

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

 [conversionsciences.com/blog/ecommerce-conversion-optimization-checklist/](https://www.conversionsciences.com/blog/ecommerce-conversion-optimization-checklist/)

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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?

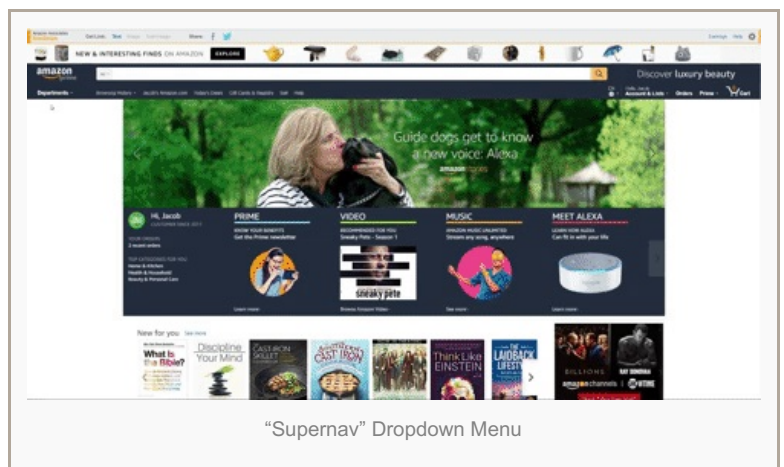
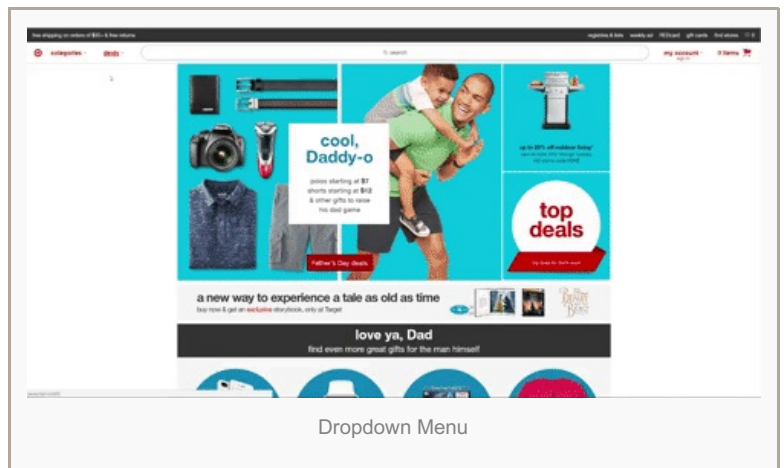
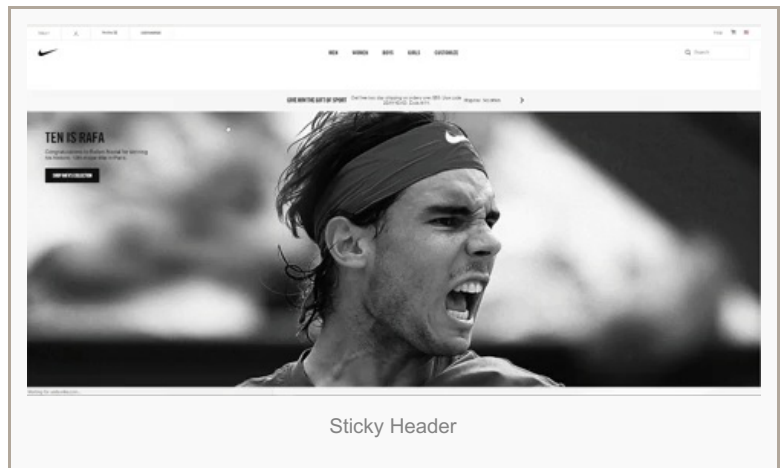
Should your dropdown menus open as soon as the user's mouse cursor hovers over them? Or should they activate upon an actual click? It may not seem like a big difference, but it's a potential item to test for.

### 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



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

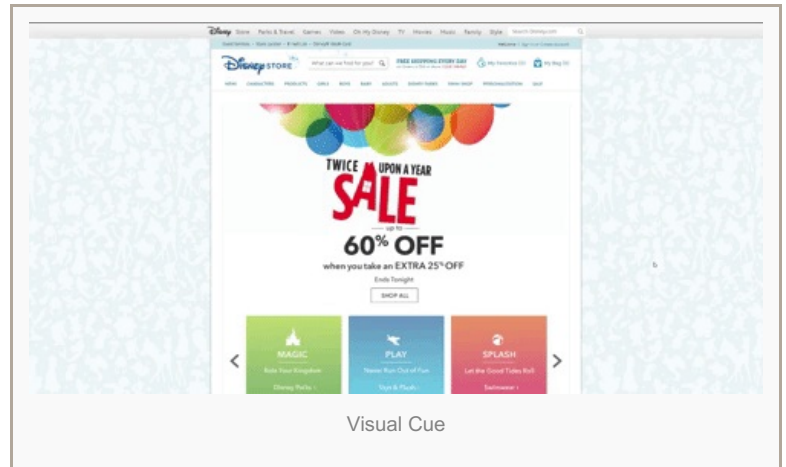
If you determine that all the right links are present, the next step is to look at the copywriting for each link. Is there a more accurate or intuitive way to define that category or other link heading? Are certain categories selling like crazy when the user enters the website directly via the product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

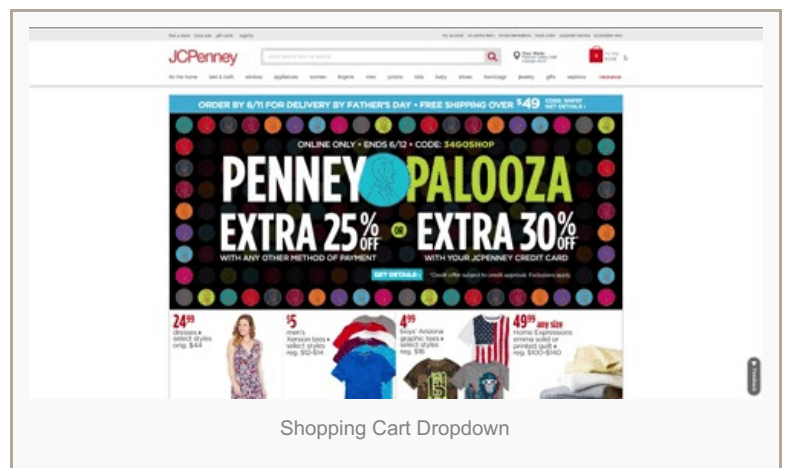
When a customer clicks on that shopping cart icon in the navigation bar, what happens? Are they taken straight to the checkout page or does clicking trigger a dropdown or modal display? Customers wishing to review their shopping cart might prefer a dropdown. Customers wishing to get straight to checkout 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

