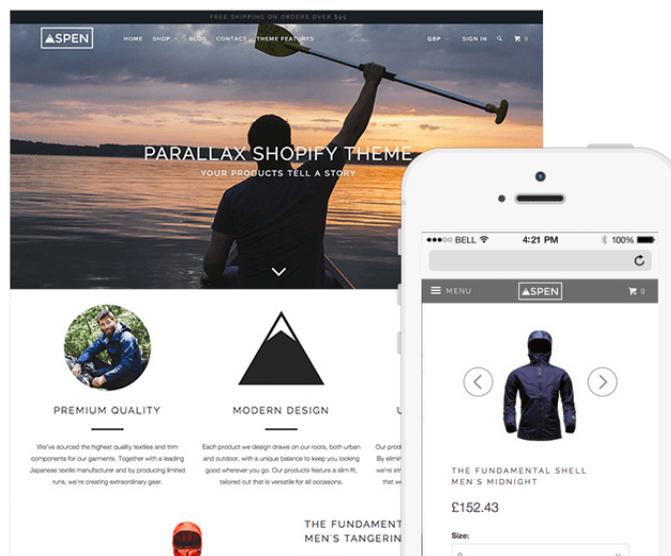


Grid-based layouts are one of the most popular designs in ecommerce. Following a grid system will make every online store beautiful and likeable. Reserved knows it very well.



5. Is your website responsive?

Responsiveness refers to how well a site adapts to different browser sizes and devices. There are literally hundreds of devices and browsers, so it's crucial that your site is designed to render well on all of them. In the US, sales made on mobile devices accounted for [34.5% of all ecommerce sales in 2017](#). And that number is only expected to get bigger.



Parralax created great responsive website, which works perfectly on desktop and mobile. Responsive version is the first step if you want to [improve your mobile checkout](#). [Source](#).



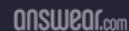
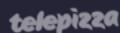
Get a free, 1-hour long, 1:1 consultation.



Curious about your website's bottlenecks and the Guaranteed Revenue Targets we can deliver for you?

[GET YOUR FREE ANALYSIS](#)

Growcode has been trusted by more than 155 online stores.



“ We realized a 22% improvement in our desktop conversion rate and a 51% jump for mobile.

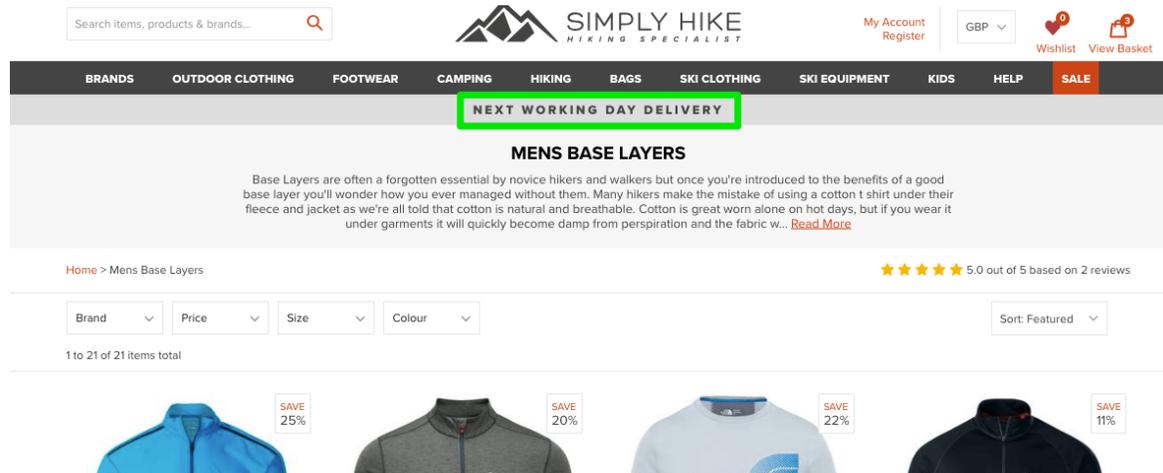
- Michal Kicinski, Head of Ecommerce, Bandi Cosmetics



6. Do you reinforce your main USP (Unique Selling Proposition) across your site?

We've mentioned the importance of highlighting USP on your pages, but do you reinforce your main USP across your whole site? By "bombarding" customers with your most persuasive USP, they'll form a clear connection between your store and the key benefits you offer.

If you offer free shipping on the majority of your products, shout it out on every page! We encouraged one of our clients to showcase the following slogan: "If you don't get your product in 24 hours, we'll pay for the shipping!". Needless to say, conversions increased.



Simply Hike communicates next day delivery on every page so the customer can be encouraged to buy on every step of the purchasing process. By "bombarding" customers with your most persuasive USP and [ecommerce value proposition](#), they'll form a clear connection between your store and the key benefits you offer.



7. Do landing pages correspond to ads?

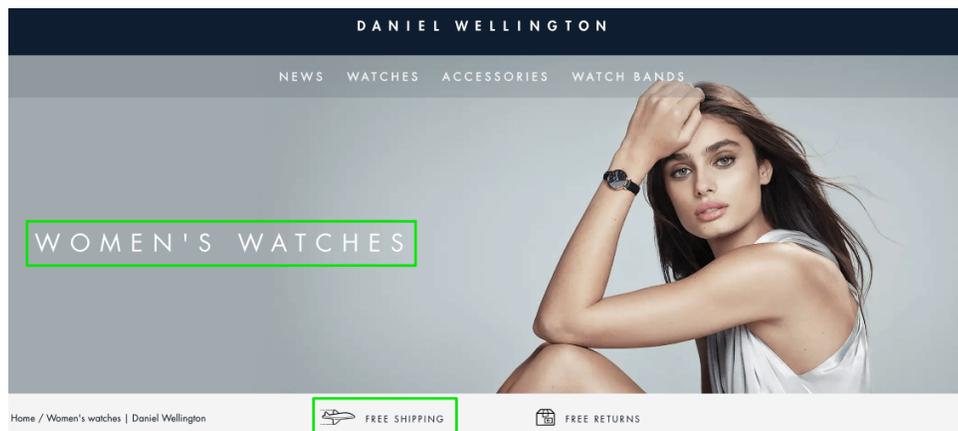
Have you ever clicked on an ad only to land on a page that's totally unrelated to what you were offered? It's an incredibly frustrating feeling.

Ensure that all of your [landing pages](#) link up with your ads. And we're not just talking about corresponding headers and page copy. The whole look-and-feel should reassure visitors they're in the right place.

[Daniel Wellington™ - Women | Free Shipping - Official Store](#)

[\(Reklama\) www.danielwellington.com/womens-watches](#)

Exclusive design watches. Timeless and elegant, suitable for every occasion. Free Returns. Two year warranty. Free Shipping. Types: **Watches**, Accessories, **Watch bands**, Gift sets.



After clicking Daniel Wellington add about women watches we land on a category of women watches. Free shipping which is outlined in the add also appears here. Ensure that all of your landing pages link up with your ads.

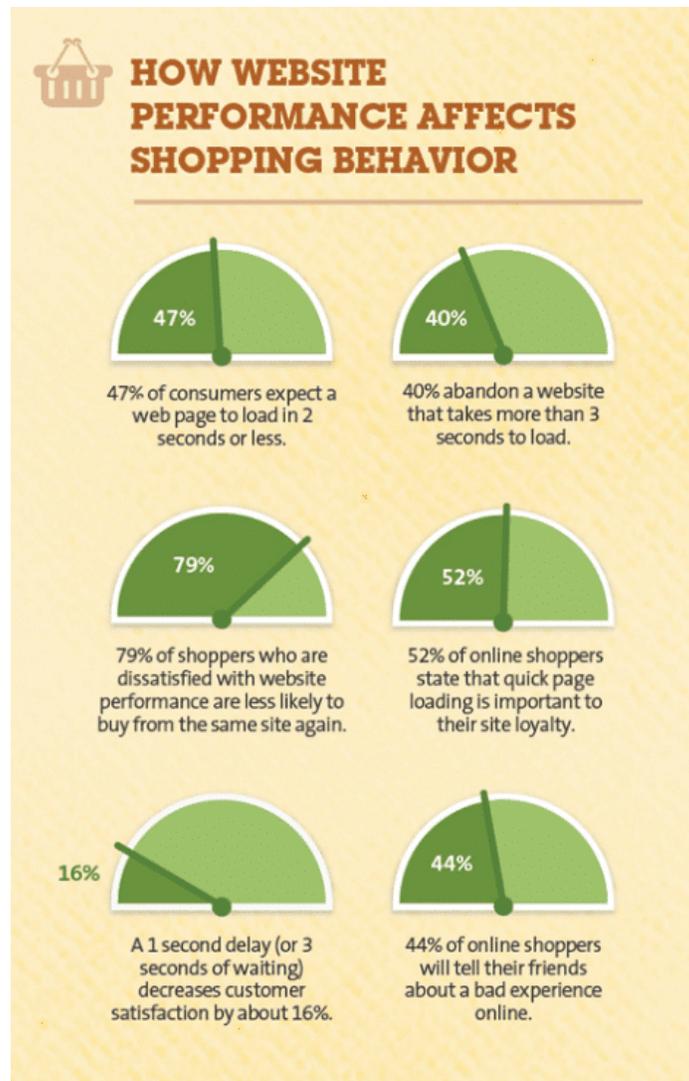


8. Have you optimized for quick load times?

Slow loading pages can hurt SEO rankings and increase bounce rates (the number of visitors that leave your site after visiting only one page). Improving page-load times can [often have a dramatic effect on conversions](#). Here are some practical tips for improving page load times:

- ✓ Utilize page caching
- ✓ Optimize images and CDNs (content delivery networks) to serve static content
- ✓ Limit redirects
- ✓ Minimize scripts
- ✓ Compress images

All of these small tips can add up to reduce load times by fractions of a second. And in the online game, that's all you need!

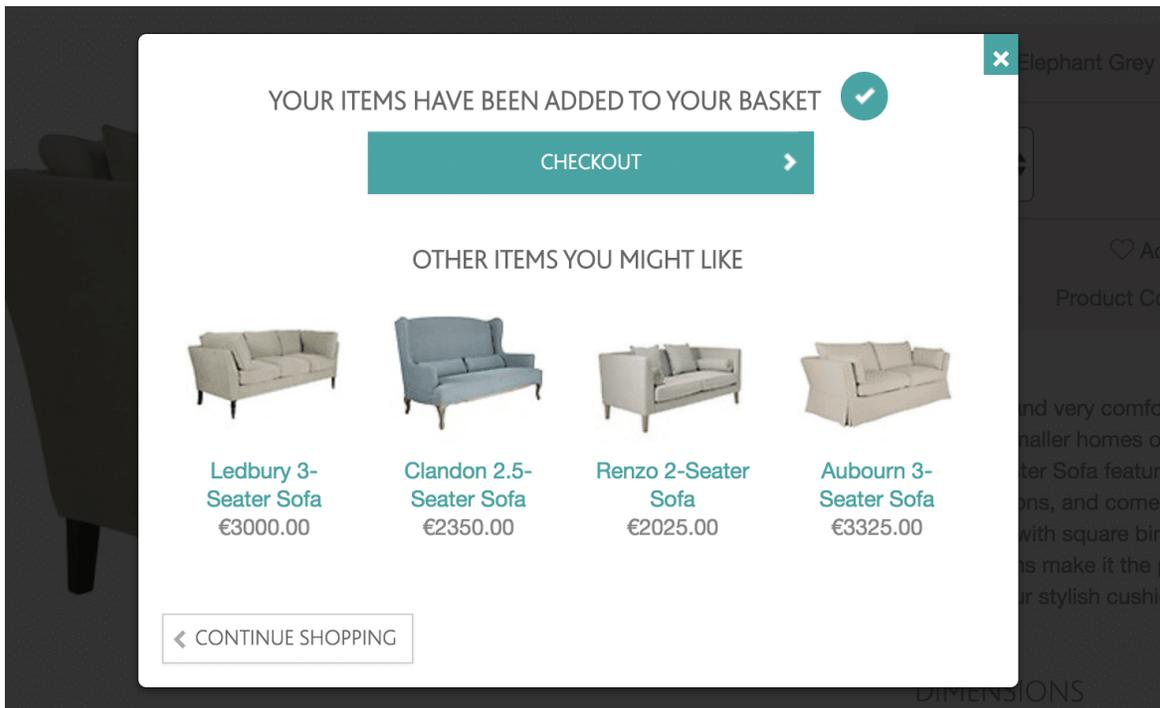


Slow loading pages can hurt SEO rankings and increase [bounce rates](#). Improving page-load times can often have a dramatic effect on conversions. Graphic shows how website performance affects shopping behaviour. [Source](#).



9. Do you make personalized and related recommendations as a customer is browsing?

Are you making personalized product recommendations as a customer is browsing? When they land on a product page, do you include personalized suggestions? What about on a category page?

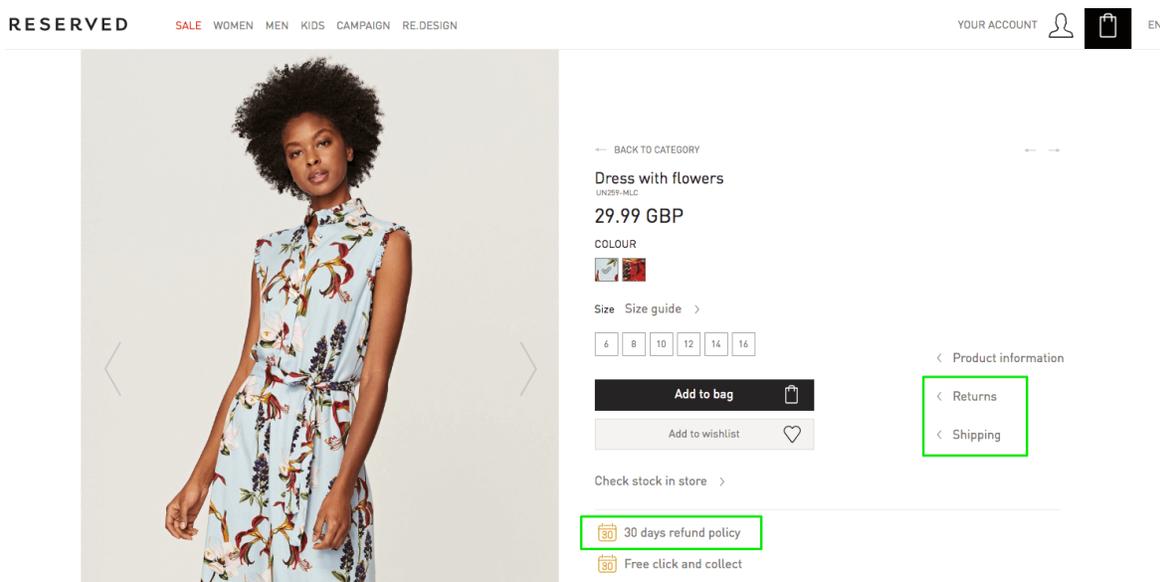


Oka Furniture gives recommendations after adding something to cart. It allows shoppers to explore new products that they might also want to buy. [Source](#).



10. Do you provide easy access to returns and shipping policies?

How easy is it for a customer to check shipping policies or confirm that they're able to make returns. These are two of the primary concerns that visitors have. Make it easy for them to find answers quickly.



On every product page on [Reserved](#) you will find return and shipping policy. It is easy for a customer to check shipping policies or confirm that they're able to make returns. They don't need to search for it.



11. Do you include reviews from other buyers?

Testimonials are one of the easiest ways to build trust with new customers. Are you including them prominently on product pages and alongside or underneath [product listings on category pages](#)? Are they both about your online store and particular products?

CUSTOMER REVIEWS

4.2
♥♥♥♥♥ (97 Reviews)

5 ♥ 44
4 ♥ 30
3 ♥ 22
2 ♥ 0
1 ♥ 1

SEE ALL REVIEWS

WRITE A PRODUCT REVIEW

TOP CUSTOMER REVIEWS

Where reviews refer to foods or cosmetic products, results may vary from person to person. Customer reviews are independent and do not represent the views of The Hut Group.

GOOD ♥♥♥♥♥

i really liked my box. The box was different and enjoyable. Liked the products that i got to try in this box. specially the mask.

6/8/18 BY SG VERIFIED PURCHASE

Was this review helpful to you?

👍 YES (0) 👎 NO (0) Report this review

LOVEOFGLOSSYBOX ♥♥♥♥♥

Love getting this each month, every product is so lovely!

5/5/18 BY ROSE VERIFIED PURCHASE

Was this review helpful to you?

Testimonials are one of the easiest ways to build trust with new customers. Glossybox have a group of devoted customers who every month are leaving reviews so it can help potential customers to make a decision about buying the product.



12. Is password recovery easy?

Always include a password recovery option on login pages. Something like, "Have you forgotten your password?" is all that's needed.

Search items, products & brands...

SIMPLY HIKE
HIKING SPECIALIST

My Account Register GBP Wishlist View Basket

BRANDS OUTDOOR CLOTHING FOOTWEAR CAMPING HIKING BAGS SKI CLOTHING SKI EQUIPMENT KIDS HELP SALE

FREE UK DELIVERY OVER £50

LOGIN

Email

Password

Forgot your password?

