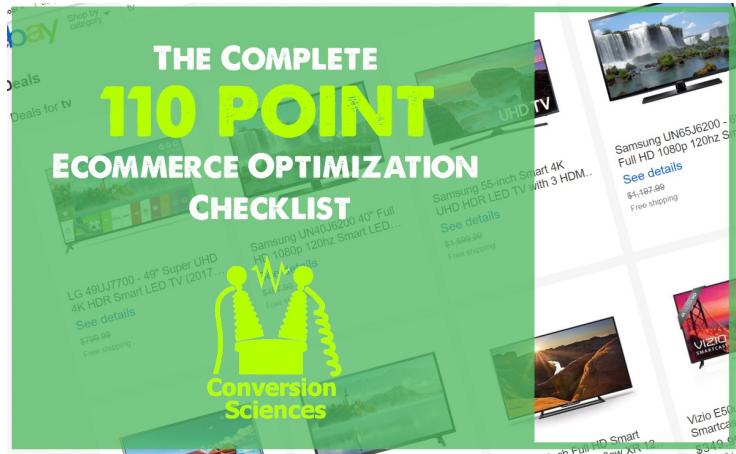


The Complete 110-Point Ecommerce Optimization Checklist You've Been Waiting For

 conversionsciences.com/blog/ecommerce-conversion-optimization-checklist/

Jacob
McMillen

6/23/2017



You want to optimize your ecommerce site, but where do you begin? What do you look for? What page elements are worth evaluating?

At Conversion Sciences, we have a checklist that our team goes through when evaluating a new client website, and today, we're going to share that checklist with you. This checklist includes virtually everything you'll want to consider optimizing while putting together your own [A/B testing campaign](#).

This is not a list of everything you *should* test. It's a list of everything you should *consider* testing. Optimizing an ecommerce site requires [strategy and prioritization](#). It would take an eternity to test every single item on this list using proper testing procedures.

But if there is anything on your site worth testing, I can tell you with 99% certainty that it's on this list.

Checklist Navigation

To make navigation easier, we've broken our ecommerce optimization checklist into 8 distinct categories. Select the category you wish to optimize in order to get started or simply scroll down to start with item #1.

1.

1. [Sitewide Optimization](#)
2. [Homepage Optimization](#)
3. [Category Optimization](#)
4. [Product Page Optimization](#)
5. [Shopping Cart Optimization](#)
6. [Checkout Optimization](#)
7. [Dashboard Optimization](#)
8. [Thank You Page Optimization](#)

Let's get started!

Section #1: Sitewide Optimization

1. Sticky Elements

Sticky elements are items that remain fixed on the screen as the users scrolls up or down. The most commonly stickied page element is the header navigation bar. Stickied elements tend to attract focus and distract from other page elements, which means they can work both for and against you and should be including in your testing.

2. Dropdown Menus

Dropdown menus are pretty straightforward and a staple of ecommerce sites and websites in general. They will usually be a pivotal part of user navigation, and thus incredibly important to your conversion process.

3. “Supernav” Dropdown Menus

If you look at many of the largest online retailers, you will notice that certain dropdown menus expand into large fields with more items and added visual elements. We called these “supernavs” here at Conversion Sciences and they are a powerful tool for highlighting specific offers, deals and product categories.

4. Hover or Click?

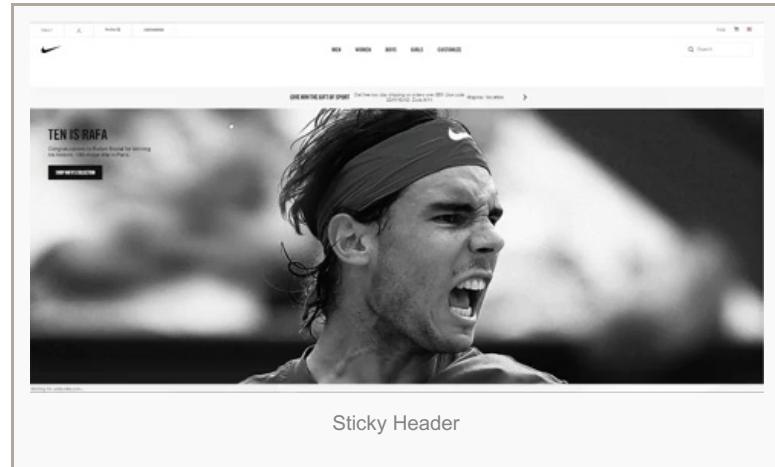
Should your dropdown menus open as soon as the user’s mouse cursor hovers over them? Or should they activate upon an actual click? It may not seem like a big difference, but it’s a potential item to test for.

5. Re-Order Navigation

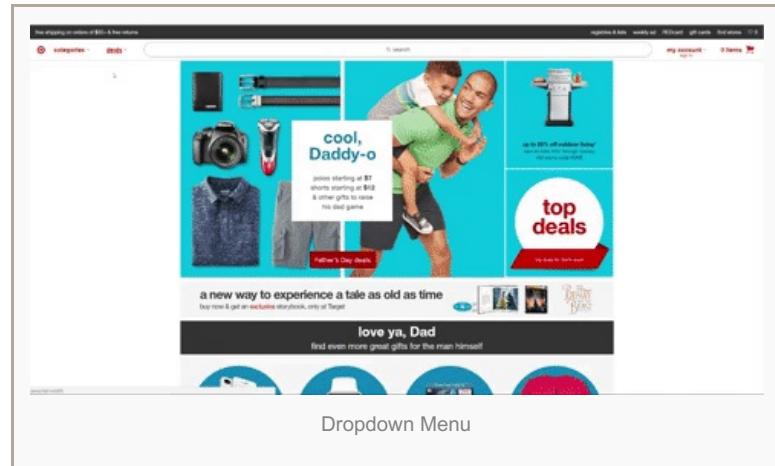
One of the most common problems we encounter is sub-optimal navigation ordering. Categories aren’t properly selected and ordered. Menus and menu item placement seems almost random. We really like to utilize [user testing tools](#) for evaluating sitewide navigation to ensure they are layed out with an intuitive order and flow.

6. Add Navigation Links

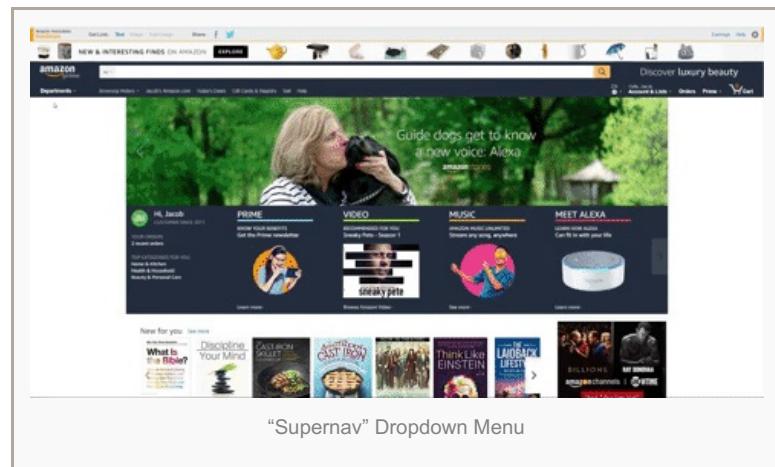
Another common problem we encounter is a lack of obvious navigation links to popular products or product



Sticky Header



Dropdown Menu



“Supernav” Dropdown Menu

categories. A lot of times, ecommerce stories will include feature images and headlines somewhere on the front page, but forget that they need to be added to the primary menus as well. Redundancy is not a vice, and when discussing your bread and butter products, it's typically a virtue.