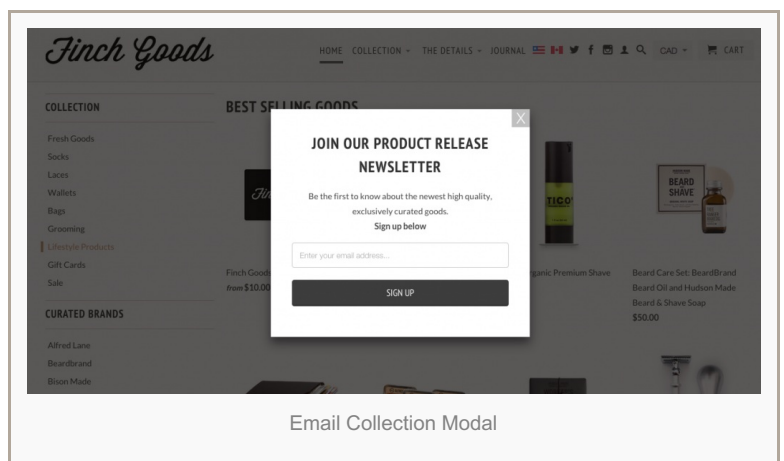
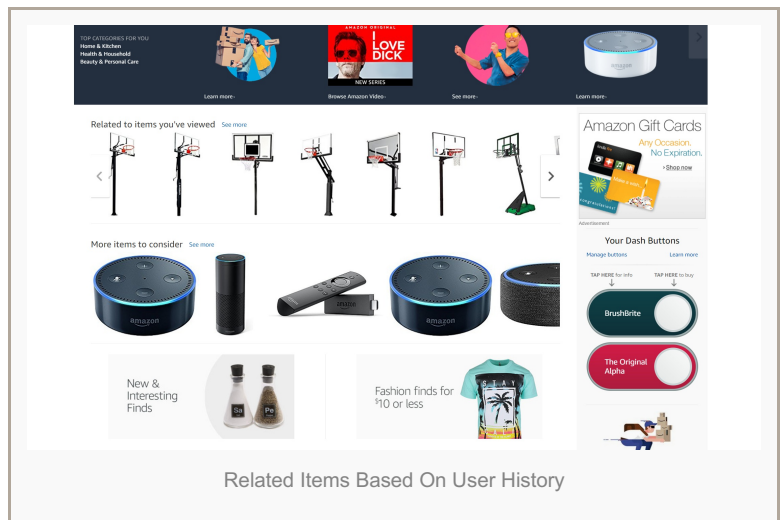
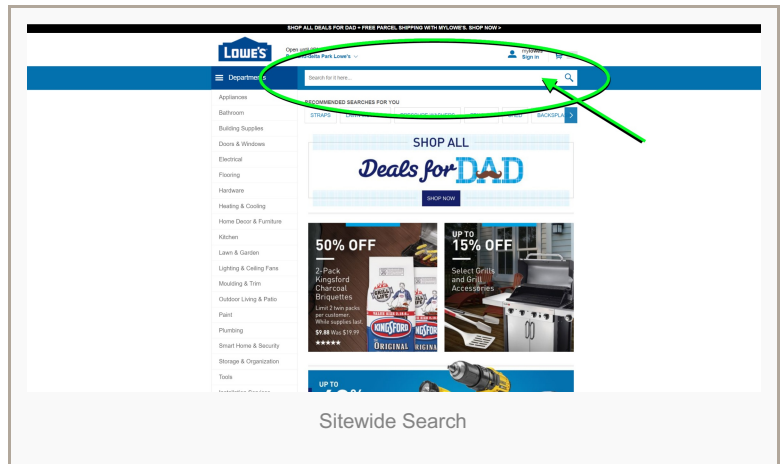
Live chat has [become an effective tool for eCommerce stores](#). It can be auto-prompted or offered in the Help section, and it's definitely on the list of things to test.

## 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?

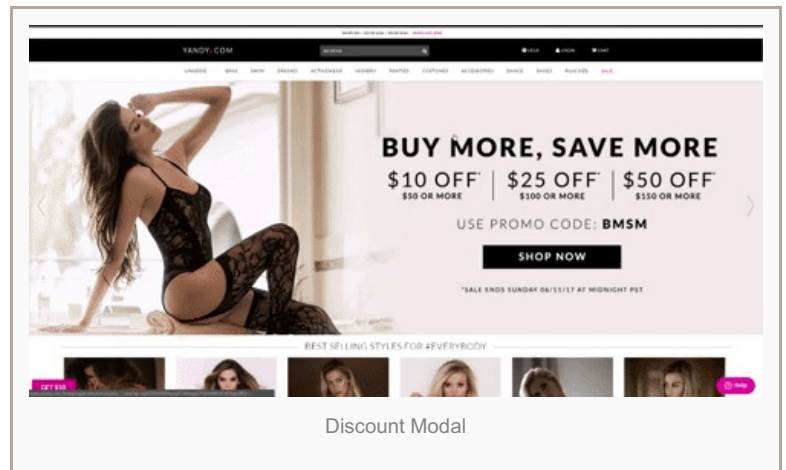
## 25. Should You Highlight Popular Products?

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

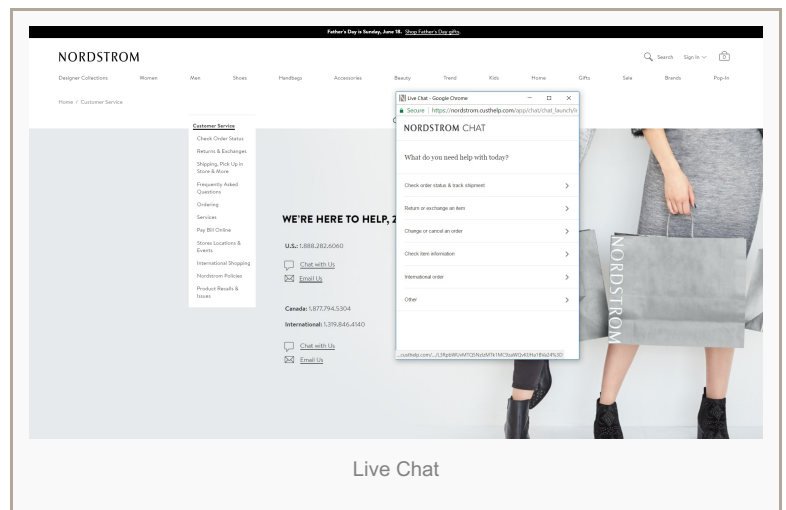
## 26. Should You Highlight Special Deals?

