

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