SIGN IN

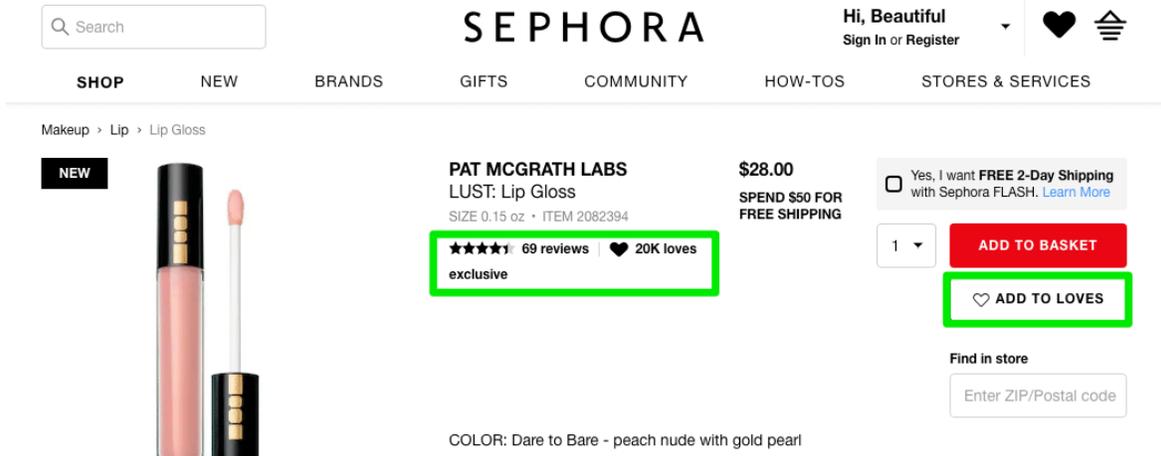
Create account

Simply Hike created very simple password recovery option so it is as much easy as possible. "Forgot your password?" is just enough to make it clear for the customers what to do when forgetting their password.



13. Do you encourage users to leave reviews?

Reviews are useful for building engagement with existing customers as well as trust with potential ones. By encouraging customers to leave reviews on your site, either after checkout (find out how to [optimize checkout funnel](#)) or on return visits, you will create a solid collection of positive testimonials whilst also fostering engagement.



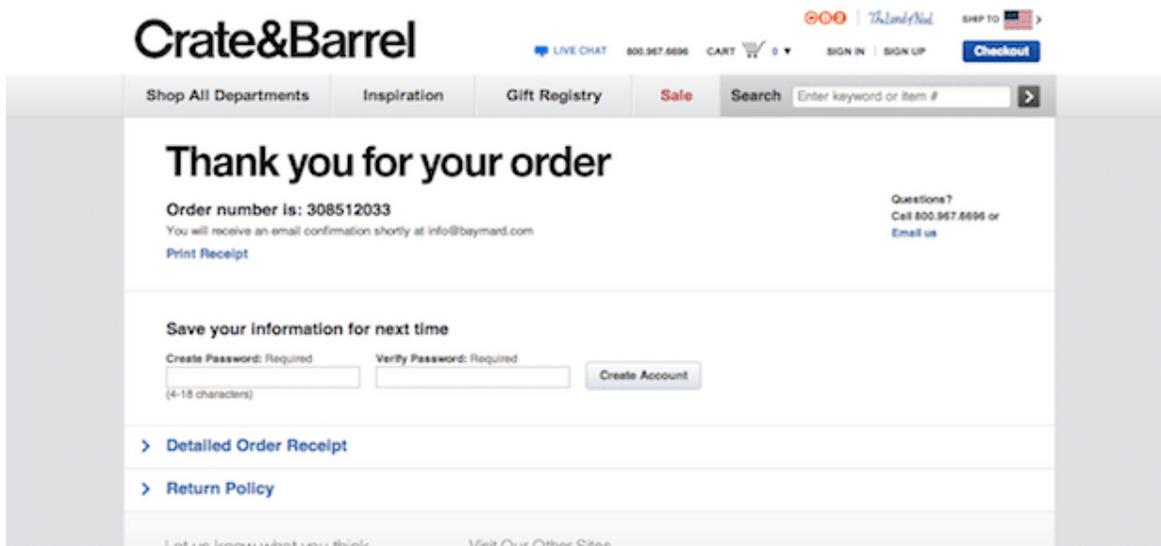
Reviews are useful for building engagement with existing customers as well as trust with potential ones. Seeing other giving reviews encourages to leave a review after shopping to feel as a part of community. On [Sephora's](#) product page reviews are hard to miss.



14. Are confirmation and error messages clearly visible?

Clear confirmation pages are about fostering satisfaction with your customers. By removing any doubt that their purchase has been successful (and is on its way), they will associate your brand with ease.

Error pages and messages are equally important for boosting conversions because they let the user know when they need to take another action. If your error messages are ambiguous, then users may assume that they have achieved their desired outcome or they are unable to get what they want (such as a product is out of stock). Let users know something is wrong and be clear about what they need to do.



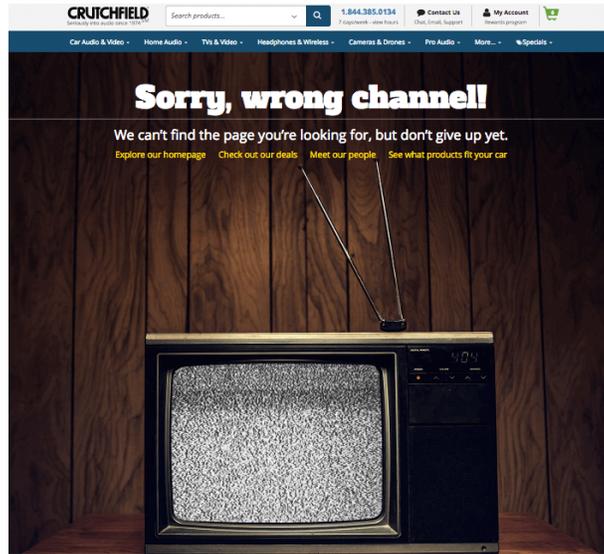
[Crate&Barrel](#) created simple "thank you page" where they communicate a confirmation of the order. By removing any doubt that their purchase has been successful (and is on its way), they will associate your brand with ease.



15. Do you have a friendly 404 page?

Whenever a visitor lands on a 404 page, their “customer journey” has been interrupted, often leading to annoyance and frustration. This is the time they are most likely to think, “I can’t be bothered with this, I’ll try another site.”

By being friendly (making a joke or saying something nice) you can overcome the tendency on the part of customers to close your tab in their browser. They’ll be more inclined to give you a second chance.



Whenever a visitor lands on a 404 page, their “customer journey” has been interrupted, often leading to annoyance and frustration. [Crutchfield](#) came up with funny idea to present the 404 page. Thanks to that customers should be more inclined to give you a second chance.



16. Does your About page build trust?

Whenever a visitor lands on your about page, you have an excellent opportunity to build trust and engagement. Here are some practical tips:

- ✓ Share your story and show your values (and spice it up with photos and videos)
- ✓ Introduce members of your team (with photos)
- ✓ Talk about any charity initiatives you have taken part in
- ✓ Be concise and friendly

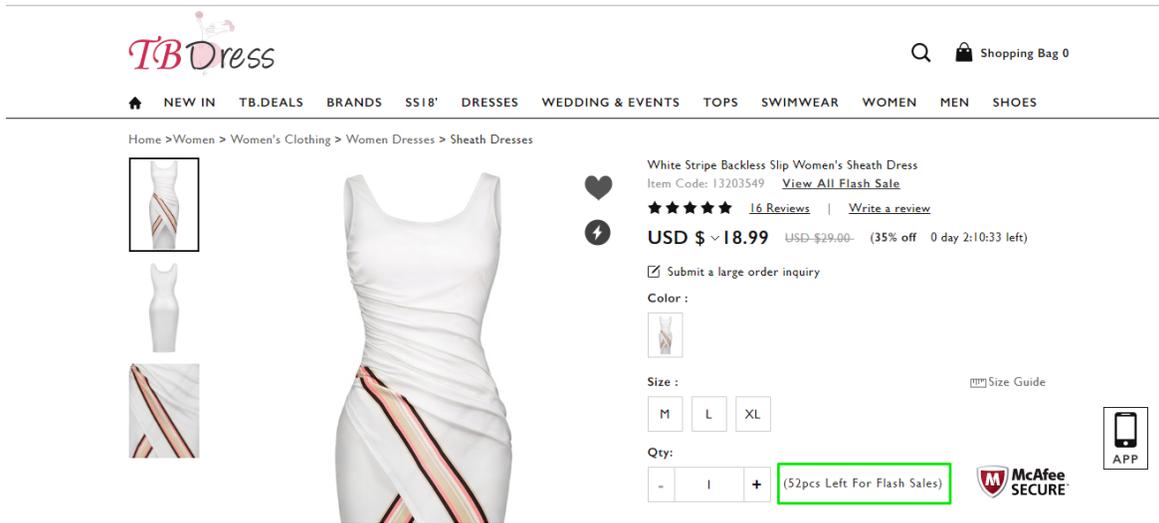


“About” page should build trust and show values of a company. Showing faces and their story behind the brand, just like [MVMT](#) does, is also a good idea.



17. Do you leverage different promotions and offers?

It's important to showcase promotions and offers on your site, but are you offering a number of different promotions to appeal to different segments of your customer base?



Tbdress shows the specific number of pieces available for its flash sale. This approach overcomes the knee-jerk reaction from customers of, "Oh, just another sale!" whilst also taking advantage of fear-of-missing out.



18. Do you offer free shipping?

Free shipping is [one of the most important considerations](#) for customers when purchasing online. If it's viable for you to offer free shipping and you don't, then it's something you should seriously consider.

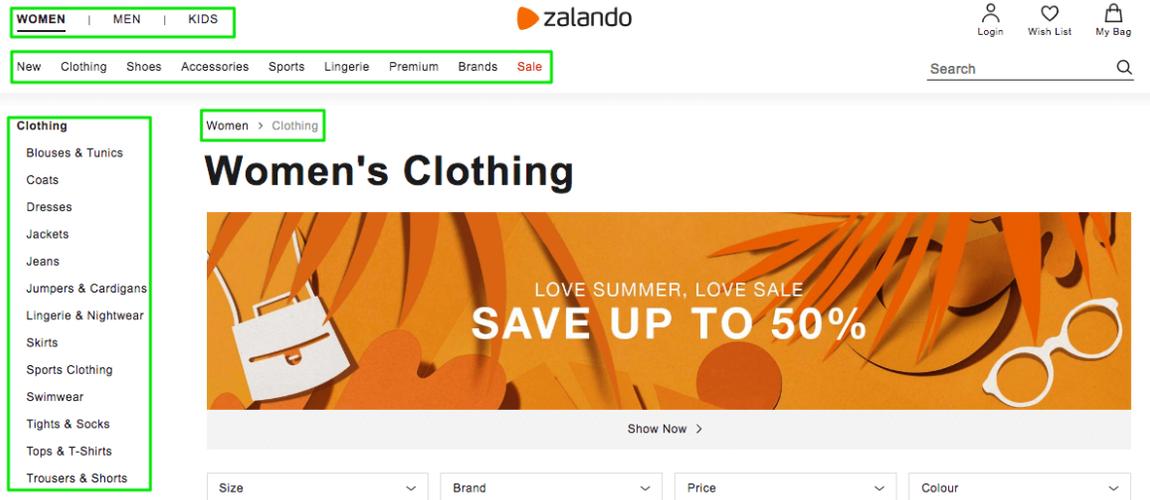


In the example above, HP adds "Free Shipping" alongside the promotion.



19. Is your navigation easy to understand?

Navigation should follow a simple, hierarchical structure and utilize categories that most customers will recognize.

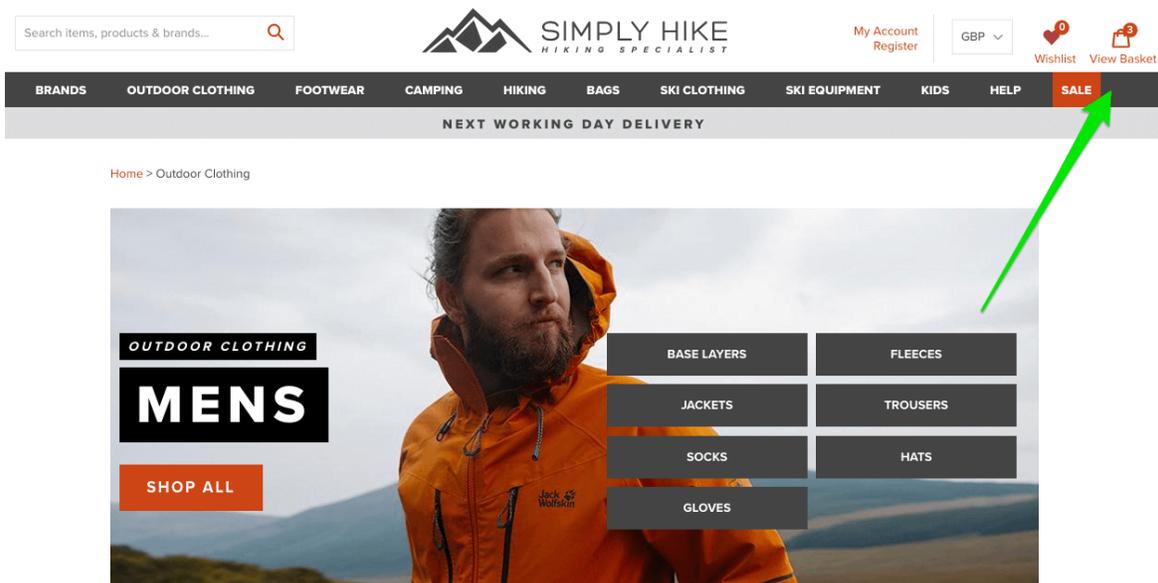


Navigation should follow a simple, hierarchical structure and utilize categories that most customers will recognize. Zalando is showing in several places in which category customer currently is.



20. Do you show users the number of products in their cart right in the header?

Showing the number of products in a customer's cart ensures they can keep track of their purchases and makes them aware that they've put something into the cart.



Simply Hike uses this technique to allow customers to track their purchases and makes them aware that they've put something into the cart.



Are your conversion rates better or worse than your competitors?

Check it with our [Conversion Rate Benchmarking Tool](#).



Mobile optimization checklist



21. Do you use labels for icons in your navbar?

It's common practice to use icons in a mobile navbar, but it's also important to include text labels as well. Your menu icon, for example, should include the word "menu" as three horizontal lines (aka hamburger menu) might not be a familiar concept to every single user.



22. Are your main CTA buttons screen-wide?

30% of time users use their left hands to operate smartphones. Make sure visitors can tap it with either hand, from the left or the right!



23. Does your header hide when the user is scrolling down but reappear when the user scrolls up?



24. Is the header visible but unobtrusive?

Remember that space is at a premium! You want to make the best use of space on your mobile pages, which means a header that is visible but doesn't dominate the entirety of the page.



25. Are your most important buttons and links placed where it is easy for the user to tap?



26. Do you have cross-device checkout functionality?



27. Are your forms built and designed to optimize conversions on mobile?

Ensure the answer to the following questions is yes:

- Are labels above the input fields or do you take advantage of floating labels?
- Are fields full width so they can be tapped with either hand?
- Are fields high enough so that it's easy to tap them (~44 px)?
- Do your forms support auto-fill?
- Do your forms support the tabindex so users can switch from field to field?
- Does your form automatically utilize specific keyboards for specific fields (the number board for number entry, for example)?
- Do you show super validation even if the user made a mistake in just one field or a single checkbox was missed?



28. Do you show two or three images per line on category and listing pages?



29. Do you enable swiping motions that mobile users are accustomed to?

Do on-page elements swipe in a way that mobile users are accustomed to, such as sideways for photographs?



30. Are pop-ups optimized for mobile?



Homepage optimization checklist



31. Does your home page pass the “5-second test”?

Can users tell what your online store is selling in at least five seconds?



32. Do you have content for each of the three main types of visitors?

Visitors will almost always fall into one of the following categories. It's important to include content on your home page for each of them. They are:

- Returning users** who want to see new arrivals and recently viewed products (and some personalized suggestions).
- Bargain hunters** who want to see discounted products and information about sales.
- “Competitive”** buyers who want to see best-sellers and limited edition ranges.



33. Do your banners have CTAs that encourage clicks?



34. Does the homepage have a digestible number of banners?

If it doesn't, burn them. As an ecommerce, it's important to find the right balance between advertising relevant products and promotions. Clutter is a real conversion-killer.



35. Have you killed every carousel and buried it 100 meters underground?

Statistically, carousels are a [conversion plague](#). They simply do not work. Either include two or three separate banners or focus on one big promotion.

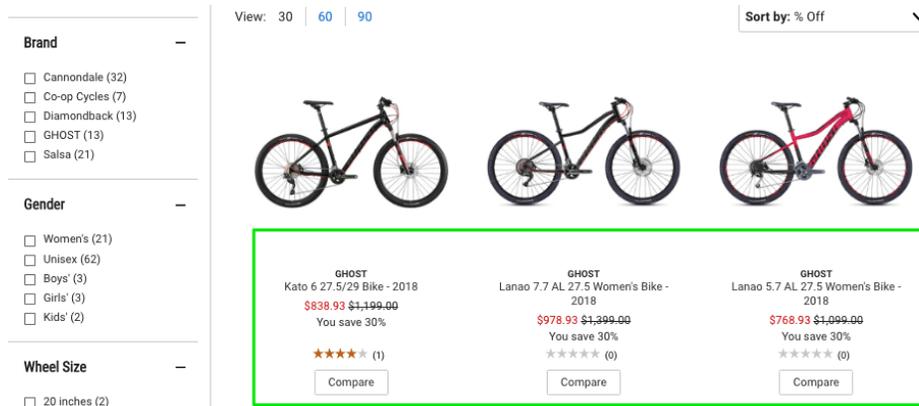


Listing and category page optimization checklist



36. Is the price for discounted products struck through and have you included the percentage of the discount?

Draw attention to discounts by striking through the old price and including it next to the new one. Also include the percentage of the discount, so that price reductions appear sizeable.