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?

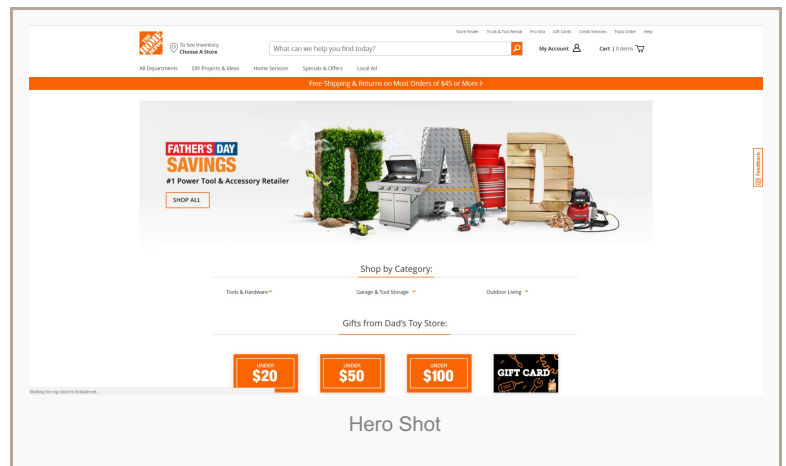
## 27. Should You Include Testimonials?



Discount Modal



Live Chat



Hero Shot

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?

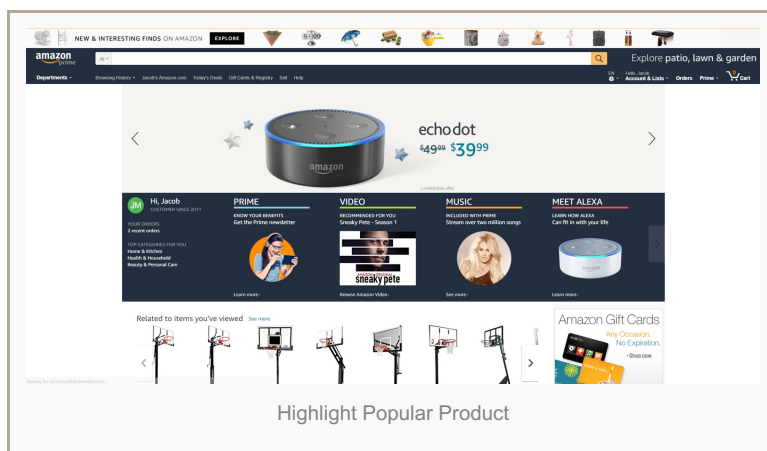
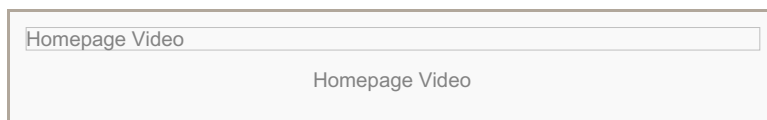
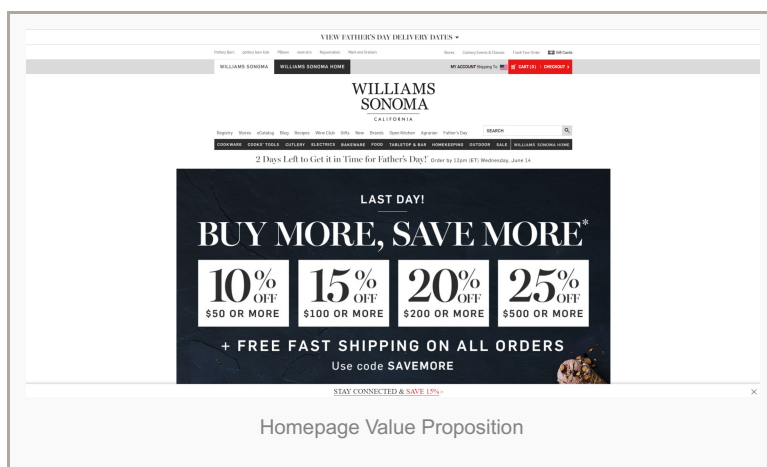
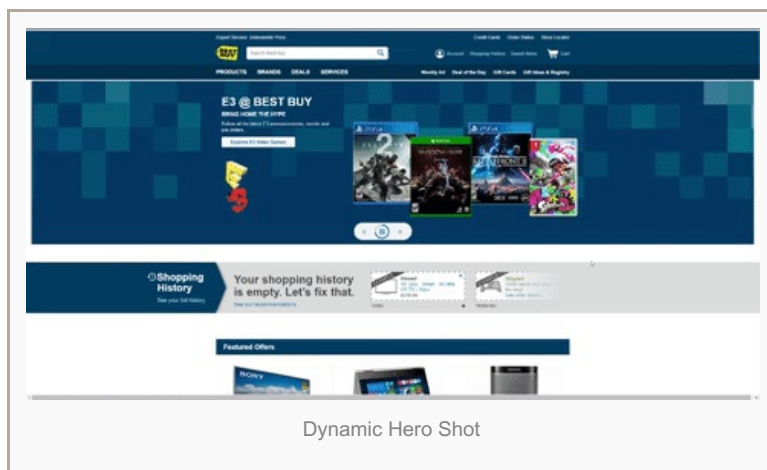
### 33. List View or Grid View?