7. Change Link Copy

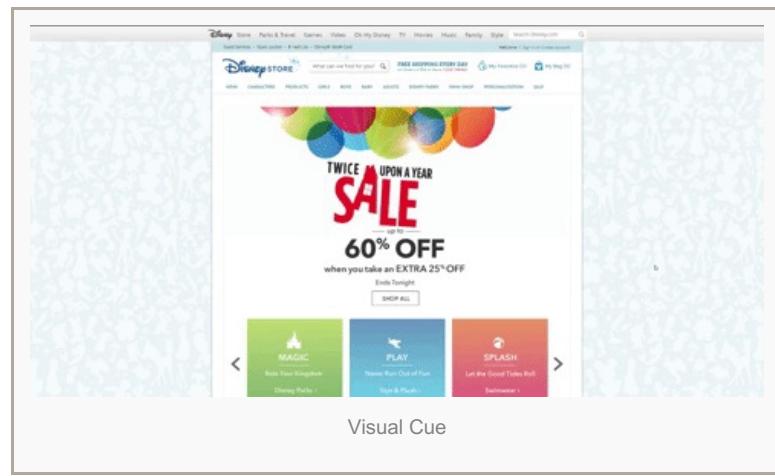
If you determine that all the right links are present, the next step is to look at the copywriting for each link. Is there a more accurate or intuitive way to define that category or other link heading? Are certain categories selling like crazy when the user enters the website directly via the product page but rarely being clicked on via navigation?

8. Visual Cues

Visual cues are visual elements that point the eye in a specific direction. Make sure that your [visual cues are working for you](#) rather than against you.

9. Add Value Proposition

It's amazing how many ecommerce websites completely lack any discernible value proposition. While [creating a unique value proposition](#) can be a bit more difficult for stores offering numerous products, it doesn't mean you should skip it altogether. Look for ways to define your value and pitch why visitors should continue shopping on your site at every opportunity.



10. Shopping Cart Dropdown or Modal

When a customer clicks on that shopping cart icon in the navigation bar, what happens? Are they taken straight to the checkout page or does clicking trigger a dropdown or modal display? Customers wishing to review their shopping cart might prefer a dropdown. Customers wishing to get straight to checkout might be annoyed by the extra click. You'll need to test to know how your visitors are responding.



11. Sitewide Search

Similar to navigation dropdowns, the search bar is a huge part of how visitors interact with an eCommerce website. Should yours be bigger? Should the written prompt be different? How should it fit into your layout? These are all important questions to ask when evaluating your overall navigation layout.

12. Related Items Based On User History

Upselling is where the big money is. Are you suggesting alternative or related products to browsers within your search algorithm? Where and how are you suggesting those products?

13. Header Content

What all is included in your header? What should be? What shouldn't be?

14. Footer Content

What all is included in your footer? What should be? What shouldn't be? Do you include an additional search bar in your footer?

15. Channel-Dependent Pages & Elements

Do visitors coming in from different traffic channels see something different? Are they directed to channel-specific pages? Are they served dynamic content? This can have a massive impact on your success in converting users from each channel.

16. Email Collection Modal

Email subscribers purchase at a significantly higher rate than social followers or new browsers. The question is how do you attempt to attract new subscribers? Some users will find them annoying, popup modals tend to be very effective at converting visitors to subscribers.

17. Discount Modal

For eCommerce sites, one of the most effective types of modals is the discount modal. Users are already there to buy. Accepting a discount is a no-brainer.

18. Live Chat

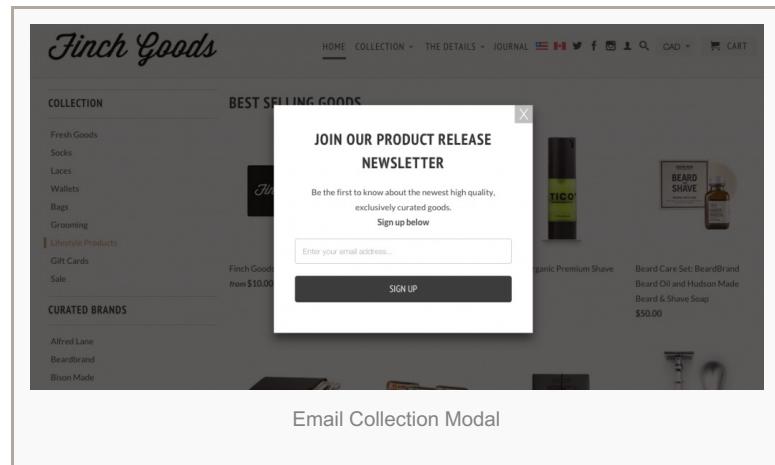
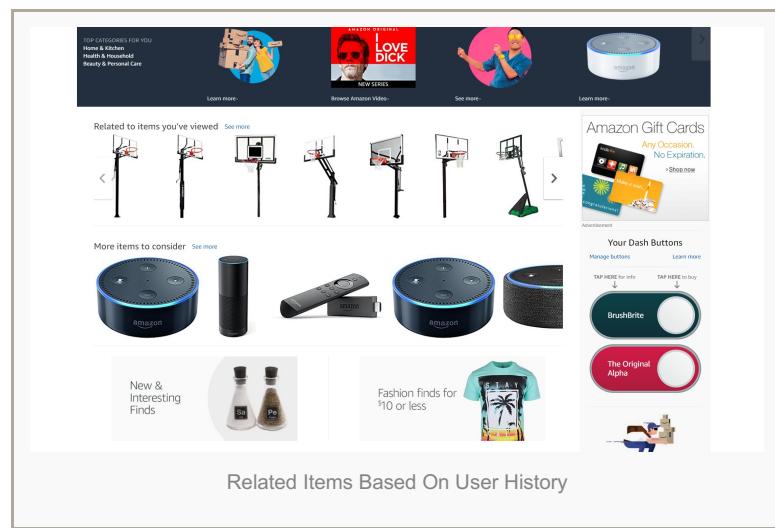
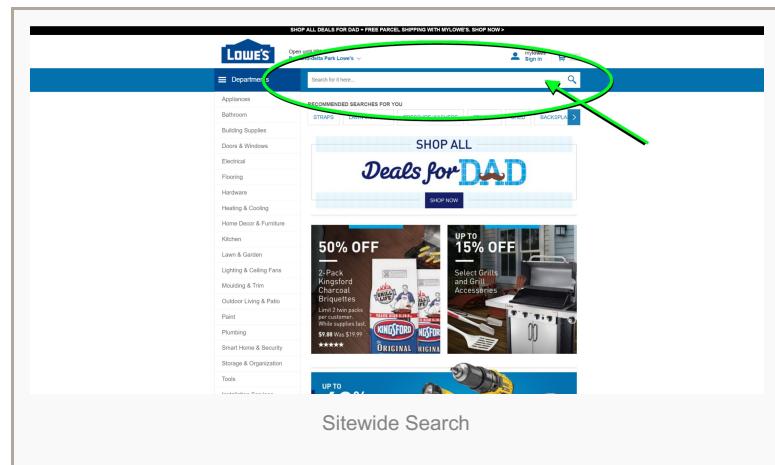
Live chat has [become an effective tool for eCommerce stores](#). It can be auto-prompted or offered in the Help section, and it's definitely on the list of things to test.

Section #2: Homepage Optimization

19. Hero Shot

Your homepage's hero shot is the above-the-fold area incoming visitors see as soon as they arrive. It's one of the most important pieces of real estate on your website, and a top priority for split testing.

20. Dynamic or Static?



Should you utilize dynamic elements like sliders or other moving graphics? Or should you keep the page static? It's important that you catch visitors' attention here, but what that attention catches on is equally important.

21. Homepage Header Navigation

While many sites choose to keep their navigation consistent across the entire website, if there is any page where customization can be beneficial, it's the homepage. This is the gateway to your business, and experimenting with different looks and functions on this specific page can be beneficial.

22. Homepage Value Proposition

Just like you need to emphasize your value throughout the website, it is especially important that you present unique value on the homepage, and more specifically within the hero shot. Some eCommerce stores emphasize quality. Others emphasize price. Others emphasize special offers like discounts or free shipping. You'll need to test to know what works best with your audience.