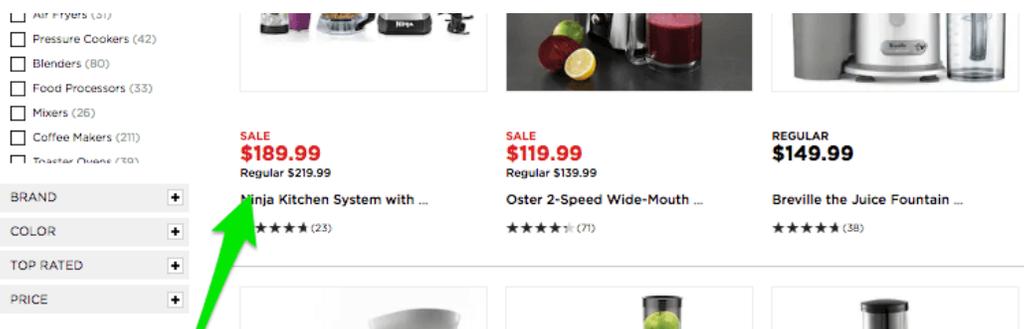


Alongside the struck-through original one, REI includes the difference between the previous price and the discounted one as a percentage, re-emphasizing the offer twice.



37. Do you use eye-catching colors (like bright red) for important elements like the sale price or the word “SALE”?

Category pages can appear cluttered, so ensure that discounts stand out. Use eye-catching colors that aren't overwhelmed by other elements on the page.

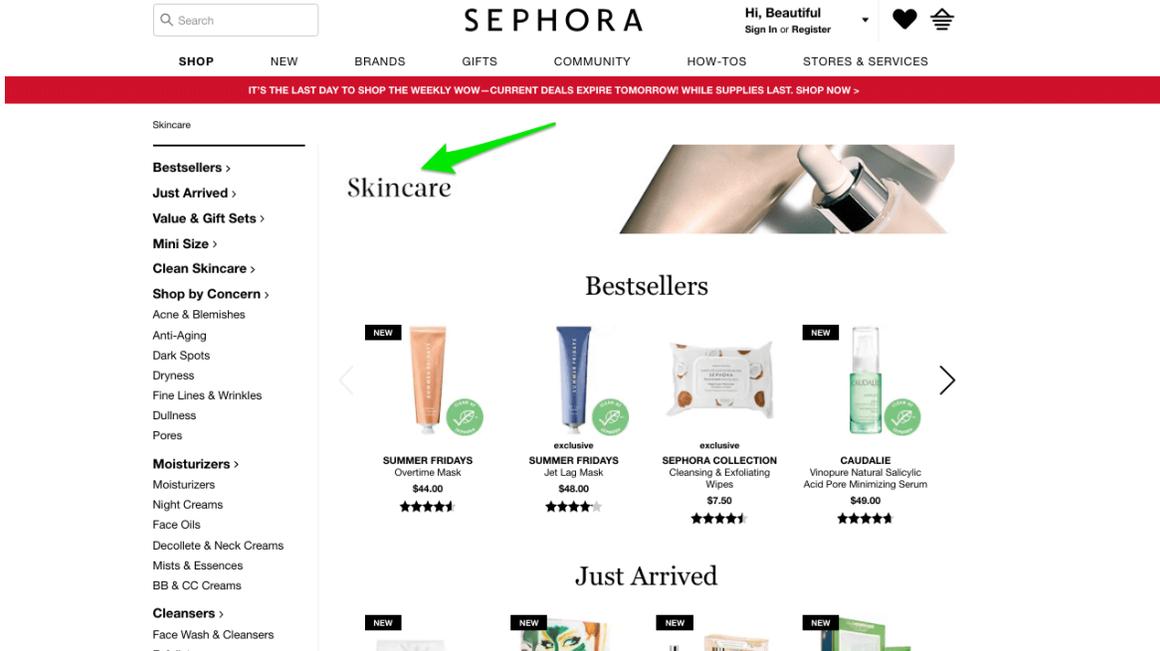


Kohl's highlight sale prices with a red font.



38. Are product images visible above the fold and there is a clear, visible header with the category name?

Visitors use category pages to browse, so provide information that confirms they're in the right place, like a category header. Also, make sure that products are already visible above the fold without the need to scroll down. You may try including best-selling products above the fold to [reduce the bounce rate](#).

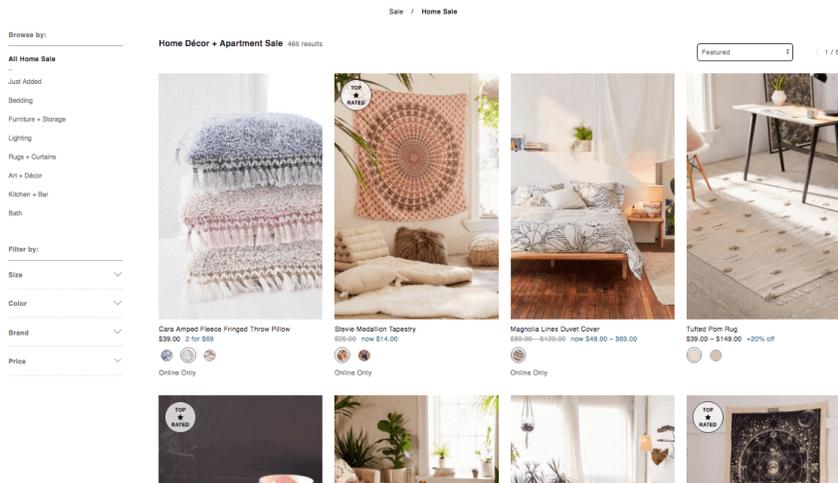


Sephora includes a category headline and showcases top-performing products above the fold. This might help reduce bounce rate and thus get you better positions in Google's search results.



39. Are product pictures large enough (do you make the best use of space)?

Category pages are all about images. Ideally, you should provide the maximum number of images per row without sacrificing on quality and size. Are features clearly visible? Three to four images per row is a good category page best practice to follow (on mobile it's two – find out how to design the best [mobile product detail page](#)).

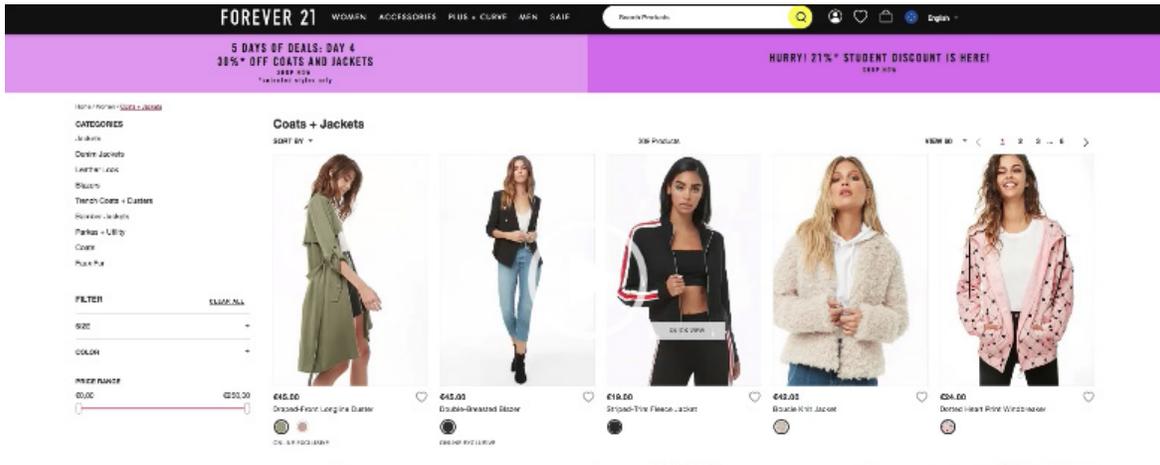


Urban Outfitters shows large, detailed pictures of products. Product listing design is neat, not cluttered and four products per row are presented in a great way.



40. Are alternative product shots shown on hover?

Reduce friction by showing alternative product shots whenever a visitor hovers over an image. A potential customer may engage with a second image if they are not convinced by the first.

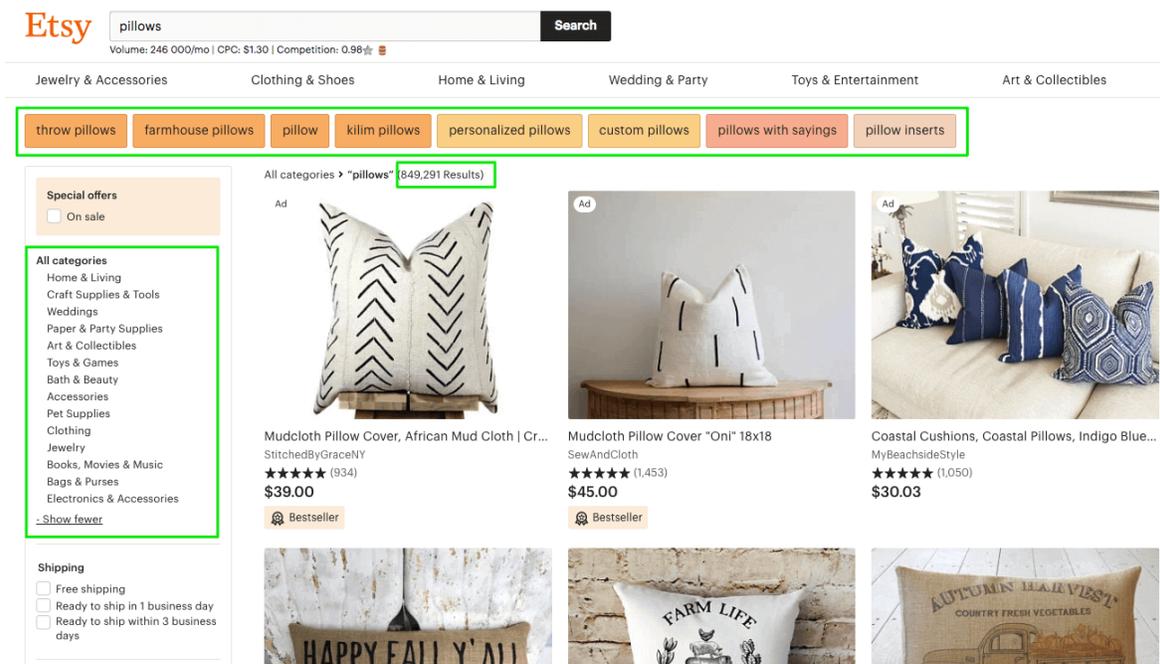


Asos shows a different silhouette of one product. So a potential customer may engage with a second image if they are not convinced by the first.



41. Have you included sub-category filters on your listing page?

Amazon includes this feature on all of their listing pages, whether it's a category page or a search results page. It helps visitors that are browsing to narrow down their search.

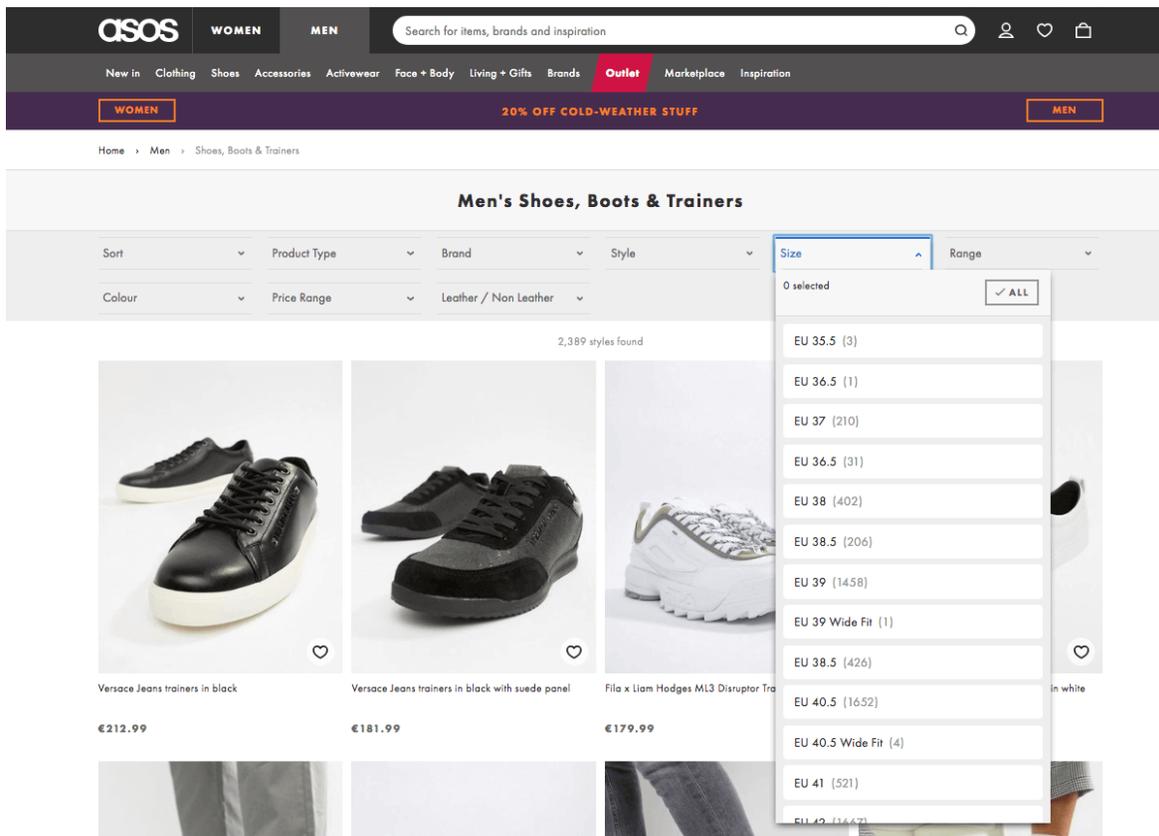


In this example, while looking for pillows we get more than 800.000 results! Such detailed categories help visitors that are browsing to narrow down their search.



42. Can products be filtered by category-specific variables like size, color etc.?

Many visitors will go to category pages to browse but with requirements for certain features like size, color, price, brand etc. Include these filters at the top of the page or in the sidebar.

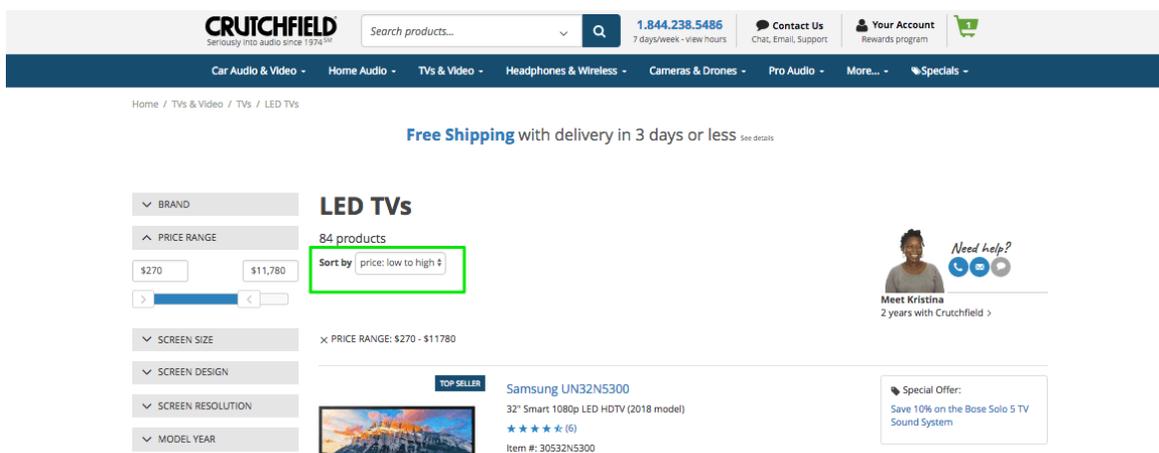


ASOS includes an array of filters on its category landing pages



43. Do you have a comprehensive set of ascending/descending ranking options like price, popularity, relevance, and new arrivals?

Along with filters, it's important to allow visitors to rank products by a number of variables, like price, relevance, new arrivals etc. Doing so builds engagement by adding variety to the browsing experience, while also catering to visitors that have feature requirements in mind but for whom filters are too specific.



Crutchfield has an option to sort by a number of options, such as "Price: Low to High".

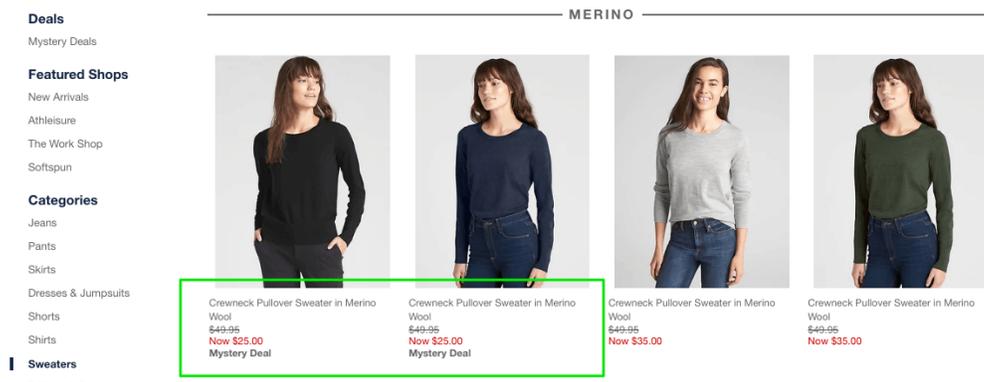


44. Do you include all the appropriate information?

There are five pieces of information it's absolutely essential to include on your listing page. At Growcode, we've found the conversion consequences of not including just one can be significant.