### 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?



## 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

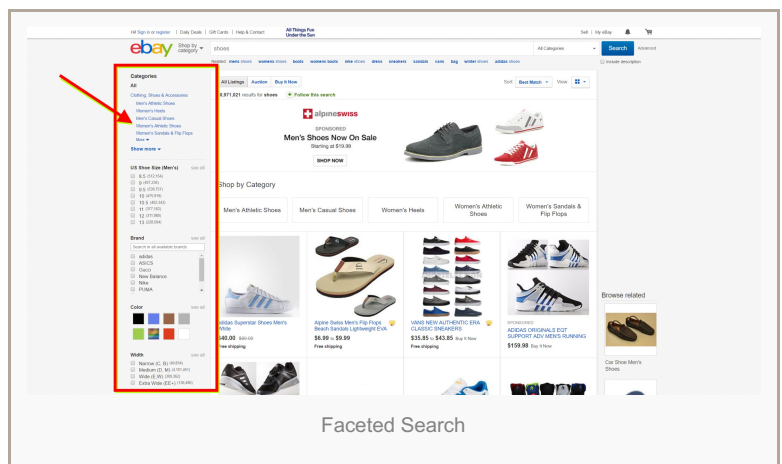
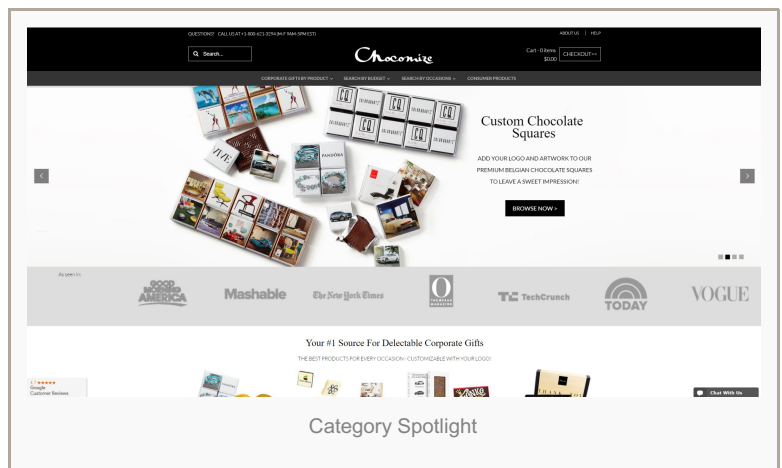
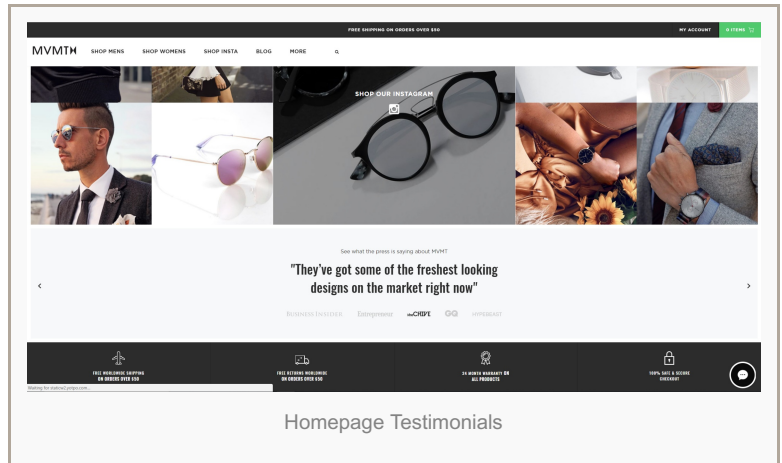
Where should the Add to Cart or other CTA button go on the page? How big should it be? What color should it be? What should the copy say?

## 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



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?

### 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.

### 47. Related Item Fields

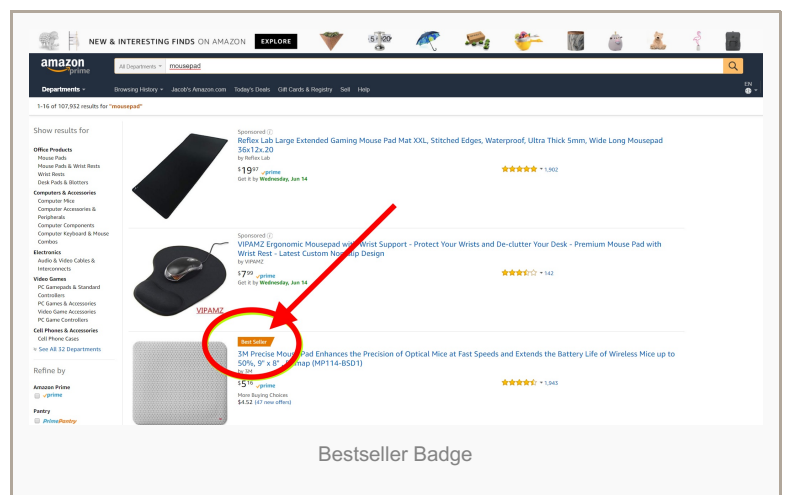
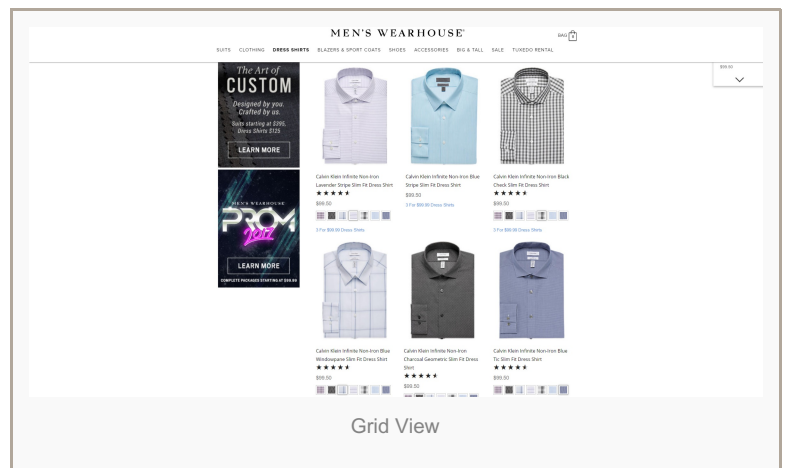
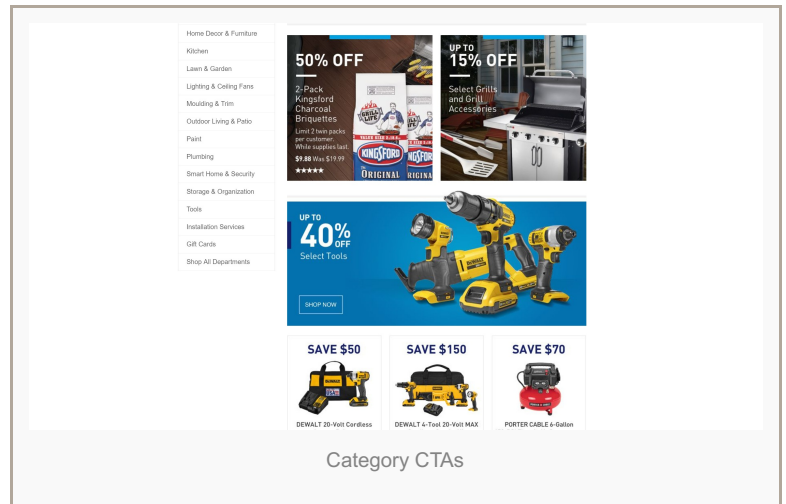
When users are looking at a product, are you suggesting related or alternative products for them? This is Amazon's #1 methods for increasing cart size.

