Experiment Zone

CONVERSION CHECKLIST

How to use this list

This conversion checklist should be used by e-commerce businesses to make sure they have the basics covered on their website.

Use this list to ensure customers have a smooth shopping experience and have all the information they need to make a purchase.

About Experiment Zone

Experiment Zone helps e-commerce businesses who want to provide a seamless user experience, so they can get the most value from their website and increase revenue by increasing conversion among their existing site visitors.

CONVERSION CHECKLIST

Homepage

- ☐ State simply and clearly what the website sells
- ☐ Tell customers why they should buy from this store (the value prop)
- ☐ Localize your store to specific countries
- ☐ Make sure your shipping and return policies are easy to find
- ☐ Show new or best selling products on the homepage

Collection Page

- ☐ Use consistent product image sizes and types
- ☐ Provide sorting options by price, best selling, and alphabetical order
- ☐ Allow visitors to filter by price, size, and product characteristics

Product Detail Page

- ☐ Clearly show the product delivery time
- ☐ Collect and show reviews
- ☐ Keep the product descriptions short and easy to scan
- ☐ Use high quality product images
- ☐ Provide easy ways to navigate between the product images

Cart

- [ ] Show all of the options for Payment (such as Paypal, Apple Pay)
- [ ] Make sure there are clear and large buttons to start Checkout
- [ ] Reduce any potential distractions, such as email sign up

Checkout

- [ ] Display shipping costs and estimated delivery times
- [ ] Do not require visitors to register with a password to order
- [ ] Don't ask for information that isn't required until the order has been placed

Navigation

- [ ] Make the main navigation sticky, so visitors can access it from anywhere
- [ ] Limit the number of items in the menu
- [ ] The logo should take visitors to the homepage when clicked
- [ ] Keep navigation terminology simple and actionable

Search

- [ ] Implement smart search to cover misspellings or singular/plural word
- [ ] Consider including automatic suggestions for relevant keywords
- [ ] Show what a visitor searched
- [ ] Tell visitors how many results they have
- [ ] Add filters to support narrowing results when there are many products

GET A FREE CONSULT

Find out why you're losing customers along the way. You'll get:

- A 1-on-1 video or phone call going over your website to identify opportunities to identify issues and suggested changes to fix them, with a **focus on improving conversion rate**.
- A report summarizing the list of **actionable advice** we discuss
- Peace of mind knowing you have a plan to improve your conversion rate (and saving money on this advice, which usually costs thousands of dollars).

Book a consult with us today at https://experimentzone.com/audit/schedule

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