These pieces of information are:

- Name
- Photo
- Price
- Strike-out price
- Badges (new, bestseller, sale etc.)

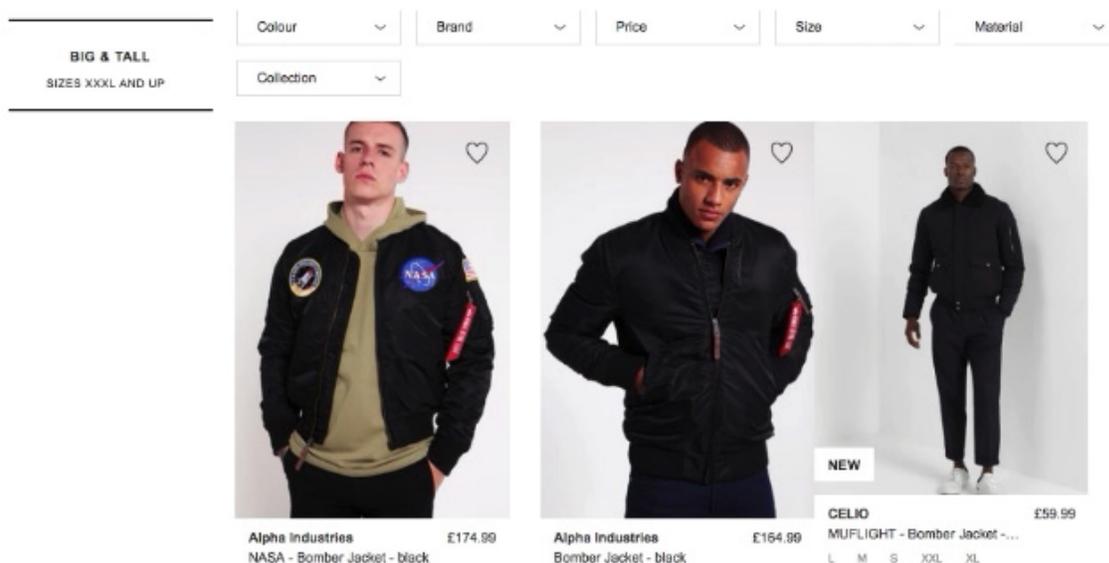


Gap provides multiple pieces of information without cluttering the page.



45. Do you show available sizes for categories like clothes?

Telling visitors that a product is out-of-stock on the product page as opposed to the category page can result in them leaving the site without considering other options. If possible, include stock information beneath category page images.

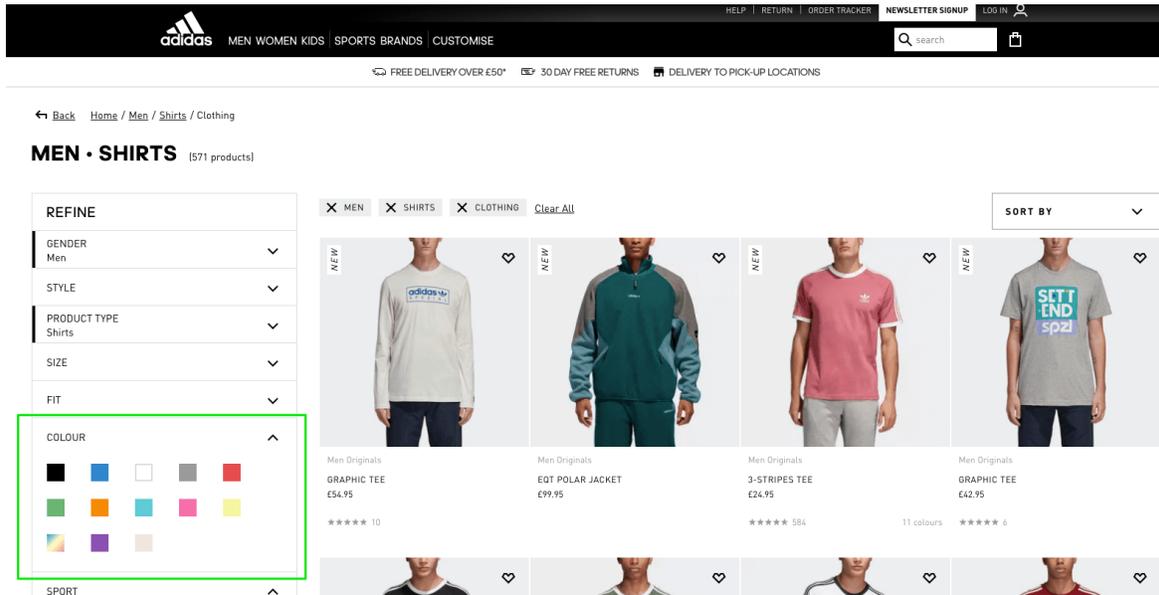


Zalando shows available sizes just right on the product page listing so a user can check immediately if it's possible for him to buy a particular product.



46. Do you show color options?

When including information about colors, or providing filter options, on the category page, ensure that you're only showing images (small blocks of color) rather than text.

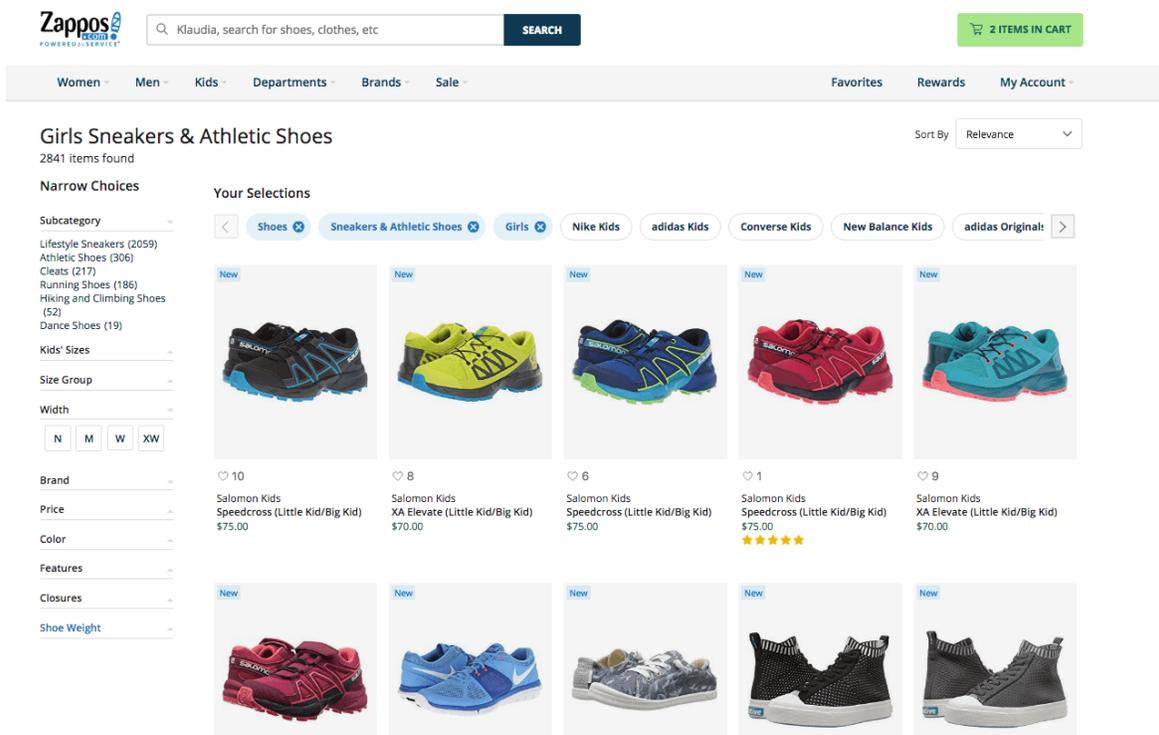


Adidas is spot on with its color options, showing small color squares. It adds to the overall ease of the category page experience.



47. Are you not showing too many ads?

Generally speaking, less is more. You want the focus to be on the products themselves rather than other promotions, offers, related products etc.

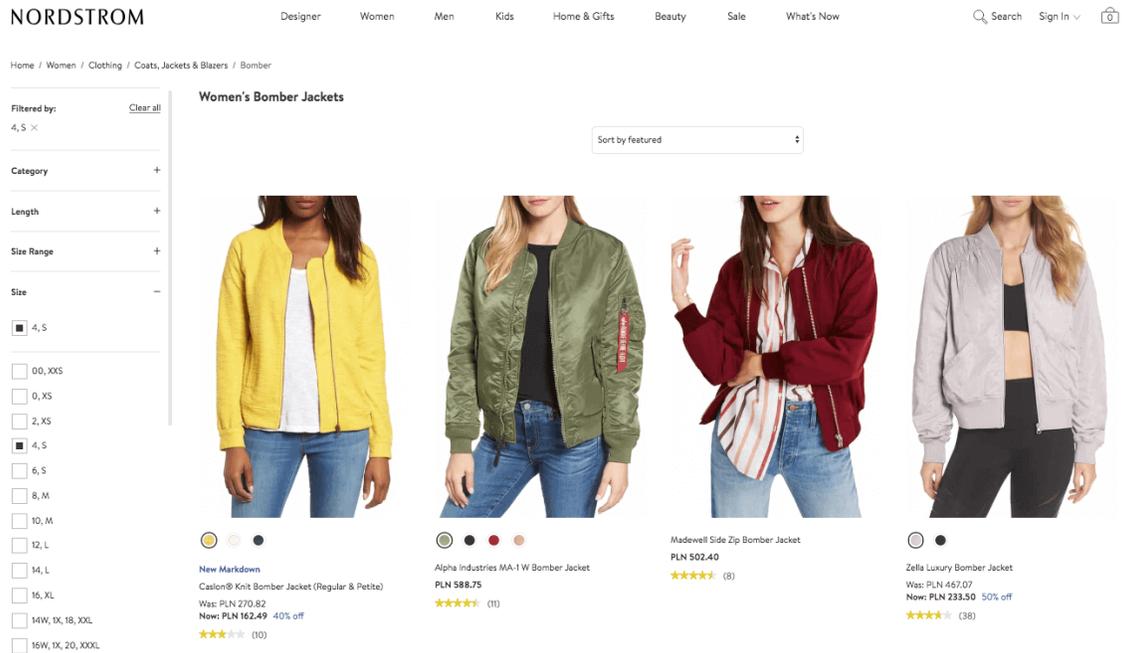


Zappos wants you to buy shoes...nothing else. The product listing page layout is purely product-focused. Hint: take a look at how they listed selected (and popular) filters just above product list.



48. Are unavailable products only shown towards the end of the listings? Or are they even not listed there?

There's little point showcasing unavailable products at the top of the page. It is likely to ruin the product listing page user experience (UX) for many visitors and negatively impact conversions. Show unavailable products near the bottom of the page, if at all.



Nordstrom shows only available products of particular sizes.



Search results page optimization checklist



49. Do you include appropriate category and subcategory filters so that user could narrow search results easily?



50. Do you have a comprehensive set of ascending/descending ranking options like price, popularity, relevance, and new arrivals?



51. Are products visible above the fold?



52. Do you include a CTA on “no results” pages?

You might include something like “Try again with another keyword,” or, “Try using the navigation to find what you're looking for.” You can also use that page to place some promotional banners.



53. Are search results accurate for the most popular keywords?

Have you determined the most popular search keywords and manually checked if the results are accurate? These will be your most valuable search terms so it's important to be certain.



54. Is your search engine advanced enough to detect popular misspellings?



55. Do you show auto-suggestions?



56. Do you show the keyword that has been searched for and the number of results?

Showing the keyword that has been searched for will allow users to correct mistaken searches.



Product page optimization checklist



57. Is the product shot large enough to see specific details?

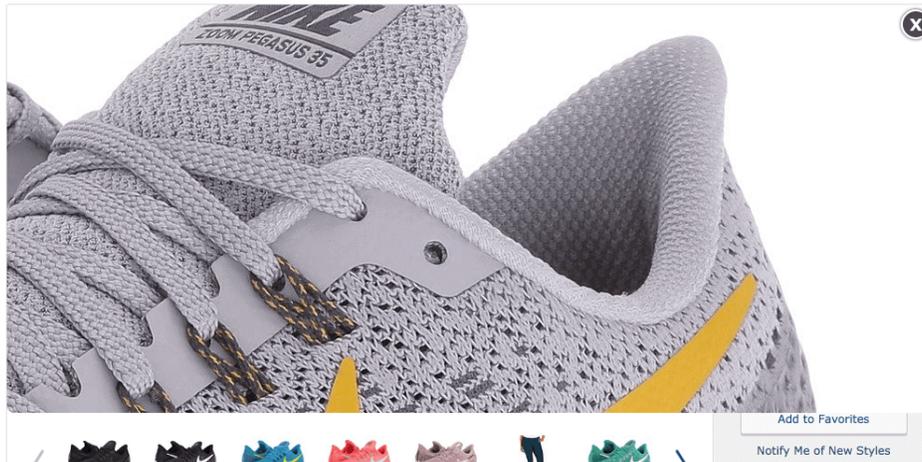
Large images with lots of detail are one of the most valuable assets you have as an online retailer. **It's important to remember that online customers will have a wider array of doubts compared to customers shopping in a brick-and-mortar store, where they can inspect items closely.**

Your job is to replicate the high-street experience as closely as possible. Ensure that all images are big enough to see specific details. You don't need to overboard with images the size of a billboard. But all features and nuances should be visible.



58. Does the enlarge photo function work properly?

The zoom function on photos can be a little difficult to get right. It's important to ensure that images enlarge to an **appropriate size** (and don't fill the whole screen), that it's **easy for users to bring other parts of the image into focus**, and that they **can minimize the image quickly to interact with other elements of the page.**



The level of detail in [Zappos](#) photographs leaves little to the imagination. Visitors can see all product features in detail. You should aim to create an experience for customers that is as close as possible to being in-store.



59. Are photographs of a high-resolution and high-quality?

Along with ensuring that images are large enough and that the zoom feature works, it's also important to enable viewers to **see specific details**, just as they would if they were inspecting a product in-person. **This is especially the case for products that have a lot of features.**

High-quality pictures also communicate professionalism. Customers are more likely to question the integrity of your brand and site if you display second-rate images.



60. Do product photos highlight the most important features for users (such as the soles of shoes)?

Certain products will have stand-out features that constitute major USPs. These features should have their own dedicated high-resolution, zoomable photographs whenever appropriate.

It's also important to include photos that highlight the most notable features of products, like the soles of shoes, keyboards on laptops, major design features on clothing, etc.



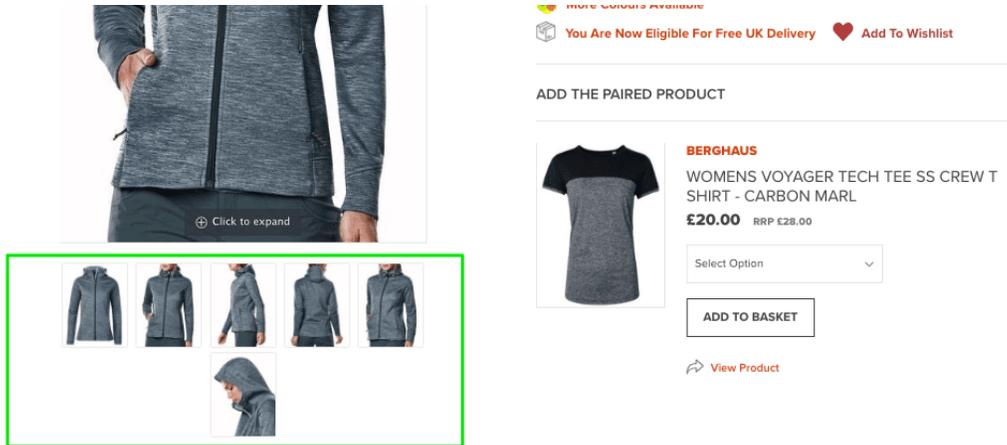
In the [Zappos](#) example above, special attention is given to the most important features of products like the soles.



61. Do you show more than one picture and are they easy to browse through?

Showing multiple pictures, even if they are from similar angles, **recreates the experience of handling a product**. Customers usually want to see a product from numerous perspectives and build a complete understanding of it before purchase. This is especially the case with certain products, like clothes and accessories, where a high amount of handling would usually occur.

Keep in mind that online attention spans are notoriously limited. **These images should be easy to scroll through, especially on mobile**. If you make it difficult for users to view different images quickly, you're just increasing the likelihood they'll leave the site.



Note how the pictures in the screenshot from [Simply Hike](#) above are easy to click and also show the product from a range of similar angles. The subtle differences between the images aim to make the visitor feel as though they are sampling the product themselves.



62. For clothes retailers, do you include information about the model near to the photo?

Including information about the size of a piece of clothing and the model wearing it can prompt visitors with similar measurements to buy. It will also put a product into perspective for the customer.