### 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.

## 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?

## 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.

## 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

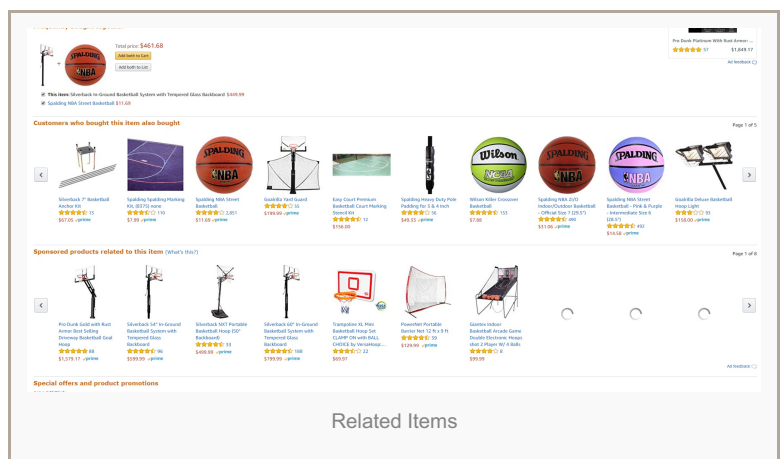
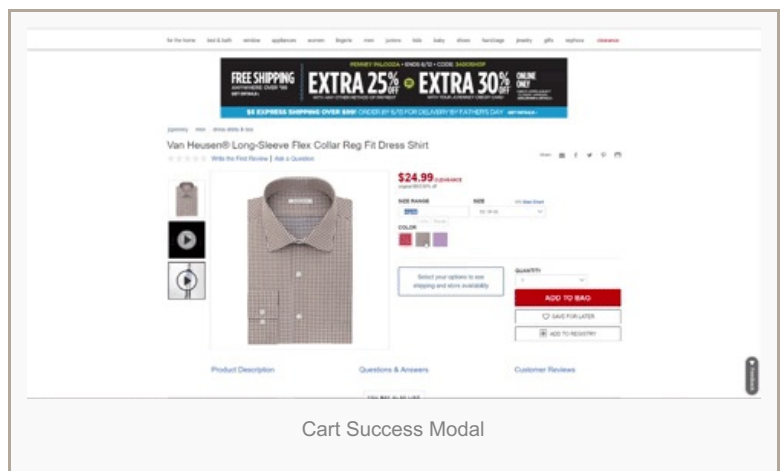
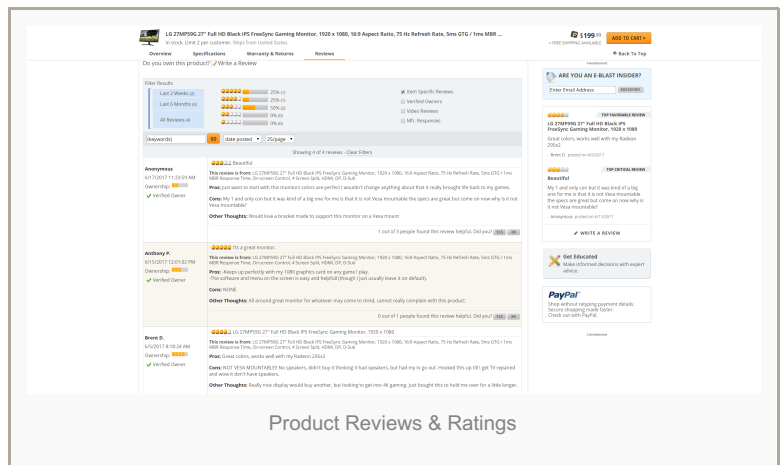
Should users be able to explore an image by hovering their mouse over it, or should you require them to click to explore the image?

