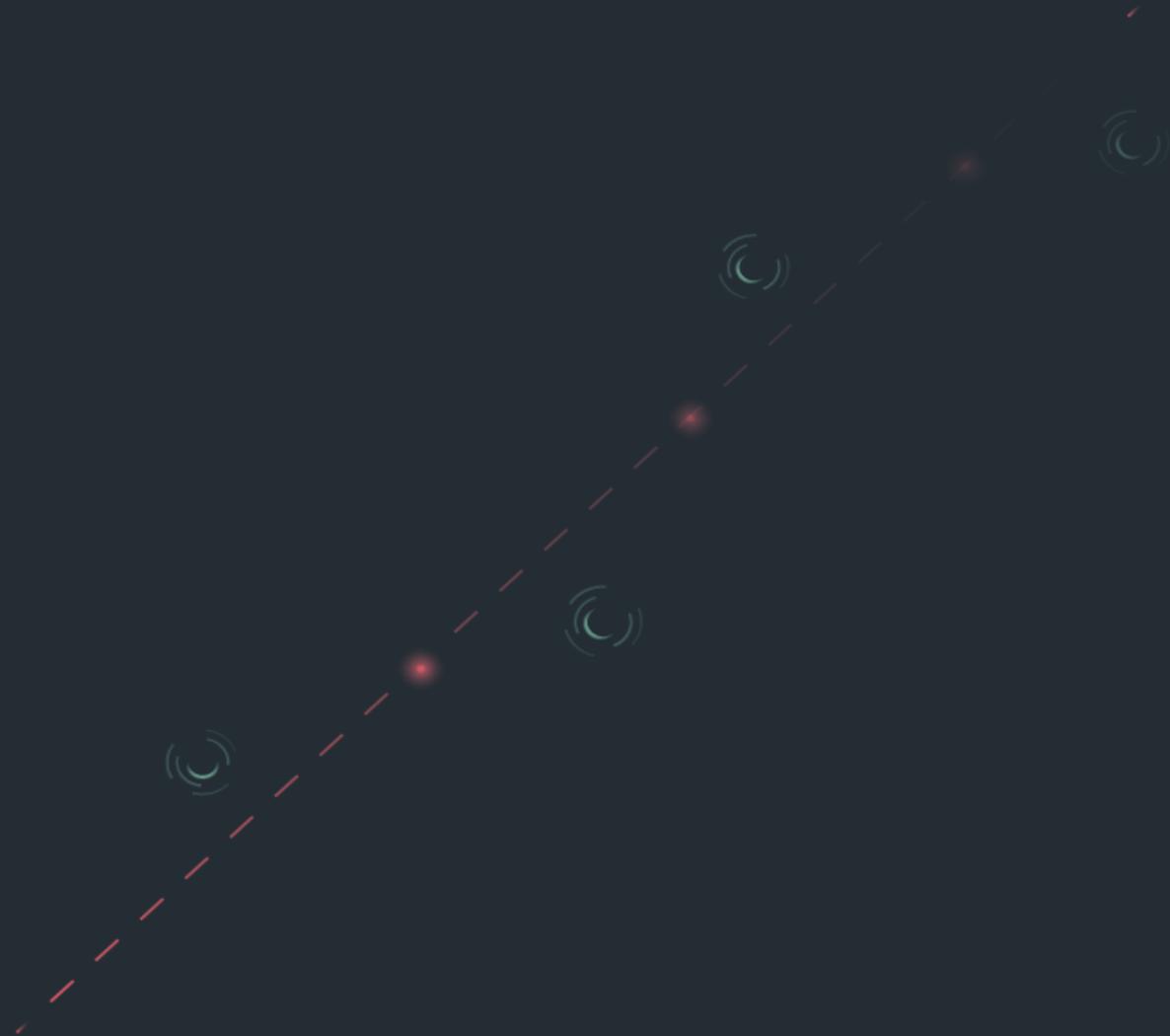


Ecommerce Conversion Checklist



Conversion Rate Optimisation Checklist

CRO for eCommerce

Conversion rate is one of the most important metrics in ecommerce - you can have impressive volumes of traffic to your site, but converting those visits into sales is the only thing that will generate revenue.

Ecommerce startups, and even established ecommerce businesses, will often approach conversion rate optimisation (CRO) as an afterthought. It's easy to focus on the excitement of a beautiful site, filled with products that you want to sell.

Without CRO, this won't happen. CRO is the critical part of the entire user journey, from their very first interaction with your website, whether that be through organic search, email, social media or paid ads. It all plays into your overall CRO strategy.

Who should read this checklist?

This ebook has been created for ecommerce professionals at every level:

- Startup entrepreneurs who need to know the ins and outs of CRO before they build their first website.
- Established businesses taking their first steps into ecommerce.
- Any business with an existing site that want to see improved revenue and increased conversion rates.
- If you are considering migrating to a new platform, then this checklist is an essential reference point for the benchmarks you need to employ.

We've filled this ebook with a series of actionable CRO best practice techniques that you can implement on your site. Every site is different, and each audience works in a different way, so you can mix and match tactics and find out what works for you.

Introduction: What is CRO?

Conversion rate optimisation is the practice of making sure every aspect of your website is designed to encourage conversions. There are two significant factors behind high converting websites - psychological and technical.

Psychological - the way you communicate to your customers and how you persuade them to make a purchase decision. This covers everything from the tone of voice you choose to convey your brand values, to the trust factors you have to reassure customers of great service and great products.