Remember, customers are trying to quickly make an informed judgment about a piece of clothing without the luxury of trying it on. **They're unlikely to spend a lot of time searching a product page for all the information they require**. By providing as many details as possible in one place, you increase the likelihood customers will feel confident enough to buy.



The description on [Forever 21](#) underneath "Size +Fit" reads: "The model is 5'8" and wearing a small.



63. Are ratings and testimonials easily available, either by clicking a button or scrolling down?

Ratings and reviews have a huge effect on conversions. You should make it as easy as possible for potential customers to access reviews, including them **directly after the product description**. It's also good practice to add aggregated information, **like the overall rating and the averages of reviews that have five stars, four stars, three stars, etc. in the review section** (see the screenshot below).

[Crutchfield](#) includes reviews immediately after the product description, with simplified information like average customer reviews.



64. Are the opinions of reviewers easily scannable?

If your customers tend not to write in scannable prose, structure your review form so that it asks for short answers that can be displayed as bullets. These questions should reflect the most important issues that prospective buyers encounter. You may also wish to rank reviews by “helpfulness”, placing the most persuasive at the top.



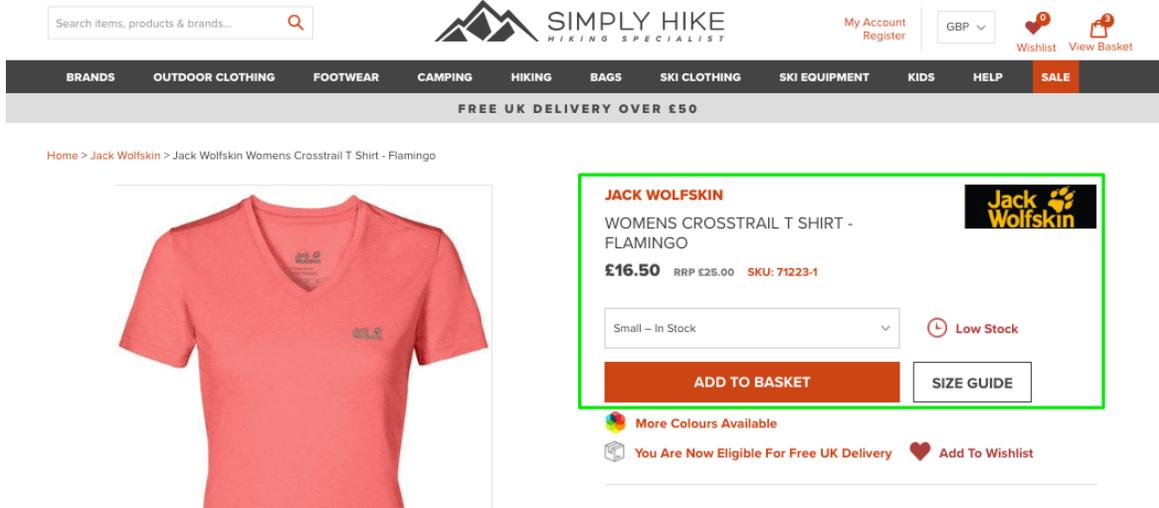
65. Do you group together the “big four” pieces of information?

When structuring your product pages, it's important to show the “big four” elements prominently and in the same place. These are:

- Name of the product
- Price
- Availability
- “Add product to cart” or equivalent

Before a customer clicks on the main “Add to Basket” or “Buy Now” CTA, they need to know these key basic pieces of information. By placing them next to the main button on the page (which represents your most-de-

sired action), you are eliminating the need for many customers, particularly customers that are ready to buy, to scroll down the page to find essential details.



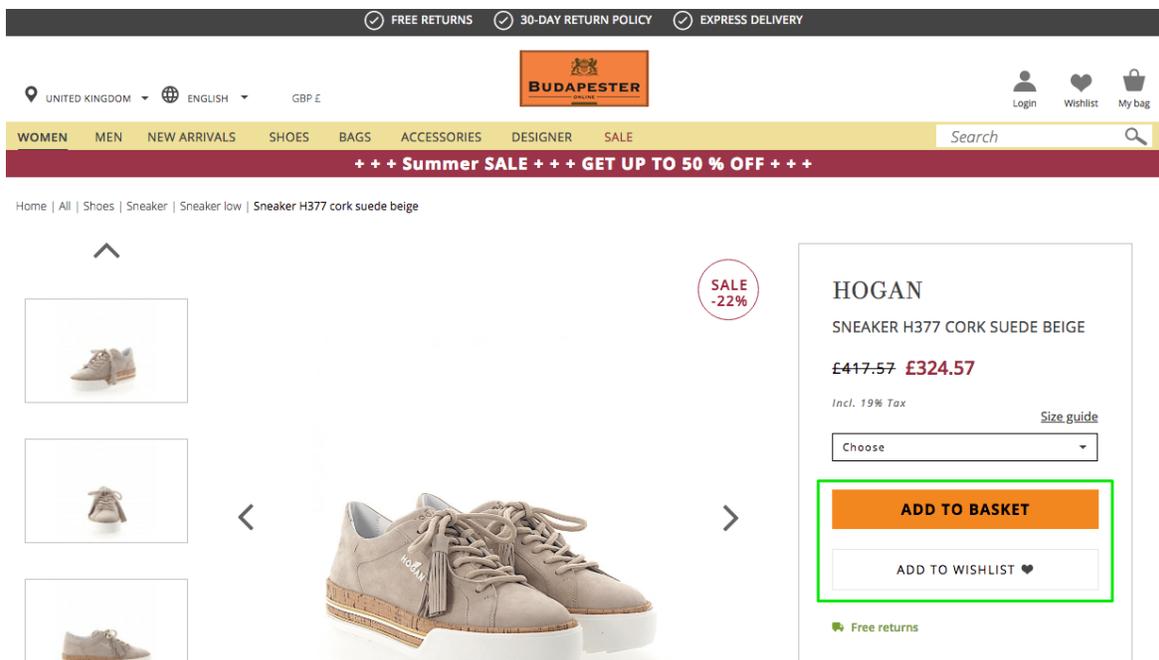
Simply Hike display the most essential information, removing the need for customers to search the page or scroll down.



66. Is your main CTA an imperative sentence rather than a single word?

An “imperative sentence” is one that “orders” a visitor to take an action. “Add to cart,” and “Click here to buy now,” are both examples.

It’s also worth testing variants of imperative phrases that include further prompts like offers and discounts. Phrases like “Buy Now to Get 50% Off” or “Buy Before 5 PM for Free Delivery” are far more interesting than a generic “Buy Now.”



“Add to Basket” uses by Budapesteer is a common imperative. Phrases like the one in the screenshot above are used in a product pages layout so often for a reason. They work!



67. Is the CTA visible above the fold?

Don't make it hard for visitors to hit purchase! **Including the buy button above the fold is one of those small tweaks that can have a significant impact on your product page conversions.**

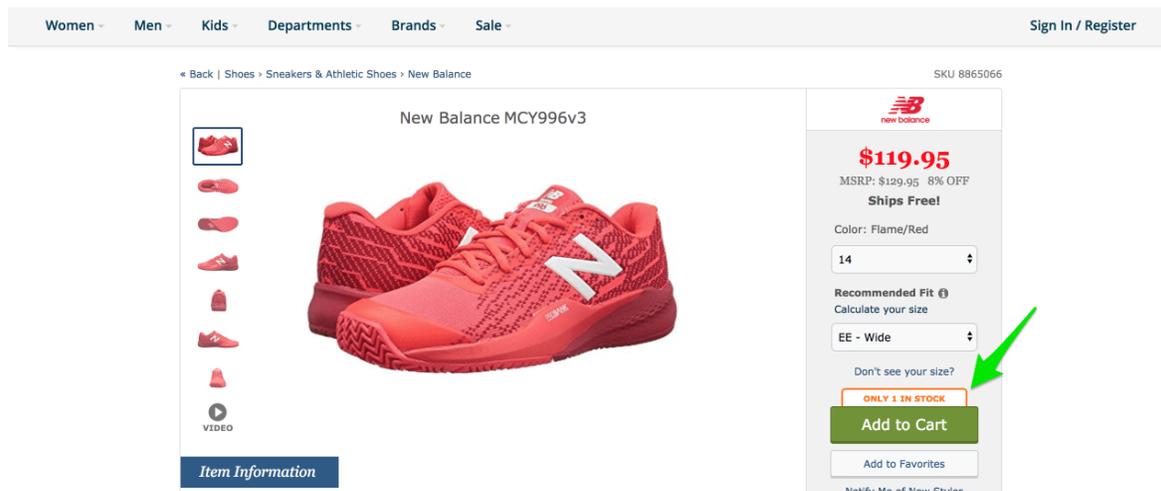
This is especially the case on mobile devices, where already-strained attention spans are even shorter than usual! Most visitors will scroll down the page to find further information, but there is no harm in making it as easy as possible for those that don't want to.



68. Do you leverage urgency-building techniques?

Urgency is one of the most effective ways of [boosting conversions on your product pages](#). Ensure you utilize at least some of the following techniques:

- ✓ Show how many people have recently bought a product (if it's popular) or products from the same category.
- ✓ Show the number of people viewing an item.
- ✓ Guarantee [same or next day delivery](#) for an order made within a specific time.
- ✓ Include alerts about limited stock, for example, "Only 1 left. Buy now!"
- ✓ If certain product sizes have sold out, make that clear.



[Zappos](#) builds urgency in the product listing above by highlighting a time-limited sale price and displaying low stock levels.



69. Are the steps leading to checkout obvious (after a user adds a product to the cart)?

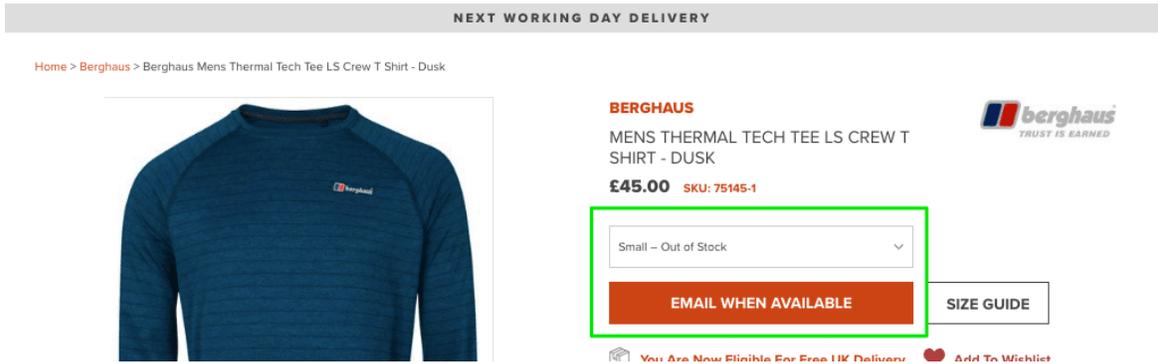
Two elements need to be present to ensure that customers find it easy to navigate to the cart:

- ✓ **A clear message that a product has been added to the cart** – This will eliminate any doubts that their product hasn't been added to the shopping basket. Customers will often leave a site through frustration when the outcome of clicking the "Add to Cart" button isn't clear.
- ✓ **A clear button to go to the cart** – This should be included in two places. Ideally, a CTA to go the cart should appear immediately after a customer has selected a product. There should also one in the site-wide navbar so that customers can click through to their cart irrespective of where they are on your site.



70. If a product has sold out, do you show customers similar products or other alternatives (or enable them to sign up for a reminder in case the item reappears)?

Many retailers assume that if a customer lands on a product page when an item is out of stock that they've lost them completely. But this isn't always the case. **By including an email opt-in form, along with suggestions of similar products, you can effectively take advantage of what would otherwise be "lost" traffic.**



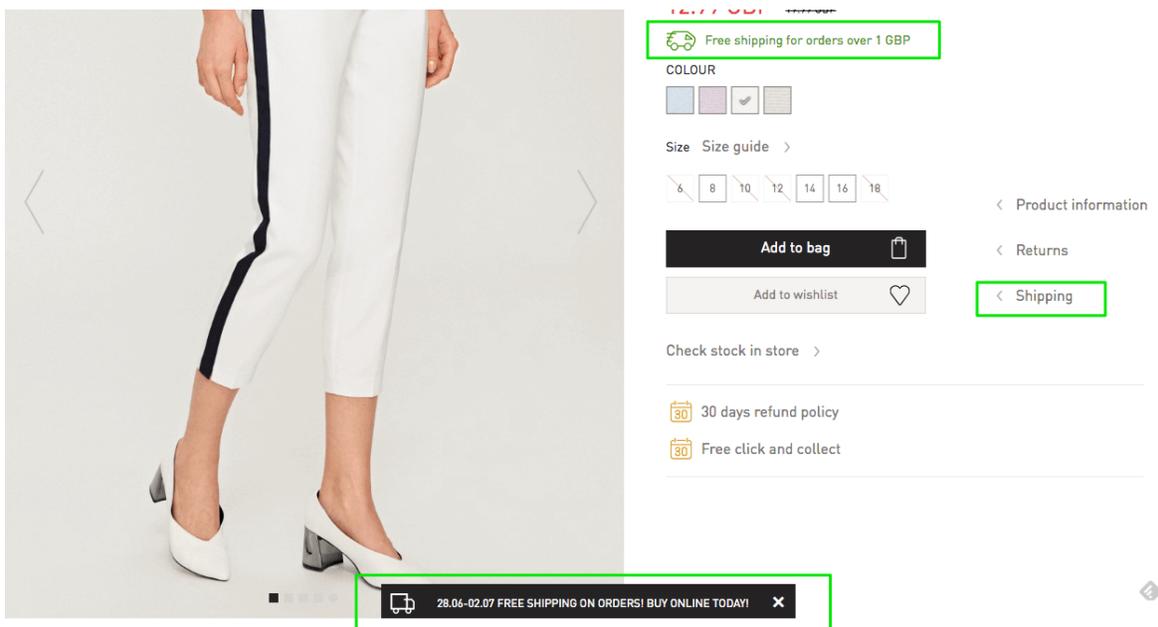
Adding a sign-up form (preferably where the normal CTA would be) is an easy way to ensure that customers will be reminded when an out-of-stock product becomes available.



71. Do you clearly show shipping information?

Lack of shipping information on product pages is one of the main reasons that customers don't add items to their cart. There is a common tendency among site visitors to expect exorbitant rates if they are not clearly visible alongside the item price.

If you offer free shipping or discounted shipping, display it visibly next to the primary CTA. Free shipping is a major incentive for customers. If free or same-day shipping is time-limited – for example, if a purchase needs to be made before 5 PM to qualify – display this information too.



Reserved realize how important shipping information is to customers. They emphasize their free shipping offer multiple times and provide a prominent link to more details.



72. If it's common to charge high shipping prices in your industry, do you include a shipping calculator on the page?

Eliminating doubt is a key part of optimizing product pages for higher conversion rates. **Providing clear information about the price of shipping enables customers to make a decision about whether or not an item fits within their budget.**

Sometimes, however, it's not always possible to provide exact shipping rates, especially in industries like construction, where the cost of shipping varies depending on the size of the order, the country (or country area) of delivery, time-sensitive prices offered by shipping companies, and more.

If this is the case, eliminate doubt as much as possible by including an estimated price or a shipping calculator that will provide a customized quote for customers.



73. Are all the specs available in the product description?

Customers shopping in certain verticals will need very specific information about products. Buyers of construction materials, for example, will likely need access to in-depth specs.

Even product pages of common retail products can usually appeal to a wider customer base by including a description of an array of features. Do your clothes products listings, for example, appeal to environmentally-conscious buyers by including details about how they are sustainably manufactured?



74. Are customizable options (like color, size, gift wrap etc.) clearly visible to the user and are they easy to use?

There's nothing more frustrating than product customization buttons that just don't work. **If you're selling items that are available in a number of different styles, sizes, or with custom features, ensure that the options all work properly.**

It's also a good idea to include these options next to the CTA. **Generally speaking, the choice of which specific product to purchase is made immediately prior to adding it to the cart.**

ALL RETURNS FREE OF CHARGE

PUMA x SELENA GOMEZ
Women's Training Hoodie

£106.00 ★★★★★ 1
Price incl. 20% VAT / Style Number S17805_01

Color Light Gray Heather

SIZE XS QTY 1

Availability: In Stock

ADD TO BAG

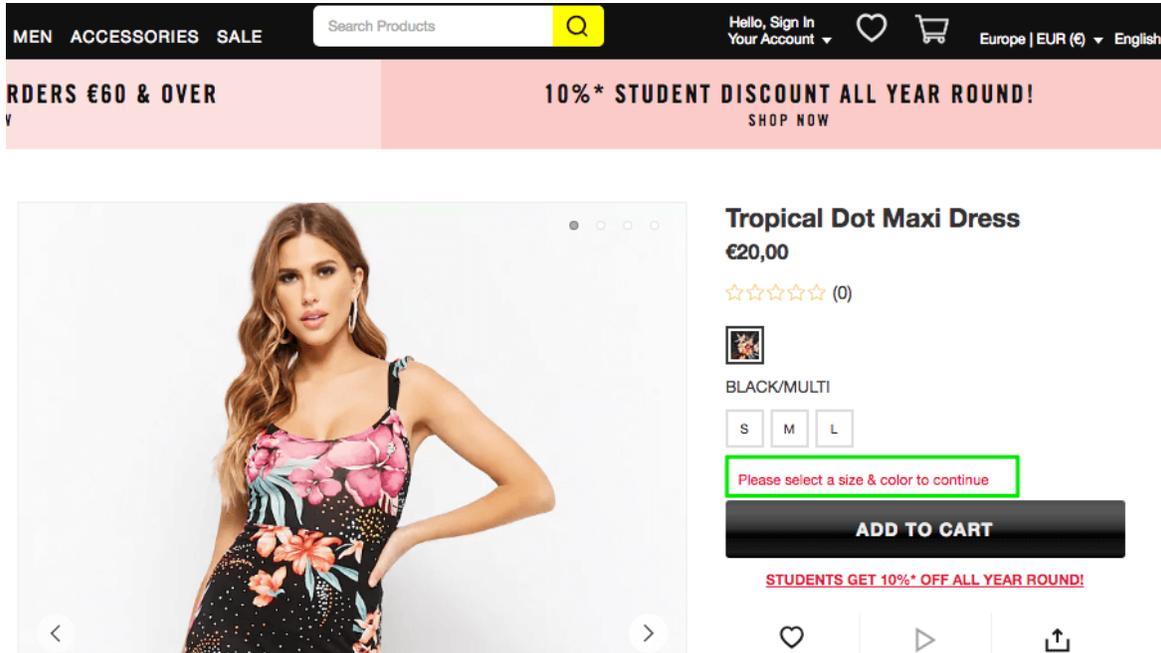
[SIZE CHART](#)

It's best to use images to indicate different product options, as Puma does on its product pages.