23. Should You Add A Video?

Promotional videos provide a fairly consistent boost to website conversion rates, although I have yet to see many examples of them being tested on eCommerce stores. If you are struggling to differentiate your brand, it's definitely something to think about and consider testing for.

24. Primary CTA

Does your homepage have a primary Call to Action (CTA) or a handful that stand out? If so, how can those be optimized? If not, should you have one or more?

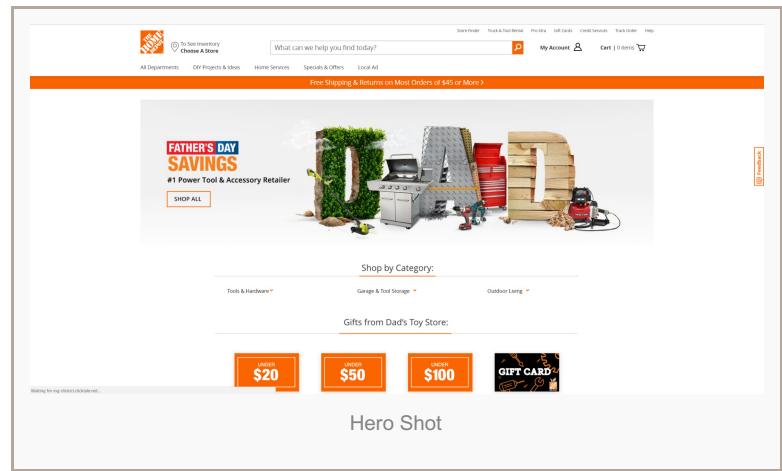
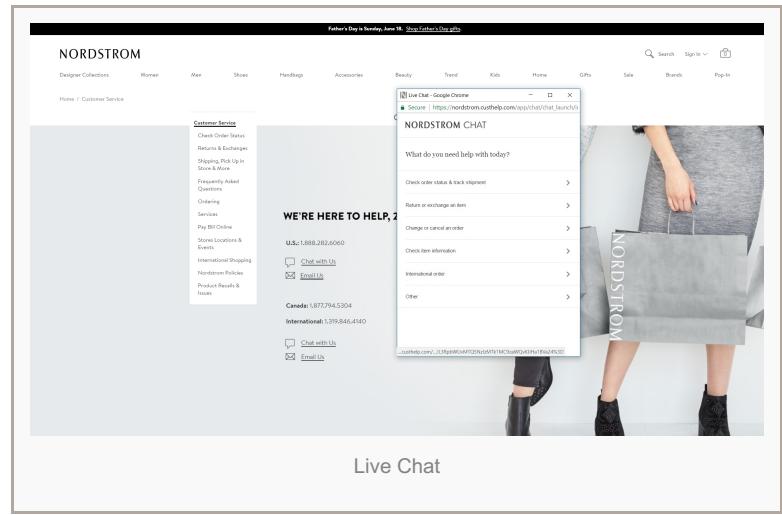
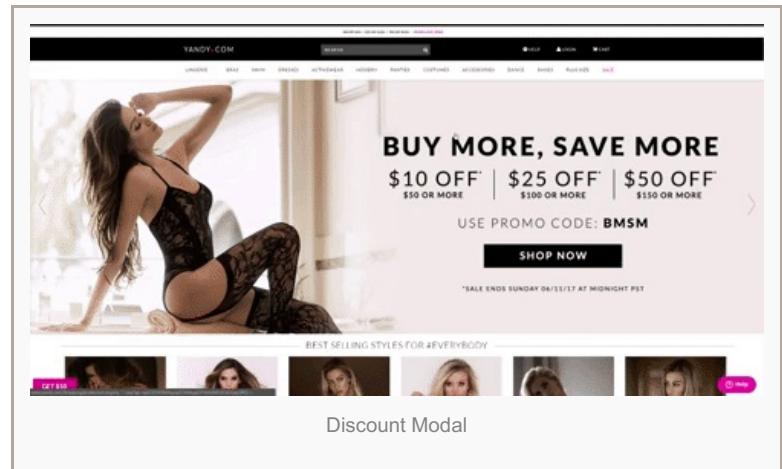
25. Should You Highlight Popular Products?

Should you highlight popular products or products you are looking to push? How prominently? Where on the page?

26. Should You Highlight Special Deals?

Should you highlight special deals on your homepage? If so, how and where? With a small deals bar? With a big hero shot display? In a sidebar?

27. Should You Include Testimonials?



Should you include customer or influencer testimonials? If so, where? How prominently? In what order on your page?

28. Should You Highlight Top Categories?

Should you promote specific products or highlight product categories? Should they be displayed in your hero shot or somewhere else on the page?

Section #3: Category Optimization

29. Faceted Search

Faceted search allows browsers to adjust their selection criteria on the fly, allowing for very customized searches. If you offer a large inventory and don't have faceted search, it's something worth re-evaluating.

30. Sidebar Navigation

Is navigation hosted in the header, sidebar or both? This is another feature worth testing in some scenarios.

31. Adjust Image Sizes

Ecommerce layout is all about maximizing the value of limited space. Are your images too small to make an impact? Are they too big, preventing you from including other important information?

32. Category CTAs

Should you just list your categories or include CTAs to prompt entrance? Are your category CTAs effective or do they need to be improved?

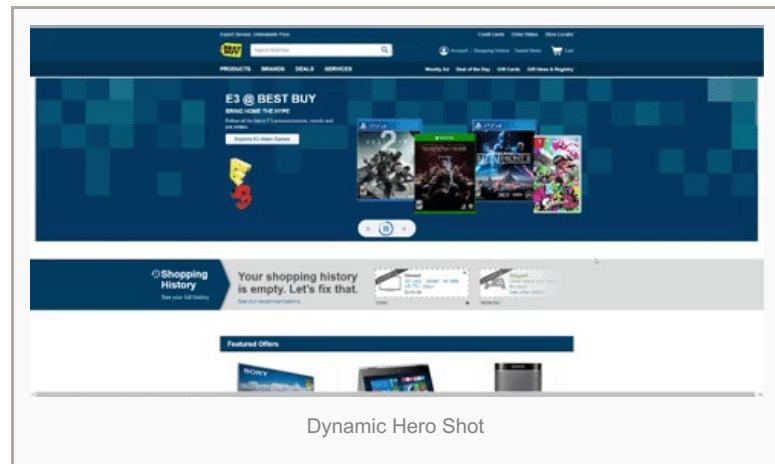
33. List View or Grid View?

34. Modify Row & Column Count?

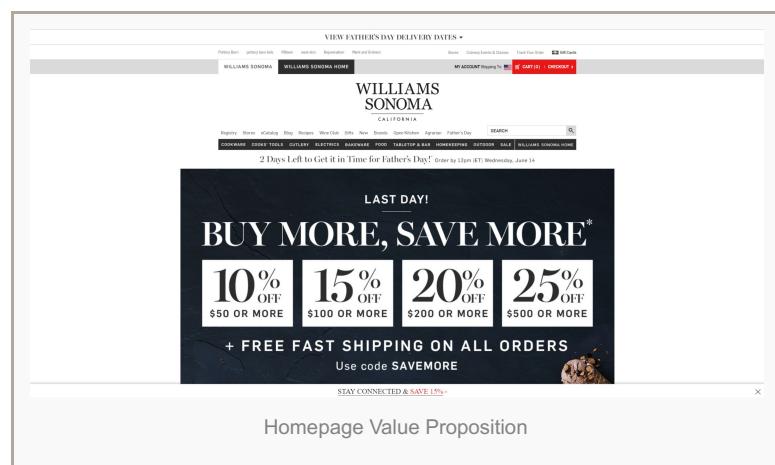
For sites with heavy traffic, sometimes something as simple as modifying the number of rows or columns can impact your conversion rate. Should you have 8 products per row or 3?

