



IS YOUR ONLINE STORE OPTIMISED FOR CONVERSION?

A Handy Checklist



1. Load time

Studies have found up to 40% of shoppers will abandon their basket if load time is longer than 3 seconds.

2. User Interface

Repeating information requests or having too many steps to checkout is going to hinder conversions. Poor usability causes up to 68% of basket abandonments.

3. Seasonal

If your products or services are seasonable your conversion rates will change month to month. Promotions, offers and alternative ranges can boost low seasons.

4. Credibility

If your brand is unknown or your products are brand new customers may not trust you yet. Testimonials, influencer promotion and social media campaigns can help!

5. Call to Action

Do you have interactive instructions throughout your site? Are you telling customers how to purchase clearly and consistently with buttons and CTA's on each page?

6. Product Information

Incomplete or inaccurate product information is going to put your potential customers off or even annoy them so make sure information is simple and correct.

7. Customer Support

Do you have clear terms and conditions, delivery information and customer support communication channels? This gives customers peace of mind and confidence.

8. Pricing

Take a look at your competitors, are your prices competitive? If you are considered to expensive this is going to significantly impact your conversions.

9. Payment Gateway

In the world of rising data theft and fraud you need a trusted and recognised payment gateway to give your customers confidence in the checkout process.

10. Stock Levels

If your products are regularly out of stock your customers are going to purchase from your competitors instead. Hide long term 'out of stock' and keep info up to date!

**DONT HAVE TIME TO OPTIMISE
YOUR ONLINE STORE YOURSELF?**

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INCREASE YOUR CONVERSIONS WITH UX-DIGITAL NOW!