75. Do you include a visible reminder to select size / color if a customer forgets?

If a customer has made a mistake by not selecting required product features, notify them with a visible reminder near to the main CTA.

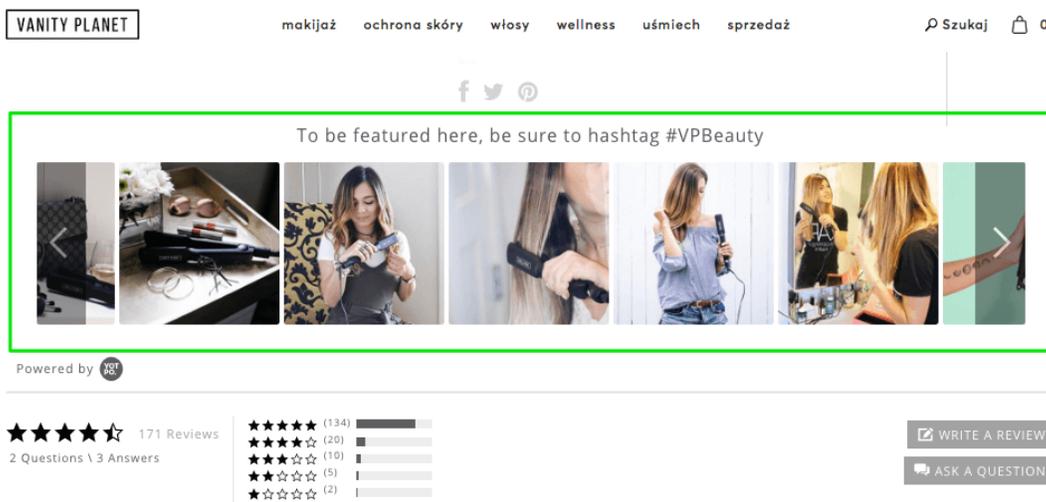


A simple reminder, as in the example from [Forever 21](#) above, is all that's needed. If customers don't know how to rectify a mistake, they're more likely to abandon the process all together.



76. Do you include user-generated content, such as from Instagram?

User-generated content, like Instagram photos and rich-media reviews (that include customer videos and images) carry a **large amount of credibility and social proof**. Consider including them somewhere on your product pages if you are able to. They will help to build engagement and bolster the positive effects of good reviews.



On [Vanity Planets'](#) product page we can see users content from Instagram. It is giving customers an authentic glimpse of a product and helps them picture themselves using it.

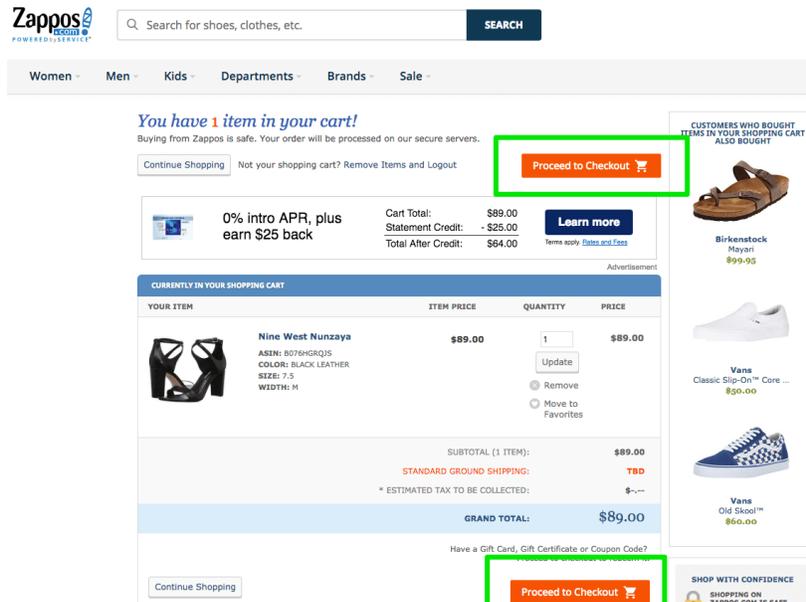


Cart optimization checklist



77. Is the main checkout CTA visible?

Visible CTA is a must. It should be in a contrasting color, easy to tap and in an imperative sentence that “orders” a visitor to take an action. Don’t make it hard for visitors to hit the button to proceed to checkout! Including the button above the fold is one of those small tweaks that can have a significant impact on your product page conversions. You can also consider repeating it twice. Btw, find out also our checkout optimization checklist to create a perfect combo.

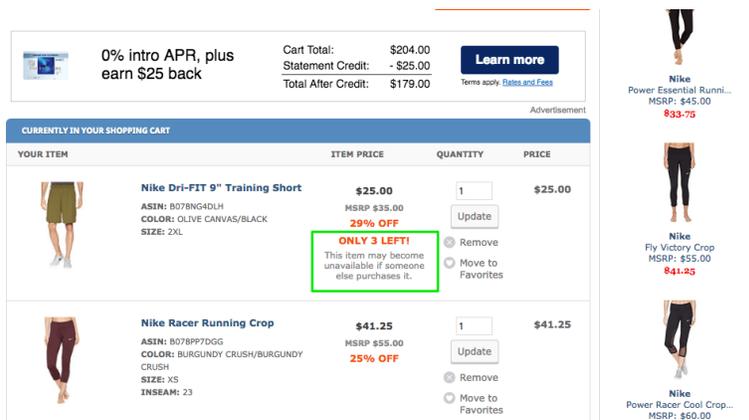


The main CTA is in a contrasting color and included twice on the page. Of all the cart abandonment reasons, this is one of the biggest.



78. Do you use some of the same urgency-building techniques that you use on your product page?

Consider adding alerts indicating stock levels. The obvious example is to notify customers of “Low stock!” but you can also cleverly use notifications when you have high or medium-levels of stock to create urgency, irrespective of how many products you have available.

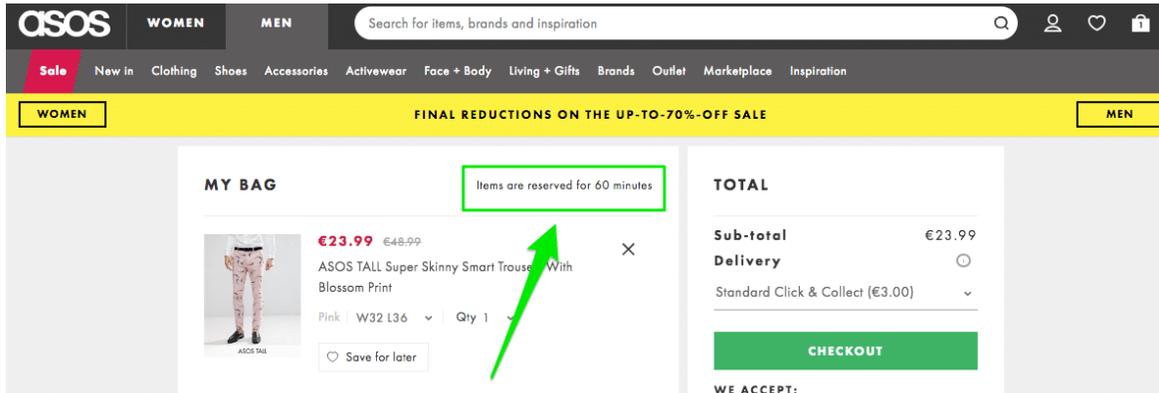


Zappos created the sense of urgency by showing the exact number of items left in stock. They also inform that it can be soon unavailable. It is a very powerful urgency-building technique.



79. Do you include an alert to show that a customer's ability to purchase is time-limited? For example, "Your product is reserved for 30 minutes."

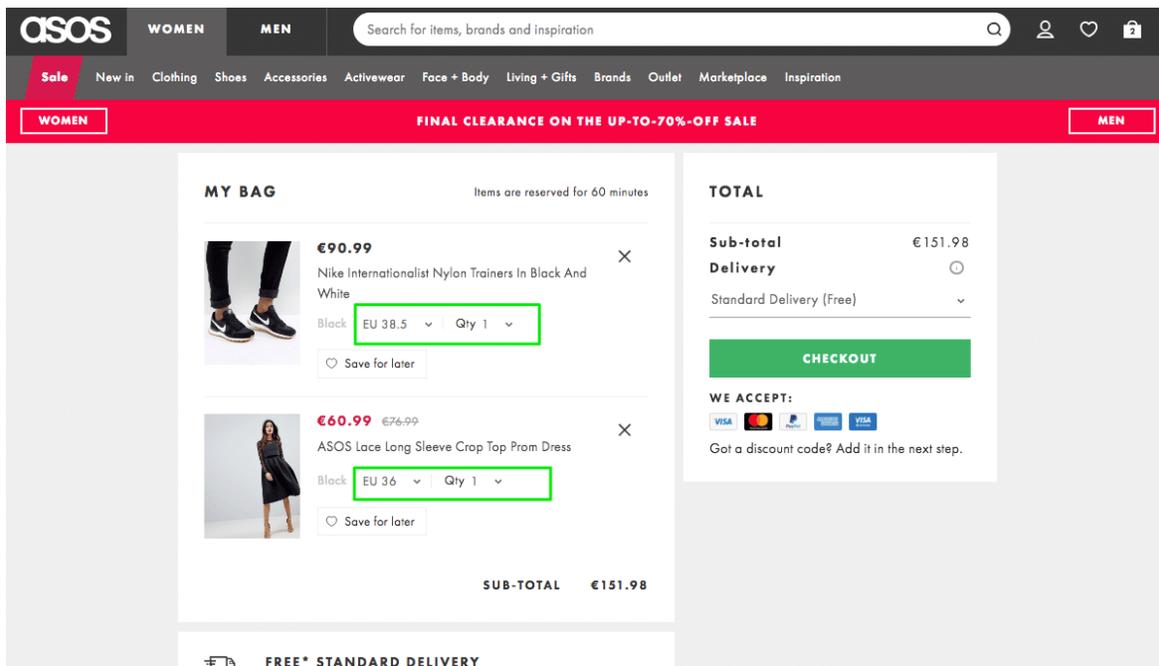
Such alerts are another urgency-building technique. Visitor may feel that he may lose the opportunity to buy this product so it prompts them to take an action. Creating urgency on shopping cart (as well as [urgency on product pages](#)) is one of the most effective ways of cart [ecommerce conversion optimization](#).



Asos gives you a possibility to reserve a product from the cart for 60 minutes with creates a sense of urgency and prompts the visitor to buy immediately or to continue shopping for some time.



80. Can customers easily change the number and size of products in their cart?

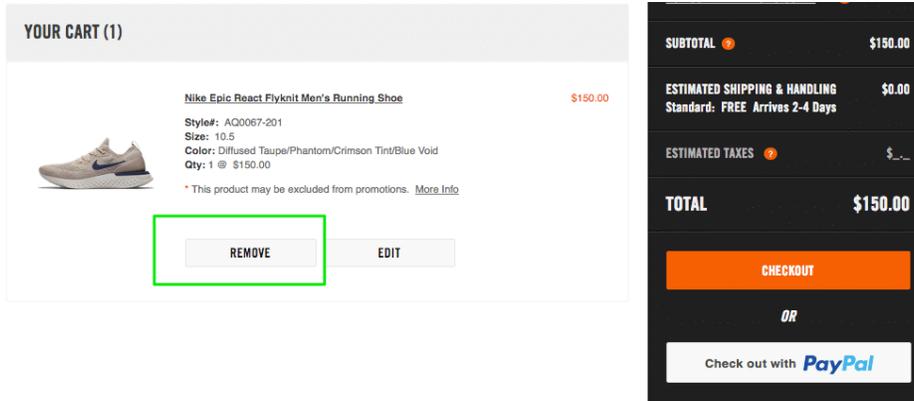


Frustration over an inability to change order quantities and features is a major contributor to cart abandonment. For those eager to learn how to avoid shopping cart abandonment and to know why visitors don't [add products to your cart](#), making the process of amending orders easier in every way is a valuable general approach.



81. Is it easy to delete products from a cart?

A lot of retailers follow the flawed logic that if they don't include a "delete" button, then users won't get rid of items. This almost never works. What customers tend to do when they are unable to delete a mistaken order is abandon the cart altogether.

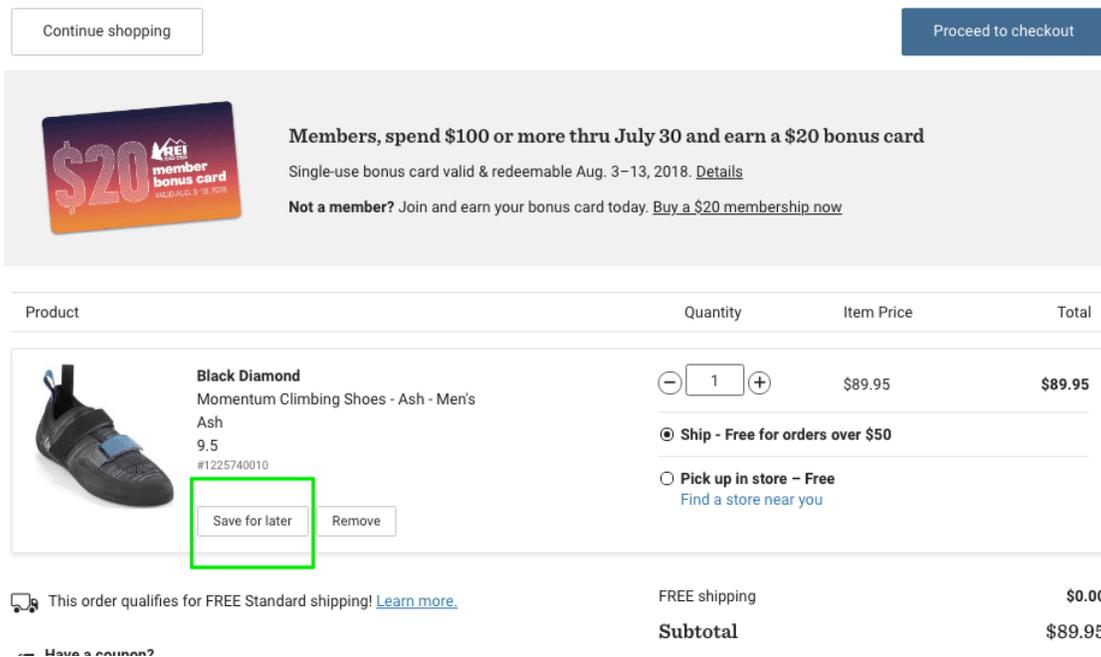


Ensure customers can easily delete products they don't want. Nike includes a clear button underneath the product summary.



82. Can customers "save products for later" instead of deleting them?

Every online retailer should give their customers an opportunity to shop later. If you don't include such a possibility to save the product for later, visitor may abandon shopping cart and never come back.



Allowing customers to "Save for later" is one of the easiest ways to increase the likelihood of future purchase.



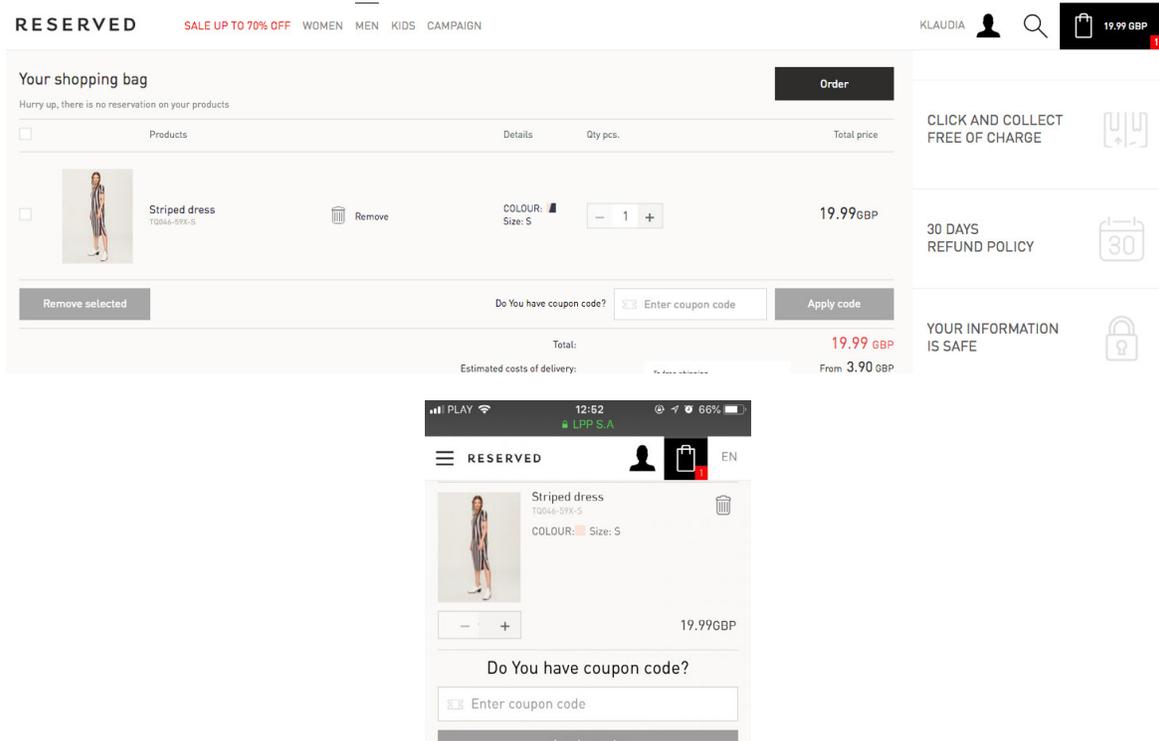
83. Does the cart hold products for at least 7 days (ideally 30) for unregistered customers?

