Questions to Ask When Reviewing an eCommmerce Website

Checklist by StrategyAndDesign.co

There are a number of areas you can improve to impact eCommerce conversion but let's start with the area closets to the money: checkout. Your checkout flow is the most crucial aspect of your eCommerce website.

How to use this checklist:
When using the checklist always keep your visitors in mind. Don't evaluate your eCommerce site assuming your visitors know what you know.

The checklist focuses on-eCommerce site best practices — not marketing. While marketing is extremely important to the success of your eCommerce site it won't matter if your site isn't converting as well as it should. Fix your conversion problems first then find the best ways to promote it.

Let's get started.

Checkout Checklist:

Website: _____

URL: _____

Date: _____

Shopping Cart / Shopping Bag

Does the cart clearly present the items in the cart?	☐
Does the cart clearly present the items options?	☐
Is the total order presented?	☐
Does the cart instill trust and make feel safe?	☐
Does the cart reinforce my buying decision?	☐
Are buttons limited within the cart?	☐
Are promotions carried through and shown in the cart?	☐
Are delivery and gift options presented prior to checkout?	☐
Are delivery and gift options also presented at some point during checkout?	☐
Are gift options offered, including: Gift wrap? Gift message?	☐
Do the primary CTAs stand out from everything else on the page?	☐
If visitors aren't ready to purchase can they save their cart or add to wishlist?	☐

Checkout Options

Is there are a guest checkout?	☐
Are checkout options clearly presented?	☐
Is the visitor able to create an account AFTER checking out?	☐

Checkout Flow

Is your checkout closed? Are all header, footer or navigational links removed, except those needed for checkout (e.g. product description, delivery, security, returns, etc)?	☐
Are links that are within the checkout, present information in a pop-up layer?	☐
Is the checkout as easy as possible to complete (too broad)?	☐
Are the shipping options clearly presented?	☐
Is the item available for in-store pickup?	☐
Is there a clear and simple progress indicator?	☐
Are cart contents visible throughout checkout?	☐
Are there different payment options available?	☐

Checkout Forms

Is only necessary information asked for?	☐
Is a checkbox provided to indicate billing address is the same as delivery address?	☐
Are form labels visible at all times?	☐
Does the labeling and positioning of submit buttons provide clear calls-to-action that drive the visitor towards checkout completion?	☐
Are your error messages and alerts clear and understandable?	☐

Shop With Confidence

Are logos of 3rd party verification shown, and linked to valid certification?	☐
Are company contact details given (including full postal address and phone number)?	☐

Order Summary

Is there a clear review step and order summary prior to submitting the order?	☐
Is a persistent order summary/order summary page presented containing all transaction details:	
Product details?	☐
Total price (discounts, taxes & delivery)?	☐
Delivery address?	☐
Delivery & Gift options selected?	☐
Payment method?	☐
Billing address?	☐
Promotion Codes	☐
Is the customer encouraged to complete purchase with a clear CTA?	☐

Checkout Confirmation

Do you allow visitors to print or email their cart contents?	☐
Does the order confirmation page thank and reassure the customer without necessarily repeating all the details in order confirmation email?	☐

Stop Worrying About Conversions

Are you looking for help, ideas or feedback your checkout flow? I'd love to chat with you so you can make the leap to more consistent and higher conversion rates.

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