35. Product Information

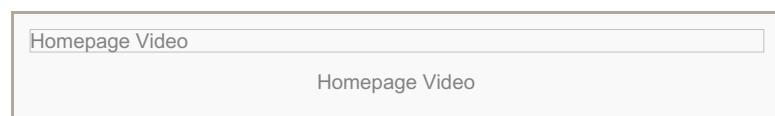
What product information should you display on category pages? Just the product title? Product description? Reviews? Price? Product options?



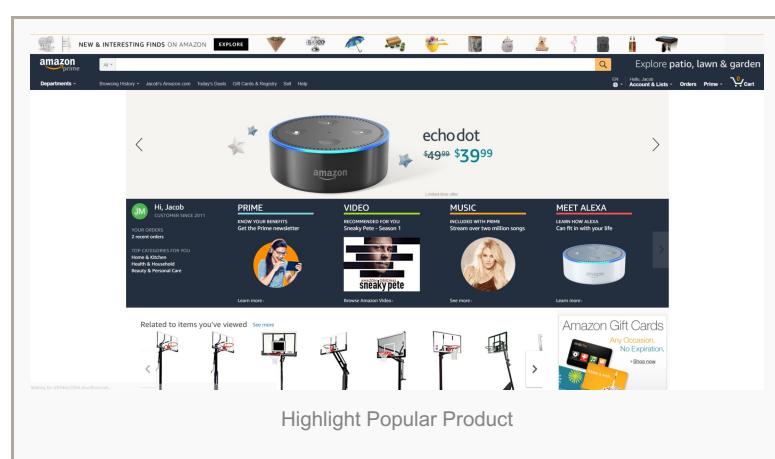
Dynamic Hero Shot



Homepage Value Proposition



Homepage Video



Highlight Popular Product

36. What Type of Information Should Be Filterable?

There are many different ways to classify and categorize products. If you don't offer enough filters, you can make searching difficult for users. If you offer too many options, you can create unhealthy friction in the browsing experience.

37. Endless Scroll or Pagination?

Do you break categories with hundreds of options into pages or do you use endless scroll? Most large retailers currently use pagination, but that doesn't mean it's the right choice for every eCommerce business.

38. Should You Include Special Badges?

Editor's choice, top picks for 2017, new items, bestsellers etc. Should you include special badges or keep all things equal?

Section #4: Product Optimization

39. Primary Product Image

Your primary product image might just be the most important single element of your product page. Does the image optimally display the product? Is it high quality? Is it big enough?

40. Add to Cart Button

Where should the Add to Cart or other CTA button go on the page? How big should it be? What color should it be? What should the copy say?

41. Price Placement

Where should you list the price? How big and bold should it be? Should you make it look discounted even when it isn't?

42. Product Reviews & Ratings

User reviews have become a core part of eCommerce, as modern consumers place more and more weight in feedback from other consumers. Should you display reviews or ratings? If so, where? How obvious should they be? Should

The screenshot shows the homepage of TigerDirect. At the top, there are several promotional banners: "Deal of the Week!" featuring an Acer G276HL monitor for \$149.99, "WD Blue 500GB SSD" offers, and "PC GAMING". Below these are sections for "Laptops", "Tablets", "Desktops", "Monitors", "Surveillance", "Networking", "Apple Products", "Printers", "Servers", "Software", "Data Storage", "Power Management", "CPU/Processors", and "Memory". A "Highlight Special Deals" section is also present.

The screenshot shows the homepage of MVMTH. It features a grid of product images including sunglasses and watches. Navigation links include "SHOP MENS", "SHOP WOMENS", "SHOP INSTA", "BLOG", and "MORE". Below the grid, a testimonial reads: "They've got some of the freshest looking designs on the market right now!". Social media links for Facebook, Twitter, and Instagram are also visible.

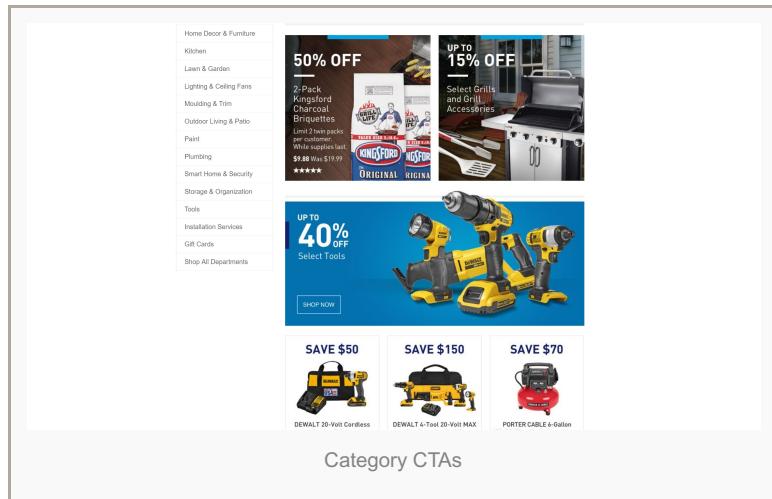
The screenshot shows the homepage of Chocorize. It features a grid of custom chocolate squares with various designs. Navigation links include "HOME", "ABOUT", "CONTACT", "FAQ", "SEARCH", and "CHECKOUT". A testimonial from Mashable is displayed: "Your #1 Source For Delectable Corporate Gifts". Social media links for Good Morning America, Mashable, The New York Times, TechCrunch, TODAY, and VOGUE are shown.

The screenshot shows an eBay search results page for "Men's Shoes". A red arrow points to the left sidebar, which contains facets for "Categories", "Size", "Brand", "Color", and "Wish". The main search results show various men's shoe models like Adidas Superstar, Alpinestars, and Vans. A "Faceted Search" label is located at the bottom of the sidebar.

you only show reviews if they meet a certain threshold?

43. Product Value Proposition

Should you dive right into the product description or include a one or two sentence product value proposition?



Category CTAs

44. Shipping & Return Policy

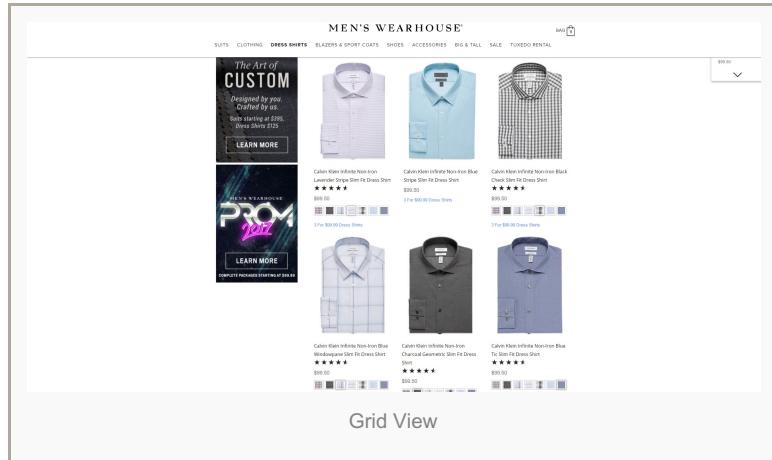
Are your shipping and return policies obvious or hard to find? Do they encourage trust in your brand or make users skeptical? Weak policies can result in lower conversions, particularly with first-time customers.

45. Product Sizing Chart

Are you including a sizing chart to help potential buyers understand your product dimensions? If so, is this enhancing the user experience? If not, should you add one?