Ideally, you should keep products in a customer's cart for 30 days. Seven days is the absolute minimum.



84. Is the cart associated with the users account so it can be accessed from different devices?

More than [50% of ecommerce traffic](#) takes place on mobile. So it is now quite common for users to browse for products on mobile (btw. check [how to improve your mobile checkout forms](#)) and then completing the transaction on a desktop (or the other way around). So to keep products in the shopping cart it should be associated with users account.

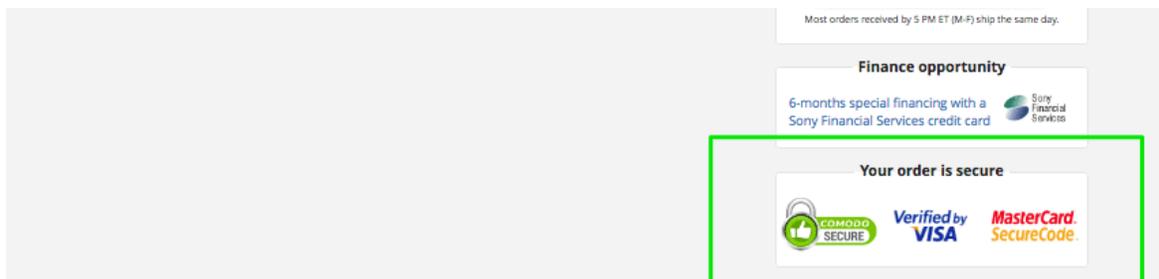


Reserved allows users to get back to their shopping after logging on other devices.



85. Do you include graphics that build trust, like seals, padlocks, certification logos etc?

Security seals and images of certifications build trust and disperse [doubts on product pages](#) and in the cart by leveraging the authority of brands that people recognize. The use of trust-building elements comprises a vital best practice for shopping [cart abandonment](#).



Crutchfield includes the term "Secure Checkout" on their checkout button alongside a padlock icon. They also include a number of "security seals". The use of trust-building elements comprises a vital best practice for shopping cart abandonment



86. Does the cart automatically exclude sold-out products? (and communicates this action to the user flawlessly?)



87. Do you offer inexpensive complimentary products on the cart page, such as tablecloths for people buying a table set?

It is important to follow the right recommendations strategy. If someone is buying products for the bedroom they should not be recommended a set of knives for the kitchen. Also, the same products (even much cheaper) shouldn't be there.

Cushion cover
ELDTÖREL
£4.50
Pink/multicolour
50 x 50 cm
904.025.83

Quilt cover and 2 pillowcases
EMMIE RUTA
£35
Dark grey/white
200 x 200/50 x 80 cm
903.996.14

You last checked at 02 August 2018 at 11:05. Stock availability is updated every 30 minutes.



IKEA shows recommended products that customer may like or need. They are complementary to those in a shopping cart.



88. Is the discount code field accessible but not obtrusive?

Promo bar should not distract attention from the main CTA and encourage customers to leave the cart to search for promos online.

SHOP BY DEPARTMENT

Search or enter web ID

Shopping Bag
Bag ID: 1476-540483
Item availability and pricing are not guaranteed.

Item	delivery	qty.	price
DL1961 Amanda Low Rise Skinny Jeans Color: Trance Size: 26 Web ID: 4870389	In Stock: usually ships within 3 business days.	1	GBP 119.12
			Item total: GBP 119.12

Have a promo code? apply

only one promo code may be used per order

Subtotal: GBP 119.12

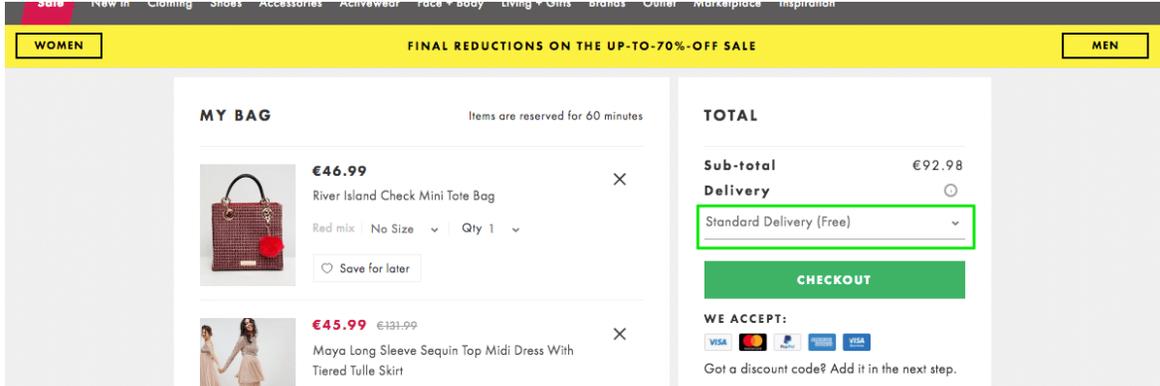
Shipping, duties and taxes will be calculated at checkout where

Like Macy's, include a promo code entry box but don't "over advertise" it.



89. Do you re-emphasize free shipping?

Free shipping is one of the most important USP and a factor that often prompts a visitor to choose exactly this online store and not another. That's why it is so important to emphasize free delivery not only on the main page and product pages but also in the cart where a customer is making a final decision whether to complete a transaction or not.



ASOS let customers know that their shipping is free twice on the cart page, just above the checkout CTA and at the bottom of the page.



90. Do you show available payment options on the cart page?

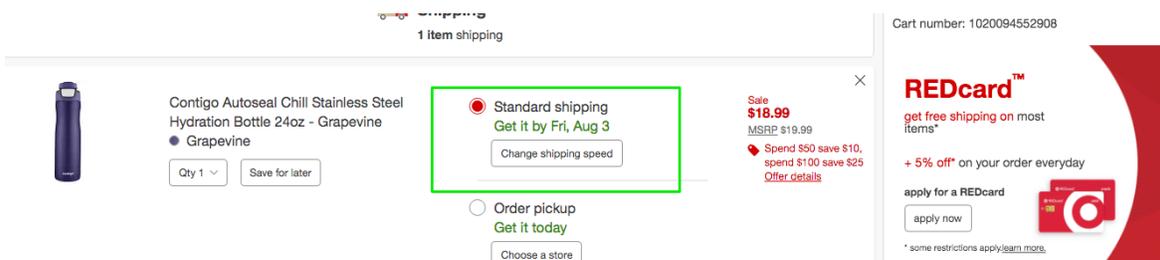
Customers won't be ready to select a specific payment option at this stage, but it's still worth showing images of what you have available for trust-building purposes.



John Lewis allays doubt about checkout by letting customers know they'll be able to use their payment method of choice.



91. Do you show the estimated time of delivery?



Alerting customers to the estimated delivery time, as in the screenshot above, reduces hesitancy and the possibility of customers shopping elsewhere for the same product.



92. Do you send automated emails to customers that abandon their carts reminding them to complete the purchase?

A significant part of shopping carts are abandoned before the customer completes a sale. Abandoned cart email is sent to a customer who has added products to their cart but failed to check out. Sending such emails can be an effective way to get the customer returned to your store to finish shopping.



Checkout optimization checklist



93. Can your customers complete their purchase without registration?

Mandatory signup is the single biggest contributor to cart abandonment during checkout. Always offer the option to check out as a guest, while allowing those customers that wish to sign up (or already have accounts) to easily do so.

The screenshot shows the Stadium Goods checkout process. The page is titled "STADIUM GOODS® Checkout". It is divided into four steps: 1. Checkout Method, 2. Shipping Information, 3. Shipping Options, and 4. Payment Options. In the "Checkout Method" step, there are two main options: "Checkout as a Guest or Register" and "Login". Under "Checkout as a Guest or Register", there are radio buttons for "Checkout as Guest" (selected) and "Register", with a "CONTINUE" button below. Under "Login", there are fields for "Email Address" and "Password", a "LOGIN" button, and a link for "Forgot your password?". To the right, a product card for "Air Jordan 1 HI OG NRG" is shown with a price of \$900.00. Below the product card is a summary table:

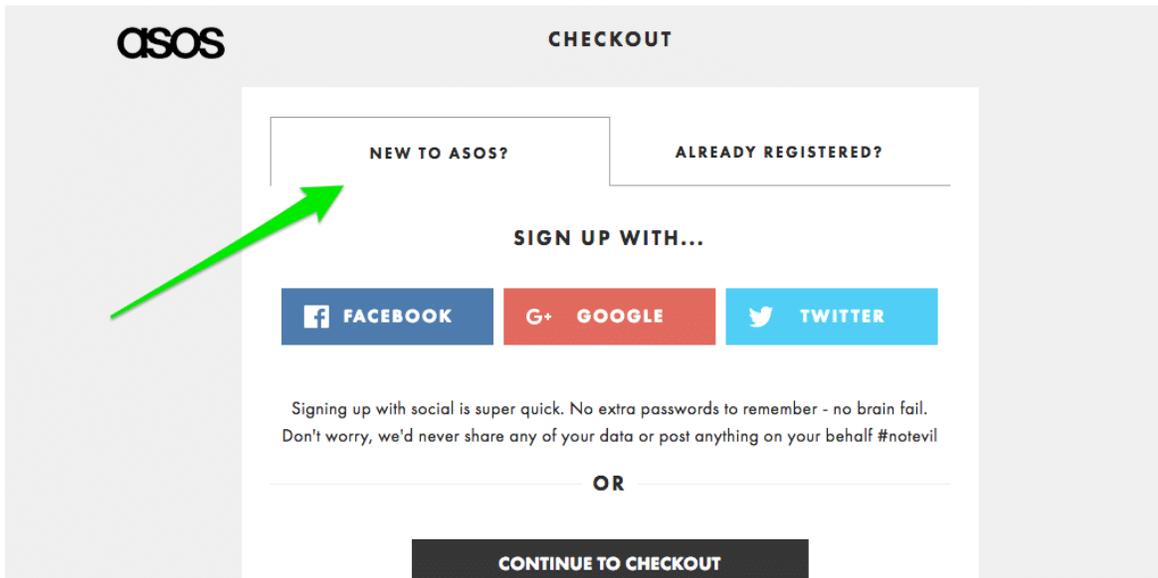
SUBTOTAL	\$900.00
TOTAL	\$900.00

Stadium Goods offers the option for users to check out as a guest or to register, thus appealing both to customers that don't want to sign up and those that do.



94. For first-time customers, do you integrate registration into the checkout form?

Do you make registration part of the checkout process rather than requiring separate inputs? If you don't, you're likely sacrificing both sales and new account signups

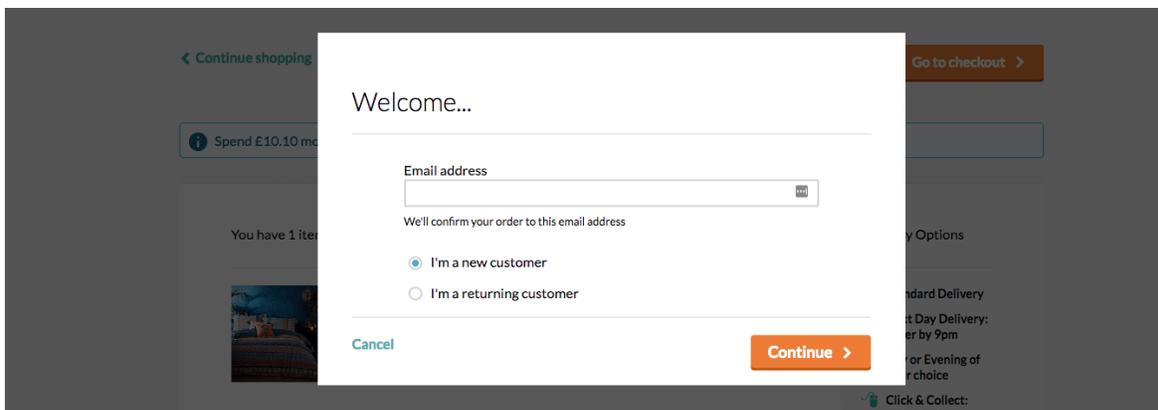


ASOS offer one-click, seamless sign-up. They don't ask for an extra set of inputs.



95. Do you require customer emails at the beginning of the checkout process so that you can follow them up if they don't complete an order?

While it's not usually advisable to add extra stages during checkout, requesting emails can give you an opportunity to get in touch with customers if they don't complete a purchase.



Debenhams only ask for the email. No extra information is required.



96. Is the form vertical (linear) with clear labels that don't disappear when a user fills them out.?

Often, customers will need to go back to verify information. Using static or floating labels (that don't vanish after a customer enters their information) can help streamline this process.

DELIVERY
PICK UP

Have your order delivered conveniently to your home or work or where ever you prefer. Enter your delivery address below for an estimated delivery date.

DELIVERY ADDRESS

FIRST NAME *

LAST NAME *

ADDRESS LINE 1 *

House number and street name

ADDRESS LINE 2 (OPTIONAL)

E.g. Company, Apartment, Building, etc.

TOWN / CITY *

POST CODE *

LOGIN

Forgotten Your Password?

EMAIL ADDRESS *

PASSWORD *

Remember Me

LOG IN →

You can also log in with one of these accounts

FACEBOOK

Adidas make use of floating labels (that are minimized above the text box) so that customers can keep track of the information they've entered.



97. Are there any fields you can get rid of to shorten the checkout form?

Superfluous labels add to the effort needed to complete checkout. Reduce friction by getting rid of them. Do you really need your customers' mobile numbers? What about their middle names? It is especially important to remember about this point during [mobile checkout forms](#) optimization.

Your details >
Arrange delivery >
Payment >
Finished

Complete all fields unless they say 'optional'

① Delivery details

Who and where we're delivering to

Title

First name

Last name

Mobile number

We'll text you order updates and only call if we have to!

Use landline

House name or number (optional)

Postcode

FIND ADDRESS

Enter address manually

② Billing details

③ Your account

Adidas make use of floating labels (that are minimized above the text box) so that customers can keep track of the information they've entered.



98. Do field sizes match the expected size of the input?

Minimizing fields that require a short input will streamline checkout by indicating that minimal effort is required. Similarly, making sure that longer entries have wider fields will enable customers to quickly double-check their inputs.

Minimize fields where only short information is required.



99. Do you distinguish between optional and mandatory fields?

If you don't want to get rid of optional fields entirely, indicate that information is not mandatory.

Staples clearly show required fields on their checkout form with an asterisk (*) and include "(optional)" next to those that aren't.



100. Is form validation visible for each field? Do customers know immediately if they have incorrectly filled a form?

If customers have incorrectly entered information, let them know as soon as they move onto the next field. Repeatedly having to submit form information is incredibly frustrating.

Let your customers know immediately if they have made a mistake. Repeatedly having to submit form information is incredibly frustrating.



101. Do you include advice on how to correct mistakes beneath fields when inputs are incorrect?

If a customer has incorrectly entered information, it's possible that they're unsure what is expected of them. Remedy this problem by including prompts and advice.

RESERVED provides additional information for uncertain customers.