## 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

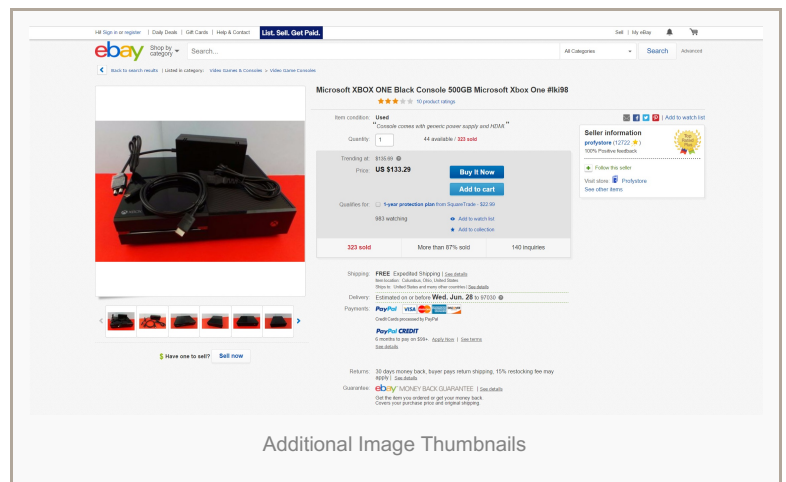
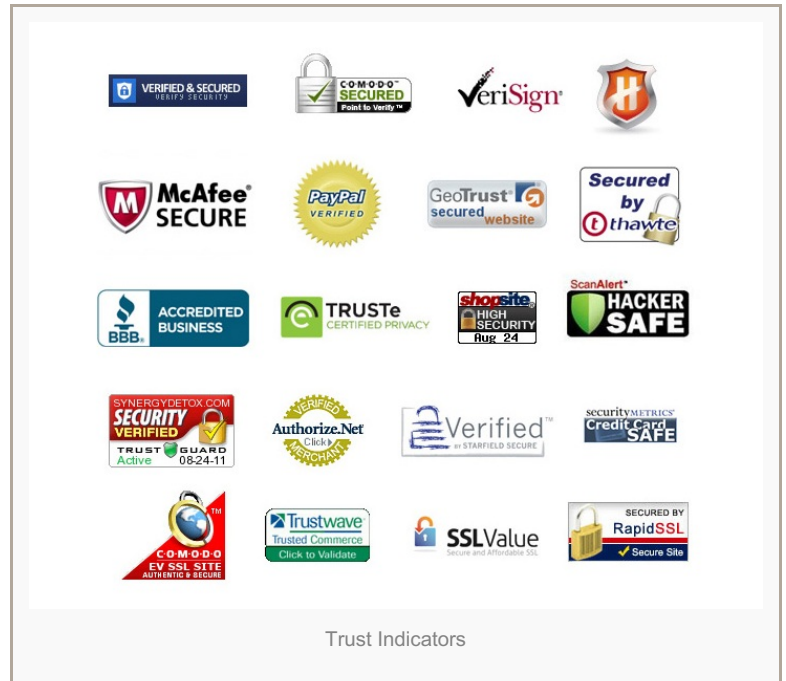
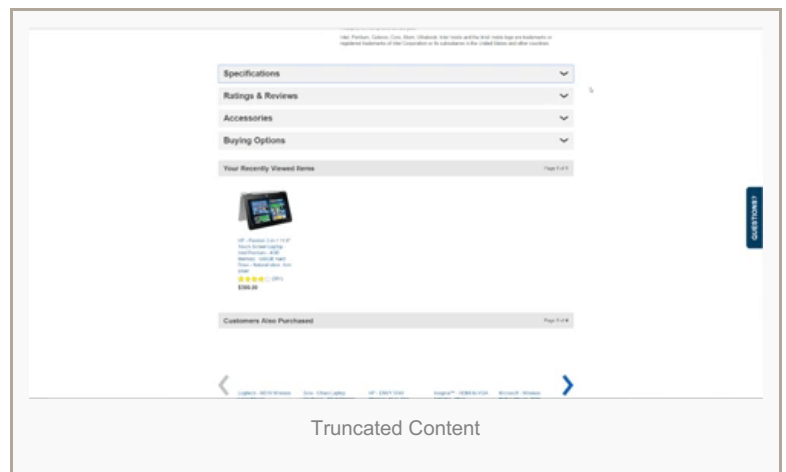
How big should the product images be on the cart page? Where on the page should they go? Can you [use them as a visual cue](#) to draw users' eyes to your primary CTA?

### 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?

## 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?

## 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.

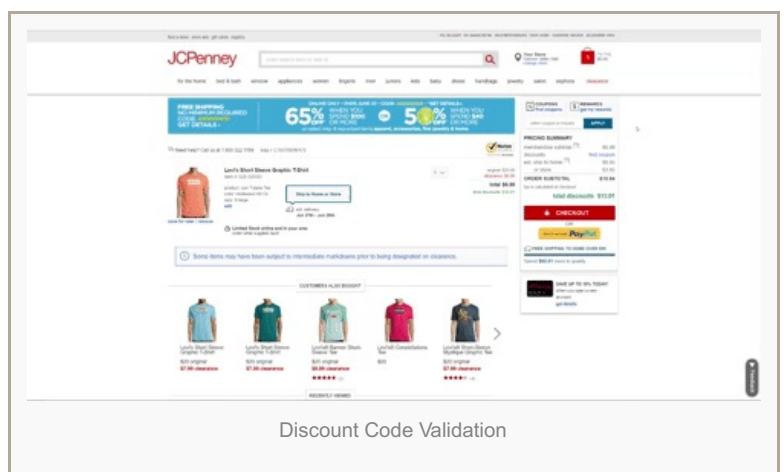
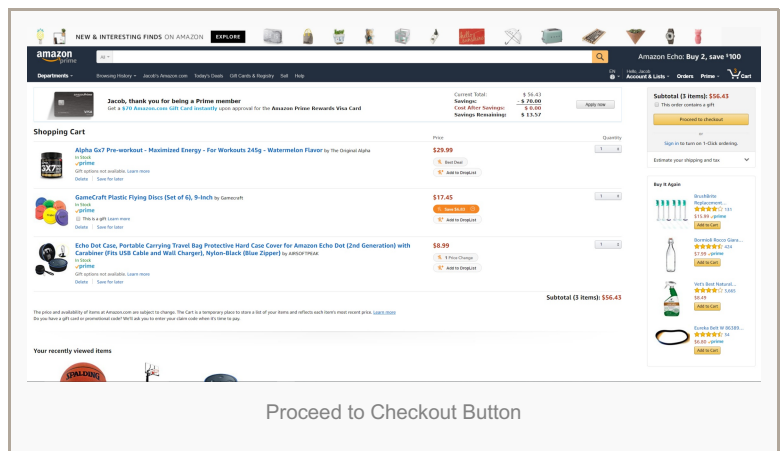
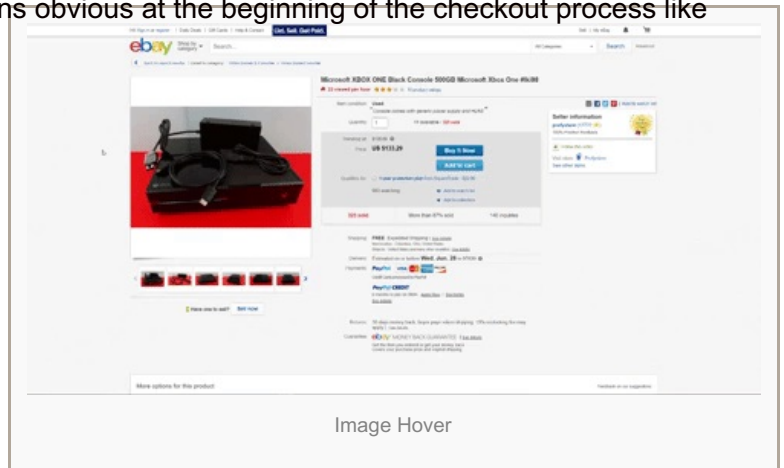
## 71. Trust Indicators

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 their be? Should their be multiples CTAs for the same link? Should their 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