46. Cart Success Modal or Navigate to Cart?

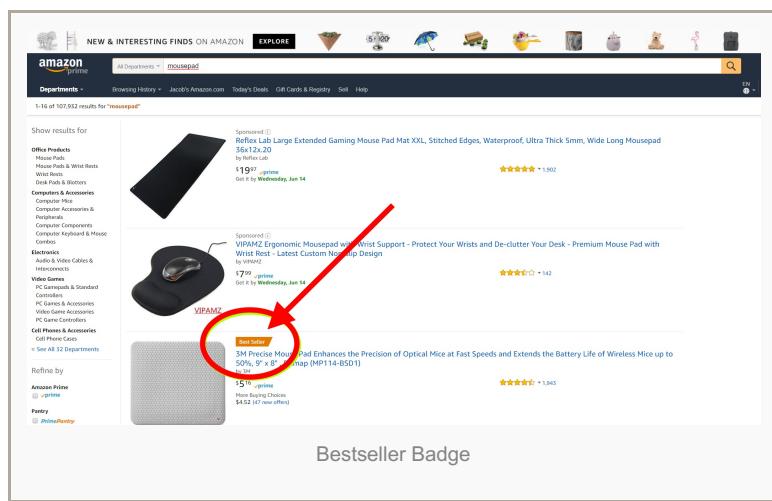
When a customer selects “Add to Cart”, does a modal popup or does it take them off page and directly to checkout? Modals tend to make it easier for users to continue shopping, while direct checkout navigation is more streamlined when you are expecting a single purchase.



Grid View

47. Related Item Fields

When users are looking at a product, are you suggesting related or alternative products for them? This is Amazon's #1 method for increasing cart size.



Bestseller Badge

48. Truncated Content

There are many places on a product page where you might require users to click to expand a given content area. This is often used in product descriptions and reviews, and you should consider including it in your testing. It's important that key information is displayed pre-click, but it's also important that non-essential information is available without being distracting.

49. Additional Social Proof

In addition to reviews, there are other forms of social proof that can be experimented with on your product pages. This could look like social sharing, displaying how many customers have already bought the product, influencer

testimonials, etc. While reviews are fairly ubiquitous, other specific types of social proof might be even more powerful in your niche.

50. Trust Indicators

Could additional trust indicators improve your product page conversion rate?

51. Add to Wishlist

Wishlists let customers tell you exactly what to sell to them. If you don't have a wishlist feature on your site, you should probably add one.

This screenshot shows a product page for an HP Pavilion 2-in-1 laptop. It features a large central image of the device in its tablet mode. To the right of the image, the price is listed as \$299.99, with a 'Save \$100' button indicating it's on sale. Below the price, there are buttons for 'Build A Bundle' and 'Save for Later'. At the bottom of the page, there's a section for 'UPGRADE FOR \$150' with a small image of a different laptop model.

Product Page

52. Additional Image Thumbnails

In addition to the primary product image, it's important to evaluate additional images and the thumbnails displaying them. Are you including enough additional images? Do the image thumbnails displayed do a good job of showing off the product? Are they in the best possible order?

This screenshot shows a product page for an LG monitor. It includes several image thumbnails at the top, followed by a detailed product description. Below the description are two sections of reviews: 'Verified Owners' and 'All Reviews'. Each review has a star rating, a timestamp, and a link to read more. On the right side of the page, there are sections for 'ARE YOU AN E-BLAST INSIDER?' (with a sign-up form), 'TOP CRITICAL REVIEW' (with a snippet of a negative review), and 'WRITE A REVIEW' (with a link). At the bottom, there's a 'PayPal' payment button.

Product Reviews & Ratings

53. Project Scarcity

Are you including signs that indicate the product is scarce or in danger of running out? Whether legitimate or not, projecting scarcity on your product page can sometimes increase the conversion rate.

This screenshot shows a product page for a Van Heusen dress shirt. It features a large image of the shirt with a play button overlay, indicating a video thumbnail. To the right, there are options to 'SEND YOUR OWN IMAGE', 'SELLER', and 'ADD TO BAG'. Below the main image, there are sections for 'Product Description', 'Questions & Answers', and 'Customer Reviews'. At the bottom, a 'Cart Success Modal' is displayed, showing a summary of the purchase and a 'CONTINUE SHOPPING' button.

Cart Success Modal

54. In Stock or Out of Stock?

Should you include copy indicating when a product is in stock or out of stock?

55. Image Hover

Should users be able to explore an image by hovering their mouse over it, or should you require them to click to explore the image?

This screenshot shows a product page for basketball equipment. It features a large image of a basketball hoop. Below the image, there are sections for 'Customers who bought this item also bought' and 'Sponsored products related to this item (Affiliate)'. At the bottom, there's a 'Special offers and product promotions' section. To the right, a 'Related Items' section is shown, listing various basketball-related products like rims, backboards, and balls.

Related Items

56. Display Shipping Time

Should you display the estimated shipping time on the product page or wait until the customer begins checkout?

57. Promotion Messaging

Should you display special promotions on the product page, and if so, where?

Section #5: Cart Optimization

58. Proceed to Checkout Button

Where should the Proceed to Cart or other CTA button go on the page? How big should it be? What color should it be? What should the CTA copy say?

59. Cart Page or Straight to Checkout?

Should clicking on the shopping cart icon take users to a cart preview page or skip straight to the first page of checkout?

60. Continue Shopping Button

Where should the Continue Shopping button go on the page? How big should it be? What color should it be? What should the CTA copy say?

61. Discount Code Validation

What happens when invalid discount codes are entered? Is the automated validation system bug-free and optimized to keep users engaged with the checkout process? Have you tried giving users who enter invalid codes a small, limited-time discount to encourage them to make the purchase?

62. Product Descriptions

Should you include product descriptions on the cart page? If so, how long should they be?

63. Product Images

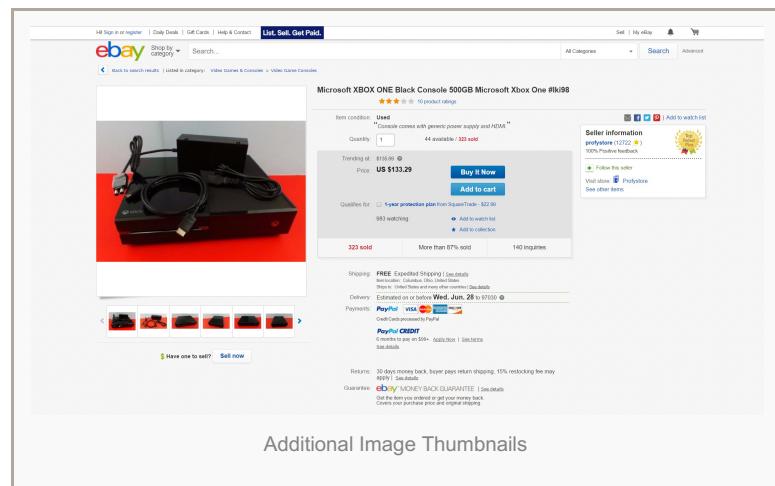
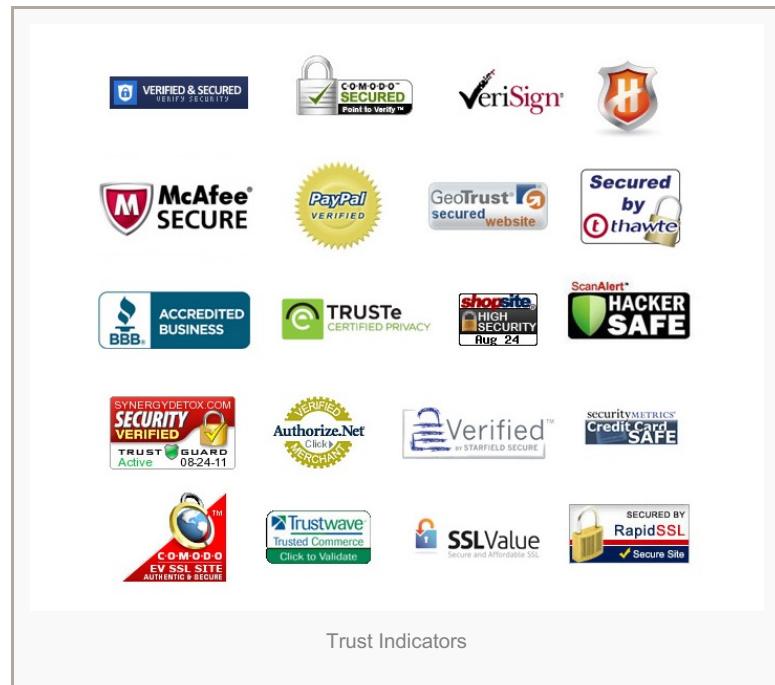
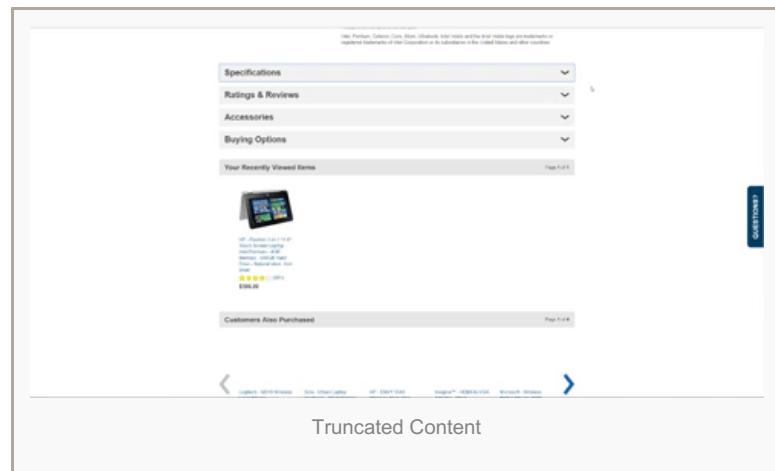
How big should the product images be on the cart page? Where on the page should they go? Can you [use them as a visual cue](#) to draw users' eyes to your primary CTA?