102. Do you use pre-fill options to streamline the entry process?

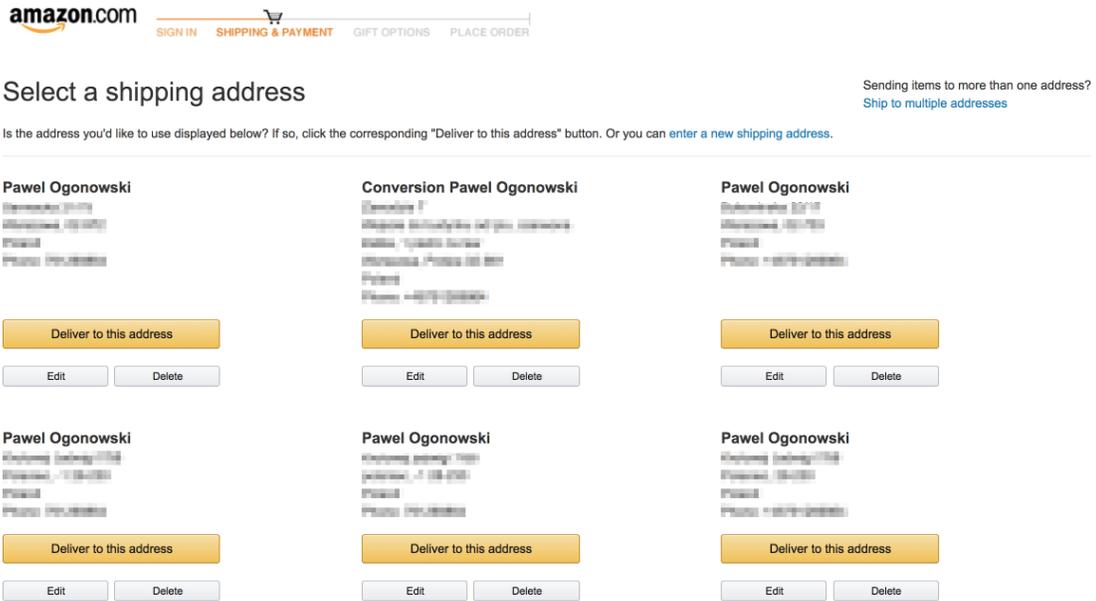
Do your forms take advantage of pre-fill options? For example, will a full address auto-populate fields based on a zip code?

The Crutchfield form above automatically generates part of an address based on a customer's Zip Code (it would only be wiser to ask for the zip code earlier!).



103. Do you allow autofill and saved options (such as credit cards) for repeat customers?

If customers have accounts with you, are you letting them take advantage of saved details, like addresses, credit card information and even shipping options?

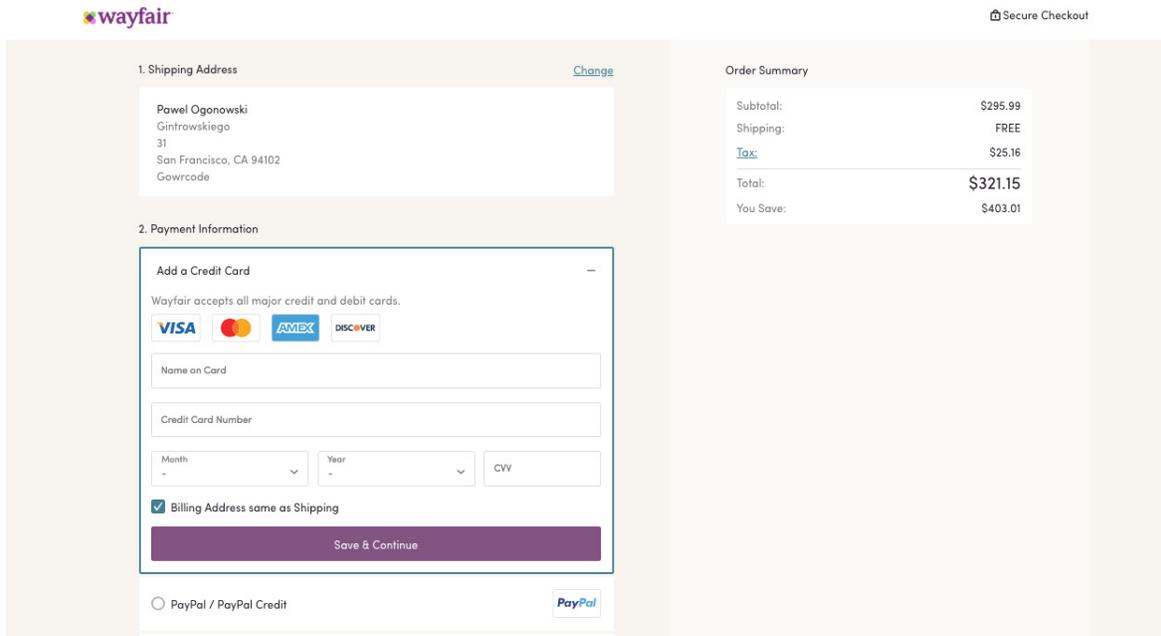


The Crutchfield form above automatically generates part of an address based on a customer's Zip Code (it would only be wiser to ask for the zip code earlier!).



104. Do you “encapsulate” credit card entry fields differently to other forms to create another layer of perceived security?

Are forms for payment information designed differently and located in a separate area, on or on a different page, to create a perception of increased security?



Forms for payment information are designed differently, put in a frame to create a perception of increased security.



105. Do you include visual prompts for credit card details, such as an image of where to find the CVV code?

Customers may not know how to find certain pieces of information, or what a term like “security number” means. Overcome this problem by including small visual cues.

Card number

Expiry date

Month / Year

Security number

To opt out of receiving these communications, please tick the box

Debenhams sends you these communications for our legitimate business interests, but you can un-subscribe at any time. For more information, see our [privacy policy](#).

1 items	£57.00
Nominated Day Delivery	£4.99
Total to pay	£61.99

Debenhams includes a picture showing customers where to find their security number next to the appropriate entry field.



106. Is the label of the main CTA on every checkout step descriptive, for example, “Buy Now.”?

Don't use the word “Next”. It's uninspiring and implies further steps.

PayPal

amazon pay

Billing address

Same as shipping address

Use a different billing address

< Return to shipping method

Complete order

Excellent use of “Complete order” CTA.



107. Is the main CTA clearly visible and does it stand out from other secondary CTAs?

Always ensure that your CTA is in a contrasting color and large enough to be seen. On mobile devices, a screen-width button (that can be tapped with either hand) is optimal. Primary CTAs should always be more prominent than secondary CTAs.

At the end of your order, you will be directly forwarded to PayPal, where your order can be completed.

Credit / Debit Card (Free)

VISA

MasterCard

AMERICAN EXPRESS

step

Gift Voucher: If your gift voucher is worth more or equal to the total cost of your order, select PayPal to skip this step and enter your gift voucher code on the next page

Delivery	Free
TOTAL (VAT included)	£80.74

NEXT

You can review and confirm your order in the next step

While completing the purchase in Zalando, users are not distracted by other secondary CTA. They are sure what is the next step of the process.



108. During registration, do you overcomplicate the password selection process by including unnecessary requirements?

Don't stipulate that passwords have to be complex unless it's absolutely necessary. Consider including a password auto-generation option.

✓ Speed up checkout
✓ Track your deliveries
✓ Look up old orders
✓ Check your gift card balance

Email*

Create Password (minimum 8 letters and numbers)*

Retype password*

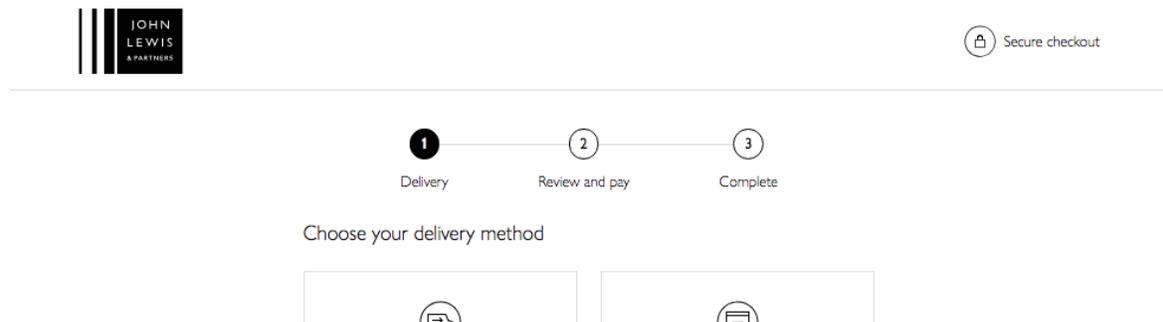
The image shows a registration form with a green box highlighting the password requirements: "Create Password (minimum 8 letters and numbers)*".

Don't stipulate that passwords have to be complex unless it's absolutely necessary. And is it here really necessary to include 8 characters and numbers?



109. Have you simplified the header and navigation?

During the checkout process, you want customers to complete one action. Any on-page elements that move them away from the main form have the potential to add to your abandonment rate. Minimize header distractions and links away from the checkout page.

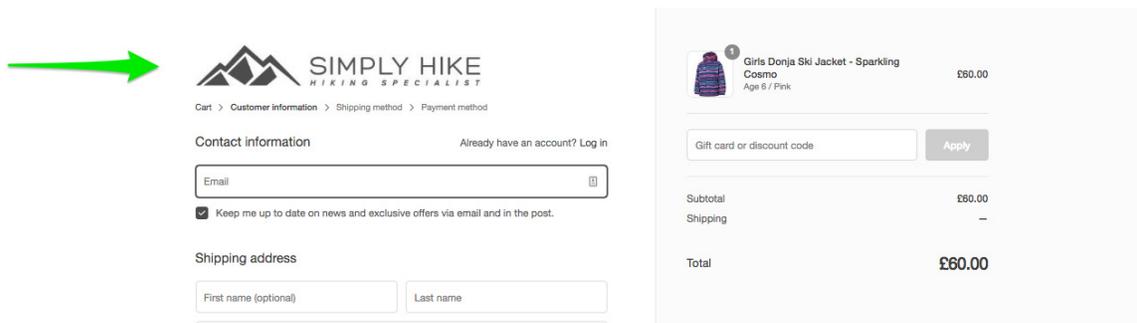


Minimize header distractions and links away from the checkout page. You want your customers to complete the purchase and not to be distracted.



110. Have you simplified the footer to prevent customers accidentally clicking away from the checkout process?

Following on from the point above, you should also simplify your footer to ensure that customers' attention isn't drawn away or they accidentally click another button.



Simply Hike has minimized both footer and header getting rid of all the unnecessary information.



111. Have you included a progress bar when there are multiple checkout pages?

If there are multiple pages involved in your checkout process, let customers know how far they have to go to completion.

The screenshot shows the Debenhams checkout process. At the top, the brand name 'DEBENHAMS' is on the left and 'SECURE CHECKOUT' is on the right. Below this is a progress bar with four steps: 'My Bag', 'Delivery', 'Payment', and 'Confirmation'. The 'Delivery' step is currently active and highlighted with a green box. Below the progress bar, the question 'How would you like to receive your order?' is asked. Two options are presented: 'Home Delivery' (with a truck icon) and 'Click & Collect' (with a mouse icon). Below these options, a note states: 'Customers are more likely to finish checkout with Debenhams because they know they only have a limited number of steps to complete.'



112. Is it absolutely clear that your order summary page, immediately prior to purchase, is not a thank-you page?

Is your order summary or confirmation page, where customers review their purchases before adding payment details or confirming, misleading in any way? In particular, is it clear that it's not a thank-you page?

The screenshot shows the Zalando checkout process. At the top, the brand name 'zalando' is on the left and 'SECURE PAYMENT' is on the right. Below this is a progress bar with five steps: 'Login', 'Address', 'Payment', 'Confirm', and 'Done!'. The 'Confirm' step is currently active and highlighted with a green box. Below the progress bar, the question 'CONFIRM AND PAY WITH PAYPAL' is displayed in a green box. The main content area is divided into three columns: 'ORDER SUMMARY', 'DELIVERY OPTION', and 'ORDER'. The 'ORDER SUMMARY' column shows the item 'Gina Tricot SIRI BAG - Across body bag - sky blue' with a price of £18.59. The 'DELIVERY OPTION' column shows two options: 'Standard delivery' (free) and 'Express delivery' (£5.95). The 'ORDER' column shows the shipping date 'Mo, 10.09. - Th, 13.09.' and the item details. The right side of the page contains 'DELIVERY ADDRESS', 'BILLING ADDRESS', and 'PAYMENT METHOD' sections. At the bottom, the 'TOTAL (VAT included)' is £18.59, and a green box highlights the 'CONFIRM AND PAY WITH PAYPAL' button.

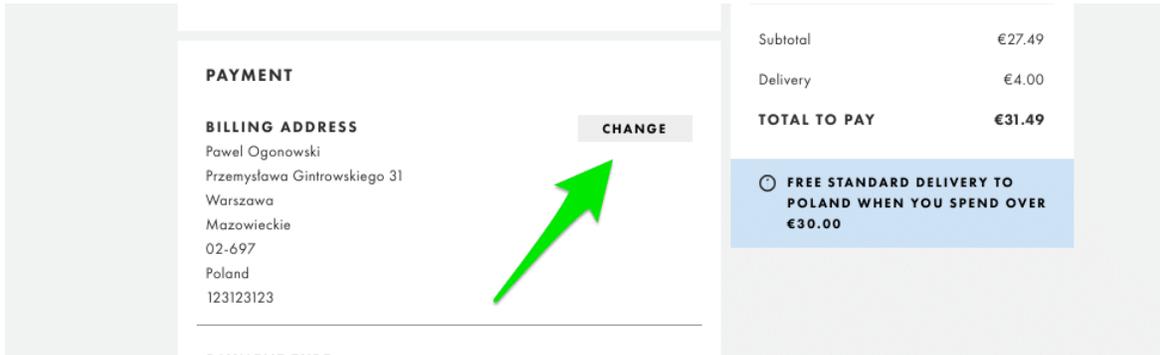
While shopping in Zalando customers are sure that they need to do one step more to confirm transaction.

It is clear that this is not a thank-you page.



113. Can users make changes to their address on an order summary page (immediately before purchase) without having to go back to the start of the checkout process?

If customers have entered incorrect information, are they able to change it from the order summary or confirmation page without having to go back to previous pages? Including an option to change will reduce friction at this crucial stage.

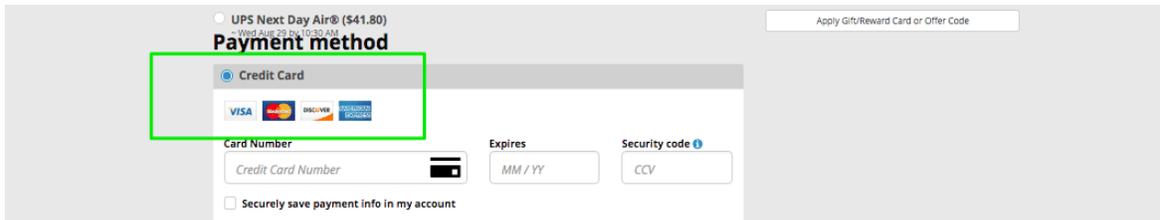


ASOS allow customers to change their billing address from the order confirmation page.



114. Do you offer a wide range of payment options?

Cast the net as widely as possible with payment options, allowing customers to check out with their preferred choice. What's more, including multiple payment options will create a perception of greater security.

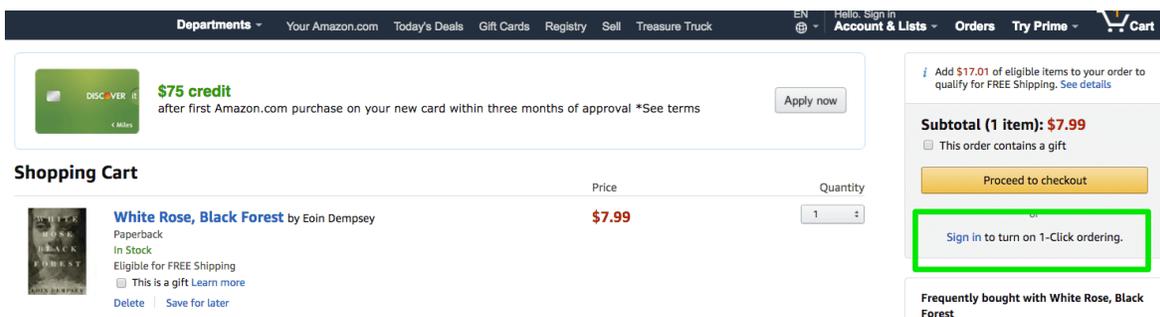


Crutchfield offers a number of card options AND methods.



115. Do you offer ultra-streamlined checkout options, similar to Amazon One-Click?

Amazon's conversion rate is uniquely high for a reason. If possible, offer customers the option to checkout with only one or two clicks. It's the very definition of a frictionless purchase!



Amazon offers customers the option to checkout with only one or two clicks.

Conclusion: **Don't try to implement everything at once!**

If you've got this far, well done! Your head is now filled with dozens of optimization ideas. It might even be hurting a little bit.

But before you go, here's a little bit of parting advice.

While we do recommend you think about implementing all of the tactics described here - or at least the majority of them - we don't recommend you do it all at once!

Our advice is to start with those that stand out most to you. Only you know your store and your customers well enough to pinpoint those optimization tips likely to be most effective. Once you've done that, move onto the ones you feel to be less important.

Of course, test every single improvement to determine its impact on your bottom line.

All the advice here is backed up by years of testing, trial-and-error and hands-on experience. It's worked for hundreds of clients. Hopefully, it won't be long before it works for you too!





About the author:

Pawel Ogonowski - The Ecommerce Optimization Guy

With 10+ years of ecommerce experience, I've been helping companies (e.g. Limango, Virgin Mobile, Eniro, 4F, Showroom, Budapestster) leverage data from their online channels to improve user experience that results in higher conversion rates, average order value and customer lifetime value.

Co-founder & Partner @ Growcode

Growcode is an all-in-one solution for hands-free eCommerce conversion rate optimization. We provide real human experts, technology, and a proven process that delivers guaranteed revenue gains for B2C online stores through conversion rate optimization. It's time for Growcode when you want to improve your website's user experience, design, and copy, but only when it lifts your revenue and you want it all done for you quickly and affordably without involving your developers

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Growcode has been trusted by more than 155 online stores



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RESERVED

ONSWEAR.com

GRENE



We realized a 22% improvement in our desktop conversion rate and a 51% jump for mobile.

– Michal Kicinski, Head of Ecommerce, Bandi Cosmetics