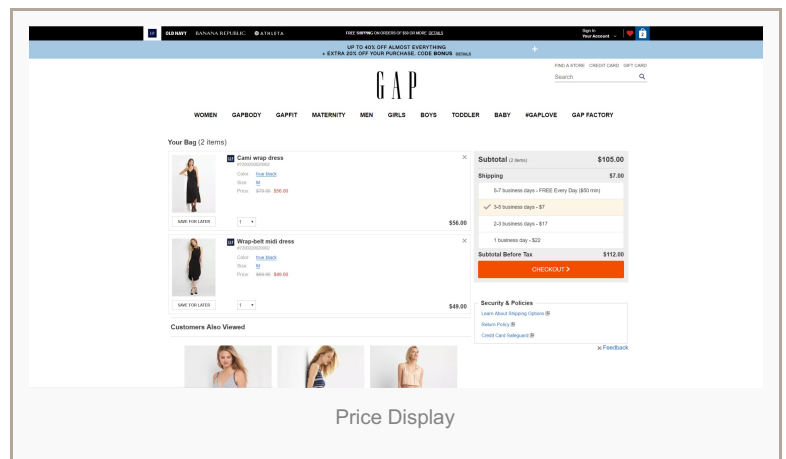
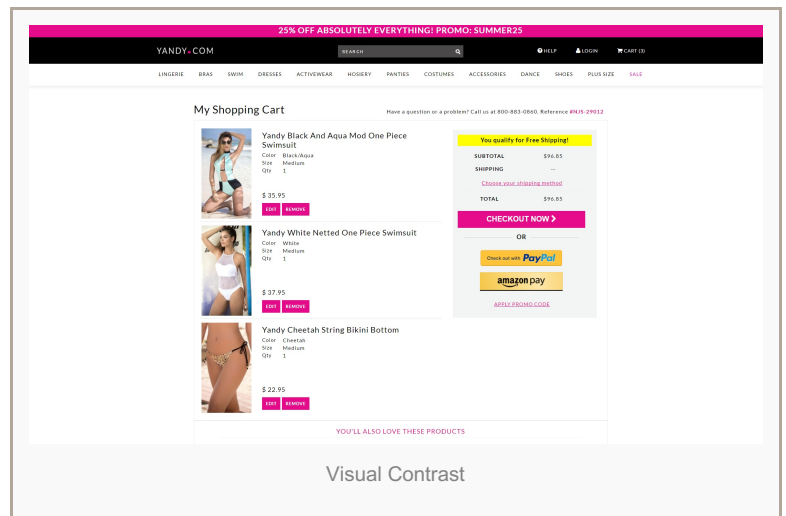
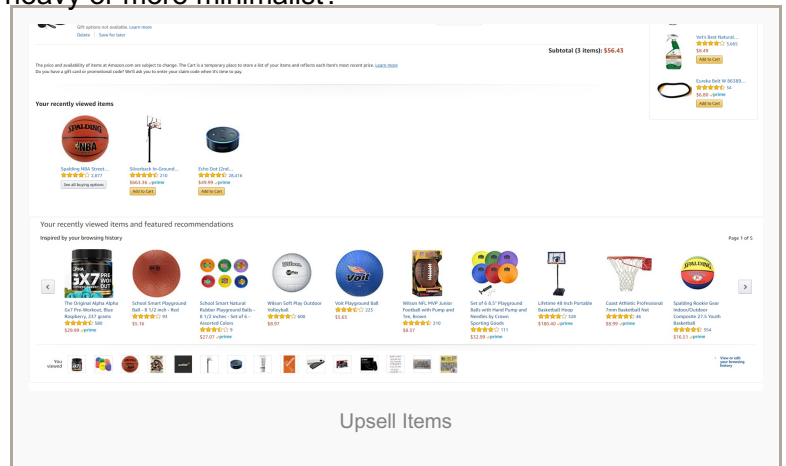
Should you require all users to create an account or allow a guest checkout?

## 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.





## 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

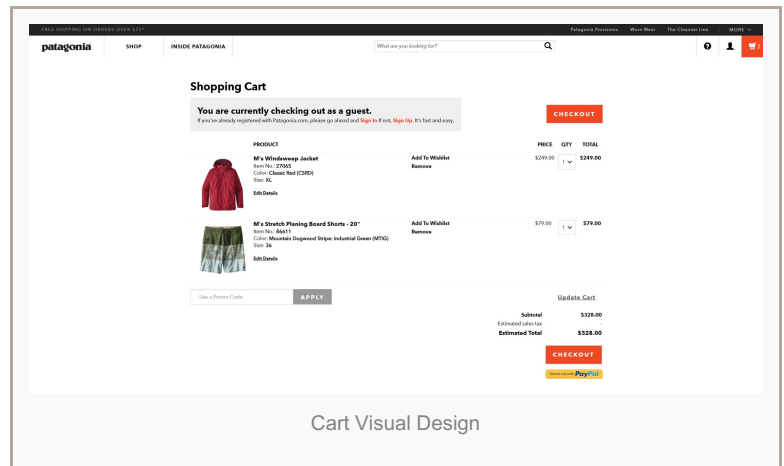
Money-back guarantees. Return policies. Quality assurance. Consumers fear risk, particularly when they are first ordering from your business. Highlighting policies that lower risk for the consumer is a great way to increase conversions.

## 87. Abandonment Remarketing Strategy

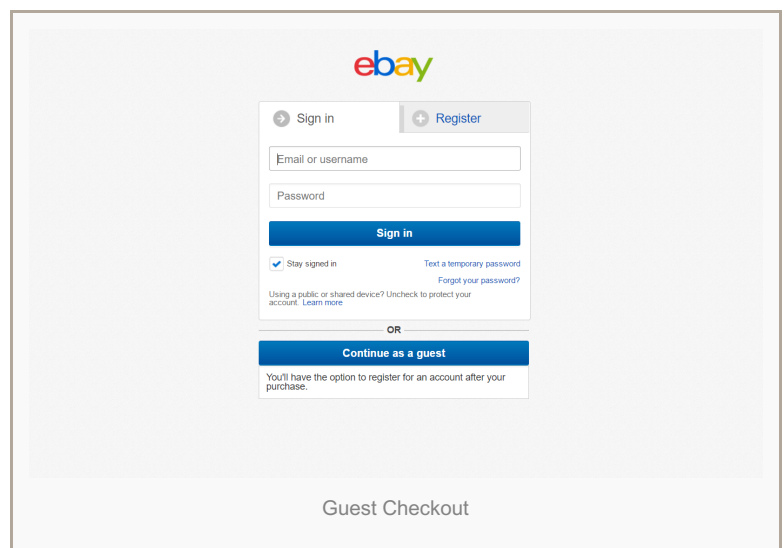
Do you have a pixel collecting data on your checkout page for remarketing ads? If not, you should.