64. Upsell Items

Should you include related items, recently viewed items, or other upsell-focused items to the shopping cart page? If so, where on the page should you place them?

65. Visual Contrast & Hierarchy

You might notice that Amazon's shopping cart page is very monochromatic. It all sort of looks the same, and while



it's not necessarily confusing, it doesn't draw your eyes to anything in particular. Meanwhile Yandy.com's shopping cart has contrasting colors with a very distinct visual hierarchy. The eye is clearly drawn to the checkout box in the middle-right of the page. Which style will work best for you?

66. Payment Options

Are you offering enough payment options? Are you letting your customers know about the options you currently provide? Should you make additional payment options obvious at the beginning of the checkout process like Yandy.com, or should you reveal them more subtly when it's time to process payment?

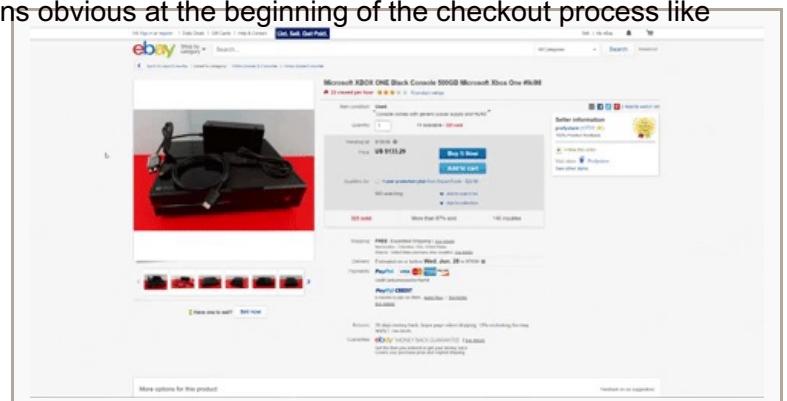


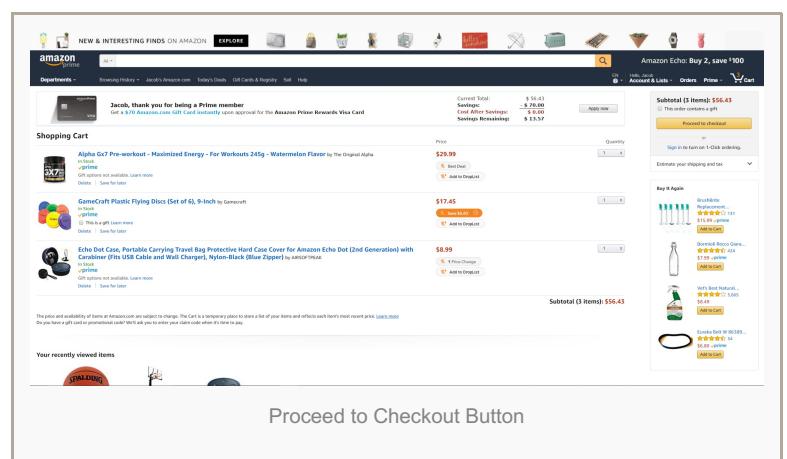
Image Hover

67. Shipping Time

Should you reveal estimated shipping time on the cart page or attempt to use it here as a selling point? Or should you save it for another point in the checkout process?

68. Shipping Cost

Should you display the shipping cost (or lack thereof) on the cart page or save it for elsewhere in the checkout process?



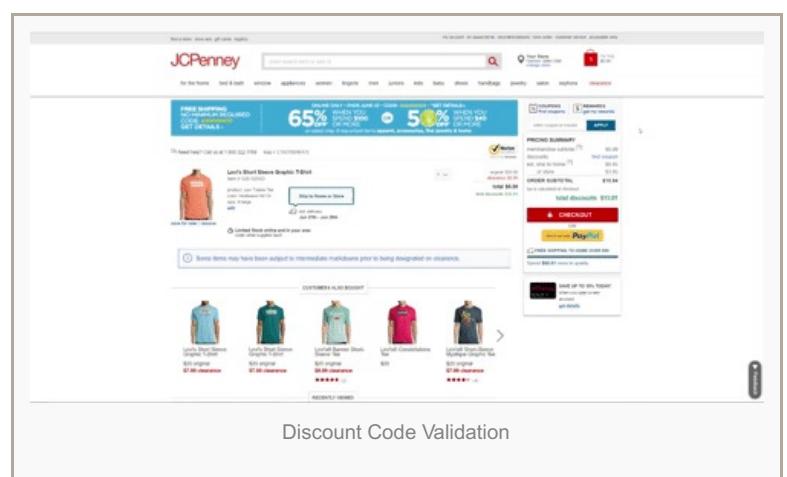
Proceed to Checkout Button

69. Price Display

How should you display product pricing on the cart page? Should it be highlighted? Minimalized? Should discounts be displayed next to the original price?

70. Project Scarcity

Are you including signs that indicate the product is scarce or in danger of running out? Whether legitimate or not, projecting scarcity on your cart page can sometimes increase the conversion rate.



Discount Code Validation

71. Trust Indicators

Could additional trust indicators improve your cart page conversion rate?

72. Remove Navigation?

One question you have to ask is where in the checkout process (if anywhere) should navigation options be removed. Having general navigation options can sometimes be distracting and prompt cart abandonment. Should you remove navigation on the cart page or after users begin the checkout process?

73. Promotion & Coupon Entry

Should you allow users to enter promo codes and coupons on the cart page or wait to provide that option on the payment processing page or some other page in the checkout process?

74. Cart Visual Design

Could a redesign improve your conversion rate? Are parts of your cart page visually unappealing? Does the page design reflect your brand? Should it be more design heavy or more minimalist?

75. Quantity Change Functionality

Should users be able to change the quantity of a given item in their cart from the cart page? Adding this functionality often enhances the user experience.

76. Multiple CTAs

How many CTAs are displayed on your cart page? How many should they be? Should they be multiples CTAs for the same link? Should they be multiple different CTAs? You'll need to test to find out.

77. Add to Wishlist

Should you provide users with the option to add cart items to their Wishlist from the cart page?

