

# E-Commerce Conversion Rate Optimization Checklist

## 1. Homepage Optimization

- ☐ Clear unique value proposition above the fold
- ☐ Prominent and relevant calls-to-action (CTAs)
- ☐ Mobile-friendly design and fast loading times
- ☐ Trust signals (logos, reviews, certifications)
- ☐ Easy-to-locate search bar

## 2. Product Page Enhancements

- ☐ High-quality, zoomable product images
- ☐ Clear and concise product descriptions
- ☐ Customer reviews and ratings displayed
- ☐ Prominently displayed price and shipping info
- ☐ "Add to Cart" button stands out

## 3. Checkout Process Streamlining

- ☐ Guest checkout option available
- ☐ Progress indicator during checkout
- ☐ Minimal required form fields
- ☐ Multiple payment options supported
- ☐ Transparent shipping costs and return policy

## 4. Trust & Security Signals

- ☐ SSL certificate and secure checkout badges
- ☐ Display accepted payment method logos
- ☐ Clear privacy and security policies
- ☐ Accessible customer support information

## 5. Post-Purchase Optimization

- ☐ Clear order confirmation and summary
- ☐ Estimated delivery date provided
- ☐ Personalized follow-up emails or offers
- ☐ Easy-to-access order tracking