Technical - the way your website works is critical. If visitors can't find your site, you're not going to get traffic. Once customers land on your site, you need to make sure your site functions as the user expects it to, has a clearly structured path for them to follow, loads quickly and is a generally pleasurable experience.

Psychology and Conversion

Referencing psychology when it comes to conversion rate is an entire topic in itself, but there are a few things that you can take into consideration without too much research:

- Avoid analysis paralysis. Make it easy for visitors to make a choice. If you offer too many options or buttons, you risk your visitor being overcome by analysis paralysis. It can be more effective to have one button for one positive action than a choice of things to do next.
- Trust factors are massive influences. Very few people want to be the first to spend money on something new, but if they can see ratings, reviews, testimonials, accreditations and other indicators of quality and satisfaction, it can help answer any concerns they may have.
- Understand how your customer perceives your product in the context of their own needs. Your perception of your own products will usually differ from your customers, as you know your product inside out and in different ways to them. Find the overlap between what your customer needs and what your product offers, and use that as the basis for your product descriptions and content.
- Simplify interactions . This applies to everything on your website, from menus and navigation through to filling out forms and signing up to newsletters. No one wants to answer 20 questions before they can buy a product.

- Reassurance that you care! You might not have the resource to provide a fully staffed customer service centre, but you can offer live chat, messaging via social media channels or email. Make it easy for your customers to contact you with a query, provide them with a list of FAQs, and have key information about things like delivery and returns clearly signposted on your website.

Using the right language to relate to your customers will help align your brand to their needs and aspirations.

Providing the right information at the right point in the user journey will reinforce quality of service and help create trust in your business.

Technical Site Structure and Conversion

This covers everything from meta- titles and meta-descriptions, product names and collection titles, all the way through to page content, descriptions, the wording and where you place your calls to action (CTAs). It provides users of your site with clear signposts towards the next step in their path to purchase, and provides them with compelling reasons to do so.

It should be the backbone of your website, and works alongside your technical and organic SEO strategies.

Checklists for Homepage

- Top selling products and categories on the homepage
- Payment options clearly visible (even if offline, phone, fax, etc)
- About video to personalise and make real the website
- Obvious shipping statement (i.e. We deliver across the UK)
- If multi-currency, show the currencies you sell in
- Use a compelling business tag line under the logo

Navigation Optimization

- Clear category structure based on what people are search for (i.e. from google analytics)
- Sort category structure by popularity (if not alphabetically)

Product Search optimization

- Ability to search for a product by keyword and category.
- Test search for accuracy on key product lines (singular and plural variations of the keyword)
- Search system deals with misspellings and makes suggestions.
- Search system auto-suggest as your search for relevant keywords (i.e. type ahead / auto complete)
- Ability to search within a specific category via drop down of all categories alphabetically sorted
- Search results page that shows what the user searched for.
- No results found - show alternative products or ways to find products.

Product page optimization

- High quality, zoomable image for the entire product range.
- Multiple photos more complex product at different angles, etc.
- Keep the most important features of the project at the beginning of paragraphs and bullets.
- Summary and detailed description for those in a hurry and those with time to browse
- Show stock information if applicable.
- Show how long the item takes to ship.
- Price and add to cart stand out the most on the page.
- If product is size based, then show a sizing guide or how to measure.
- Educate visitors and allow them to make informed decision, i.e. how to videos, choosing the right X, etc.

Checkout optimization

- Quality SSL certificate installed and clearly linked to.
- Clearly show all the payment methods a customer can use.
- Under the checkout button link to returns policy, shipping information and privacy policy to build trust.
- Persistent shopping cart (i.e. cookie based) so when the user comes back the items are still in the shopping cart.
- Link out or put the top checkout FAQs on this page.
- Remove all unnecessary fields and don't make customer duplicate data input.
- Use postcode lookup to save time writing in your address.
- If product is size based, then show a sizing guide or how to measure.
- Keep form input labels visible, so you can see what each text box is for, even when you click inside and it replaces the placeholder.
- Make guest checkout an obvious option.
- Offer brave guarantees where possible on key converting pages (product, cart, checkout).

Touch point optimization

- Well written meta tags that are a mix of SEO and sales optimized.
- Clearly show all the payment methods a customer can use.
- Enable open graph so that when users share a page on Facebook, etc you have control over the look of the share (thumbnail, title, description).
- Check all auto responder emails work (New registrations, forgot password, password reset, order confirmation, shipping confirmation, post sale follow ups).
- Remove all unnecessary fields and don't make customer duplicate data input.
- Optimise thank your pages to give the user something back for completing the action of signing up to the newsletter, or registering, etc
- Custom error pages that offer the user somewhere to go afterwards, give them a human touch and make sure developers get notified of errors.

Shipping optimization

- Offer free shipping - customers love free shipping.
- Clearly show all the payment methods a customer can use.
- Offer a good return policy that is clear and simple to follow if a customer wants to return an item.
- If a product is non-returnable make sure the customer knows this when adding the product to the cart.

Building Trust & Misc.

- Support and contact pages within 1 click of every page.
- Conduct some user testing <http://www.usertesting.com/>
- Create an impressive about page (share the story, highlight your people, show some hard facts, be more than just text, be authentic)
- Show social media proof (i.e. number of likes on Facebook, shares on twitter, etc).