Section #6: Checkout Optimization

78. Guest Checkout

Should you require all users to create an account or allow a guest checkout?

79. Add “Use Billing/Shipping Address” Checkbox

Most consumers have a billing address identical to their shipping address. Including a relevant checkbox that lets them copy/paste improves the user experience. At this point, most consumers expect this feature and will be annoyed if it's not available, potentially even to the point of abandoning the checkout process.

80. Shipping ETA

Should you display the estimated time of arrival (ETA) before the order is placed? If so, there are quite a few different options and placements for offering shipping options and presenting the ETA.

This screenshot shows a shopping cart on Amazon. At the top, there are buttons for 'Edit' and 'Delete' with the note 'Or edit later'. Below this, a message says 'The price and availability of items on Amazon.com are subject to change. The Cart is a temporary place to store a list of your items and reflects each item's most recent price. Learn more' and 'Do you have a gift card or promotional code? We'll ask you to enter your claim code when it's time to pay.' To the right, the subtotal is listed as '\$56.43'. On the right side of the cart, there's a sidebar titled 'Your recently viewed items' showing NBA basketballs and a puck. Below that is a section for 'Featured Recommendations' featuring various sports equipment like basketball hoops, balls, and a soccer ball. At the bottom right of the cart area, there's a link 'View or edit shipping history'.

Upsell Items

This screenshot shows a shopping cart on Yandy.com. The top bar has a pink banner '25% OFF ABSOLUTELY EVERYTHING! PROMO: SUMMER25'. The cart contains three items: 'Yandy Black And Aqua Mod One Piece Swimsuit', 'Yandy White Netted One Piece Swimsuit', and 'Yandy Cheetah String Bikini Bottom'. To the right of the cart, there's a summary table with columns for 'Subtotal' (\$96.65), 'Shipping' (empty), and 'TOTAL' (\$96.65). Below the table are buttons for 'CHECKOUT NOW!' and payment methods ('Check out with PayPal' and 'amazon pay'). A note 'You qualify for Free Shipping!' is shown above the table. At the bottom, there's a section 'YOU'LL ALSO LOVE THESE PRODUCTS'.

Visual Contrast

This screenshot shows a shopping cart on the Gap website. The cart contains two items: a 'Camisole wrap dress' and a 'Wasp-belt mini dress'. The total subtotal is \$105.00. The shipping section shows 'FREE Every Day (\$50.00)' for '6-7 business days - FREE Every Day (\$50.00)' and '\$7.00' for '3-5 business days - \$7'. The tax section shows '\$56.20' and 'Subtotal Before Tax \$161.20'. A large red 'CHECKOUT >' button is at the bottom. Below the cart, there's a section 'Customers Also Viewed' showing three related products.

Price Display

81. Validation Errors

Validation errors and their accompanying notifications are a fundamental part of the checkout user experience. Any errors or sub-optimal elements can significantly hurt your conversion rate. Make sure that error notifications are obvious and specific, helping users quickly enter the correct info and proceed with checkout.

82. Checkout Copywriting

The copywriting throughout your checkout process is incredibly important. It's not enough to just write something and leave it. If you want optimal results, you have to test.

83. Remove Sitewide Navigation?

One question you have to ask is where in the checkout process (if anywhere) should navigation options be removed. Having general navigation options can sometimes be distracting and prompt cart abandonment. Removing them, however, can sometimes annoy customers. You'll need to test before you make a call.

84. Create Account Prompts

If you make account creation optional, where should you prompt guests to create an account? Should you prompt them multiple times or just once?

85. Add Trust Indicators

Could additional trust indicators improve your checkout conversion rate?

86. Add Risk Reversal Indicators

Money-back guarantees. Return policies. Quality assurance. Consumers fear risk, particularly when they are first ordering from your business. Highlighting policies that lower risk for the consumer is a great way to increase conversions.

87. Abandonment Remarketing Strategy

Do you have a pixel collecting data on your checkout page for remarketing ads? If not, you should.

88. Checkout Order Form

When collecting data from users, there is essential data that absolutely MUST be collected to deliver the product,

This screenshot shows the Patagonia shopping cart page. At the top, it says "You are currently checking out as a guest." Below this, there are two items in the cart: a red jacket and green shorts. The total price is \$249.00. A "CHECKOUT" button is prominently displayed at the bottom right. The overall design is clean and modern.

Cart Visual Design

This screenshot shows the eBay guest checkout page. It features a "Sign in" and "Register" button at the top. Below that, there are fields for "Email or username" and "Password". A large blue "Sign in" button is centered. Further down, there are links for "Stay signed in", "Text a temporary password", and "Forgot your password?". A "Continue as a guest" button is also present. The eBay logo is at the top center.

Guest Checkout

This screenshot shows the Toys R Us/Babies R Us checkout order form. It includes sections for "Enter Billing/Shipping Address" and "Returning Customer". The "Enter Billing/Shipping Address" section has fields for "Country", "First Name", "Last Name", "Address", "City", "Zip/Postal Code", "Phone Number", and "Email Address". The "Returning Customer" section has fields for "Email Address" and "Password". To the right, there is an "Order Details" summary table. A note at the bottom left encourages users to "Leave the review awards from Toys'R'Us and Babies'R'Us including new products and current promotions." A "USE BILLING ADDRESS" link is located at the bottom right.

Use Billing Address

and then there is non-essential data that is helpful for segmentation and marketing. The first category is just a matter of optimization. How can you request that info in the best possible way? The second category requires you to find a balance. How much can you ask for without creating too much friction?

89. Single vs. Multipage Checkout

There are case studies where splitting up the checkout process to multiple pages increased conversions. There are case studies where condensing the process to one page increased conversions. You'll need to test to find out what works best for your audience.

90. Add Progressing Tracking

Letting users know where they are in the process and how far they have to go can encourage them to stick with you, particularly if your checkout process is longer than two pages. This can take the form of breadcrumbs or a progress bar or some other form of visual progress indication.

91. Custom Checkout or 3rd Party Solution?

It used to be that a custom built checkout was the only viable solution for creating a top-of-the-line checkout experience, but that simply isn't the case anymore. Nowadays, there are some very high quality 3rd party solutions that have hundreds of built-in integrations for any service or function you could possibly think of. In fact, if your custom checkout was built more than 5 years ago, it is very likely you will benefit from switching over to a 3rd party solution.

92. Separate Checkout Subdomain?

Should you include your checkout under domain.com/checkout or checkout.domain.com?

93. 1 Column or 2 Column?

Is there any significant performance difference between a single column checkout and a double column checkout?

94. Sticky Order Summary

Will a sticky order summary enhance the experience for consumers and increase conversions?

The image contains three side-by-side screenshots of checkout pages:

- Top Screenshot (Single Page Checkout):** Shows a single-page checkout for "Buy" with sections for shipping options (Next Day \$10, Two Day Shipping \$5.99), order summary (\$529.99 total), and payment information. A "Shipping ETA" section is visible at the bottom.
- Middle Screenshot (Multi-Page Checkout):** Shows a multi-step checkout process. Step 1 displays contact and payment information, and Step 2 shows a "Here's What's Included" section with a bulleted list of features. A "Validation Errors" message is shown at the bottom.
- Bottom Screenshot (Sticky Order Summary):** Shows a single-page checkout with a sticky order summary at the bottom. The summary includes "ENTER YOUR CREDIT CARD INFORMATION", "ORDER SUMMARY" (Subtotal \$197.00, Shipping \$0.00, Total \$197.00), and a "PLACE ORDER NOW" button. To the right, there are sections for "WHAT THEY SAY" (customer reviews), "100% MONEY-BACK GUARANTEE", "YOUR INFORMATION IS SAFE", and "SECURE CHECKOUT". A "Money-Back Guarantee" message is also present.

95. What To Expect Next

Telling visitors what to expect next at each stage of the checkout process can enhance trust and reduce abandonment. How can you do better at setting expectations throughout your checkout process?