## 88. Checkout Order Form

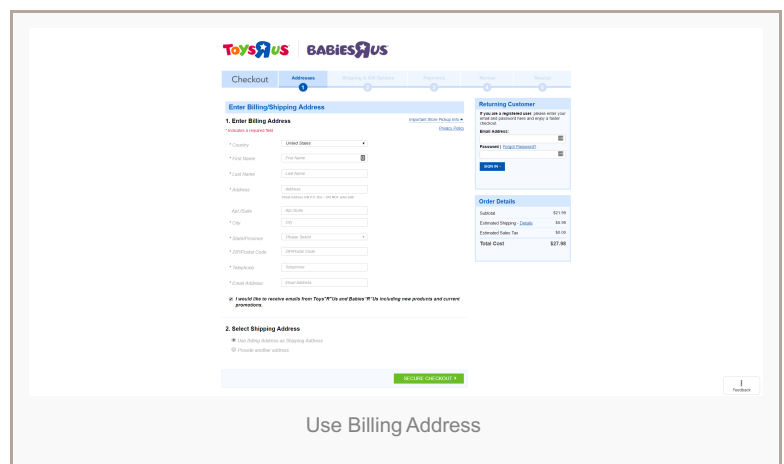
When collecting data from users, there is essential data that absolutely **MUST** be collected to deliver the product,



Cart Visual Design



Guest Checkout



Use Billing Address



## 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?

## 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

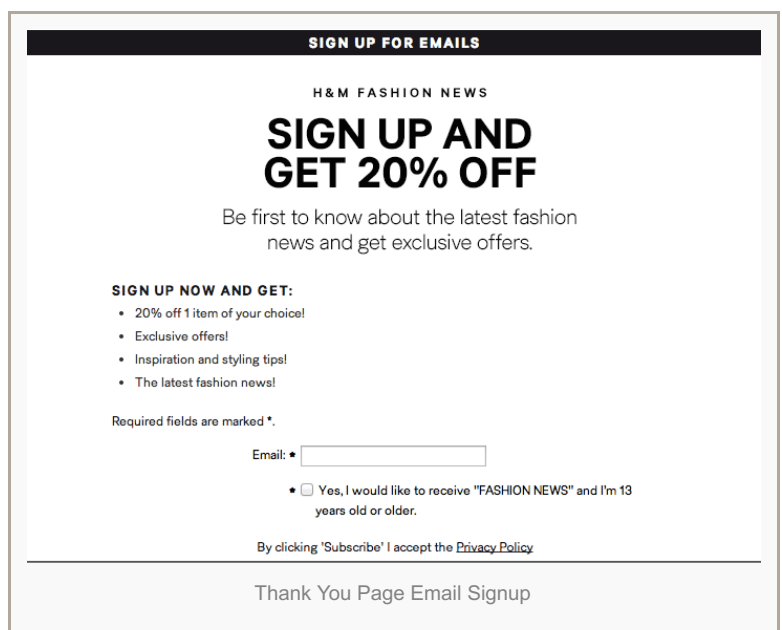
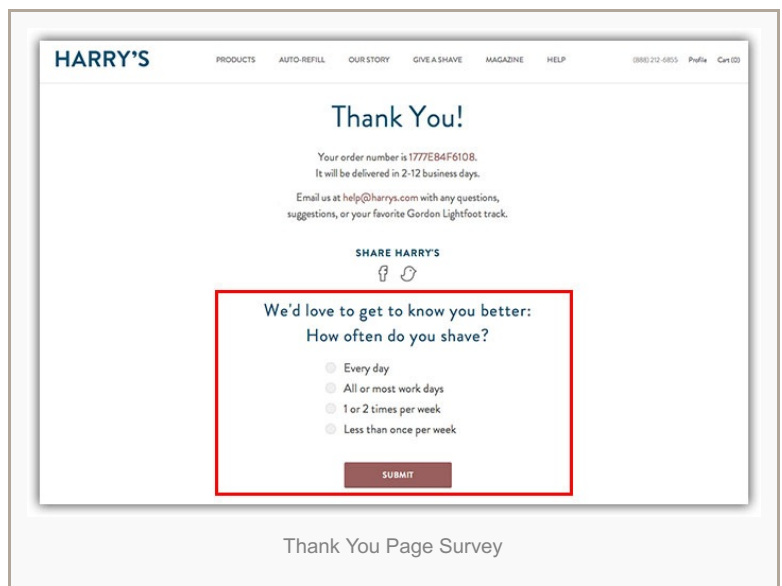
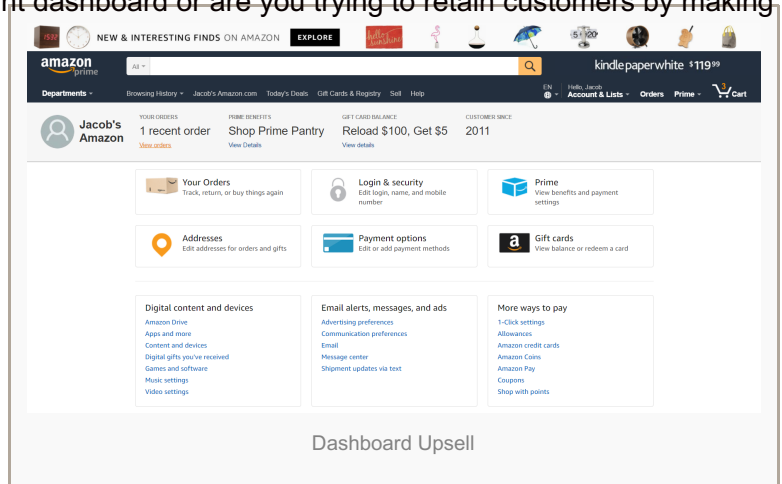
While email addresses are often collected during checkout, that doesn't mean customers want to get your emails. Following up with an incentivised email signup offer prepares customers to receive future emails from you that aren't strictly order related.

### 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?





## 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  
  
(4-18 characters)

Verify Password: Required

Create Account

---

> [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 [9102999998923003568861](#). 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





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**BarkBox Makes A Great Gift  
For A Dog Lover Like You**

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Confirmation Email