96. CTA Buttons

We've touched on CTA buttons a number of times already, but they are just as important to test within the checkout process as they are everywhere else.

97. Promotion Code Entry

If you incorporate coupons and discounts into your marketing, it's important that your promo code entry field is easy to find.

Section #7: Account Dashboard

99. Order Status

The goal of virtually any ecommerce business is to create repeat customers. You want people coming back to your site as often as possible, and one way to help facilitate this is with an active dashboard that provides up-to-date information on the status of customer orders. Are you providing your customers with the information they want?

100. Value Building Copy

The account dashboard is prime real estate for customer retention. It's the portal through which returning customers will interact with your site or attempt to close their account. It's a great place to have value building copywriting designed to keep them on your customer list. When was the last time your revisited this copy?

101. Reorder & Upsell CTAs

The dashboard is also a great place to upsell customers with special offers and data-based recommendations. Are you taking advantage of this?

102. Bulk Order Options

Would some of your customers buy more if they had a bulk order option?

A screenshot of a multi-step checkout process. The top navigation bar shows 'Shipping' (step 1), 'Payment' (step 2, highlighted in green), and 'Confirmation' (step 3). Below the navigation, the section title is 'Payment details'. It includes fields for 'Name on card', 'Credit card number', 'Accepted cards' (showing Visa, Mastercard, American Express, and Discover), 'Security code', 'Expiration date', 'Month', and 'Year'. At the bottom right of the form area, the text 'Progressing Tracking' is visible.

A screenshot of a single-column JCPenney checkout page. The top navigation bar shows 'SHIPPING', 'PAYMENT', and 'REVIEW'. The main form area includes sections for 'SHIPPING' (with options to 'Ship to Home' or 'Ship to Store'), 'BILLING' (with dropdowns for 'Country or APO/FPO/DPO' set to 'United States' and 'State' dropdown), and 'PICKUP SUMMARY' (listing merchandise subtotal '\$14.98', est. shipping & handling '\$6.98', and total '\$21.96'). On the right side, there's a summary box for 'ORDER SUBTOTAL' (\$21.96) and 'total discounts' (\$25.02). At the bottom right, a red arrow points to a 'CONTINUE' button.

A screenshot of an eBay Order Status Dashboard. The top navigation bar shows 'My eBay' (with 26 items), 'Activity', 'Messages', 'Account', and 'Applications'. The main area has a sidebar with sections for 'Buy' (Won 6, Didn't Win 0), 'Sell' (All Selling, Scheduled 0, Active 0, Sold 0, Unsold 0, Deleted), and 'Organize' (Lists 0, Saved searches 0, Saved sellers 2). The main content area displays two orders: a 'Multi-Item Order' for 'Wireless Networking Adapter for Xbox 360' and a 'Single Item Order' for 'Calm Klein Sunglasses'. Both orders show tracking numbers: 420514369101805213907350253756 and 420514369101805213907350253756 respectively. Red arrows point from these tracking numbers to the text 'Same tracking number' located between the two order sections. At the bottom right, a red arrow points to a 'Leave feedback' link. The footer of the dashboard is labeled 'Order Status Dashboard'.

103. Default Subscriptions

For subscription revenue models, are you providing users with a clear path to upgrade or modify their subscription? Are you re-enforcing the value from within the account dashboard or are you trying to retain customers by making cancellation difficult?

Section #8: Thank You Page

104. Add Survey

Converting a visitor into a buyer is really just the first step. What you do from here forward is equally, if not more important. Attempting to collect additional information about your new customer is one way to kickstart that next stage in the relationship with a better understanding of the customer.

105. Immediate Upsell

Is the most profitable post-sale option an immediate upsell? Or will that turn off new customers? This is a MUST TEST. Post-sale customers are already in purchase mode and might be in prime position for an upsell, but upselling can also backfire, so again... MUST TEST.

106. Email Signup

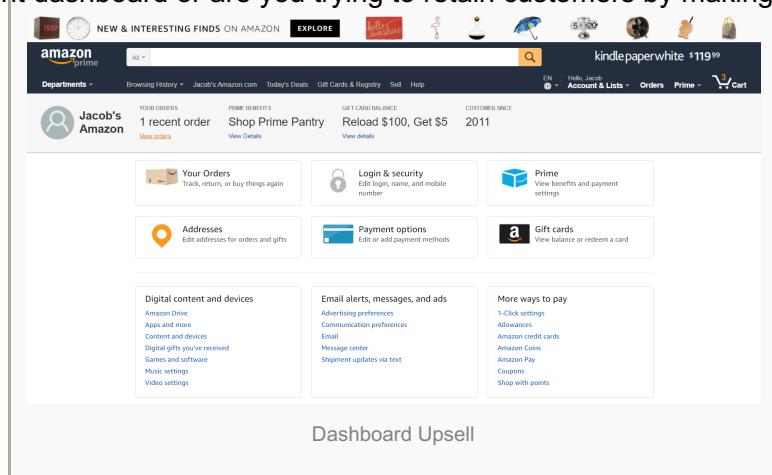
While email addresses are often collected during checkout, that doesn't mean customers want to get your emails. Following up with an incentivised email signup offer prepares customers to receive future emails from you that aren't strictly order related.

107. Encourage Social Sharing

Certain niches attract highly engaged customers who will happily advertise their purchase to friends, family, and followers. Are you giving these customers easy access to share about their purchases on social media? Is your open graph data setup correctly so that auto-click sharing generates attractive posts?

108. Account Creation

If you offer guest checkout, the Thank You Page is a great opportunity to prompt customer account creation. Is that the best use of this real estate for your business?



Dashboard Upsell

The Harry's Thank You page includes a survey section with the heading "We'd love to get to know you better: How often do you shave?". It contains four radio button options: "Every day", "All or most work days", "1 or 2 times per week", and "Less than once per week". A red box highlights this survey area.

Thank You Page Survey

The H&M sign-up page features a large "SIGN UP AND GET 20% OFF" button. Below it, text reads "Be first to know about the latest fashion news and get exclusive offers." A "SIGN UP NOW AND GET:" list includes "20% off 1 item of your choice!", "Exclusive offers!", "Inspiration and styling tips!", and "The latest fashion news!". A note states "Required fields are marked *." and provides a field for "Email: *". A checkbox asks "Yes, I would like to receive 'FASHION NEWS' and I'm 13 years old or older." At the bottom, a link says "By clicking 'Subscribe' I accept the Privacy Policy".

Thank You Page Email Signup

109. Encourage Referrals

Referrals are THE highest converting marketing channel in existence. If you can get your customers referring your product to their friends and family, you are virtually guaranteed additional customers. Have you tried utilizing your Thank You Page to encourage referrals?

110. Confirmation Email

Everything you can do via the Thank You Page you can also do via the confirmation email. Check out our [confirmation email writeup here](#).

Thank you for your order

Order number is: 308512033
You will receive an email confirmation shortly at info@baymard.com
[Print Receipt](#)

Save your information for next time

Create Password: Required Verify Password: Required [Create Account](#)
(4-18 characters)

[Detailed Order Receipt](#) [Return Policy](#)

Thank You Page Account Creation

Hello from BarkBox!

Your October BarkBox has shipped.

It is filled with tons of treats & goodies for your pup.

Here is your tracking information:

Shipping to UT
Here is your DHL tracking [#102999998923003568861](#). You can also track through USPS [here](#), but this will have limited info until your BarkBox is at your local post office!

Delivery usually takes 2-10 days after it leaves our warehouse. It also may take up to 24 hours for your Confirmation Number to return any information.

Ruv ya!
Frida the Mail Dog 

BarkBox Makes A Great Gift For A Dog Lover Like You

[Give A "Doggone" Great Gift](#) 

[Refer a friend](#) [facebook](#) [Instagram](#) [Twitter](#)

Confirmation Email