



21 E-Commerce Checkout Optimization Checklist

When a customer overcomes all distractions and finally reaches your checkout page, you want to make sure she actually completes the transaction and makes a purchase. Easier said than done though, because the average cart abandonment rate is a whopping 70%, according to Baymard.

(<https://baymard.com/lists/cart-abandonment-rate>)

Here's a 21-point checklist you can run through, in order to reduce cart abandonment and improve conversions on your website.

- 1 Remove All Distractions On Your Checkout Page**
Carefully look at every single button/menu item/image on your checkout page and remove anything that diverts the customer from purchasing right away.
- Allow Guest Checkouts**
Delay account registration to post-checkout. Allow users to simply give their basic details and purchase, without having to register first. Any additional step you add to your checkout process will only cause users to drop out mid-way.
- Eliminate Unnecessary Data Entry**
Ask the user only for information that you absolutely need in order to complete the sale, like email id for digital items or name and address, for tangible items.

Allow Customers To Correct Errors Quickly

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If a user forgets to enter required information, then display the error message and move the cursor to that input area. Ditto for invalid inputs. Don't make the customer struggle to fix their mistakes.

Allow Cart Modifications Without Having To Leave The Checkout Page

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Users may want to change product quantity or delete items after reaching checkout. Do not force them to go back and leave the checkout page, in order to make cart changes.

Include Ways Of Abandoning The Cart But Not Your Website

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Allow users to easily navigate to other website pages related to the purchase workflow. For example, they may want to buy other products ('Continue Shopping') or re-think some items ('Save for Later').

Create A Minimal Header & Footer For Your Checkout Page

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Modify your site-wide header/footer on the checkout page to retain the bare minimum items. For e.g. you don't need a link to your blog on the header/footer on your checkout page, while you might need it on the rest of the website.

Give Your Checkout Button The Place Of Honor

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Your checkout button needs to be the most prominent button on your cart page in terms of placement, color, size. For example, you can't have a big, bright orange 'Update Cart' button and a dull grey 'Proceed to Checkout' button on your cart page.

Make Sure The 'Checkout' Button Is Always Visible To A User

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Users will scroll up and down - you don't want them to lose sight of the 'Checkout' button when they do. Add it to the top and bottom of the page, or put it on a sticky sidebar that doesn't scroll.

Add Trust Seals, Padlocks, Certification Badges Or Logos

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Buyers need to be reassured that your website is safe. According to Baymard, Norton, McAfee, TRUSTe and BBB Accredited seals are the most trusted seals.

Allow Multiple, Trusted Payment Methods

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Buyers are wary of giving away their details to an unheard of payment gateway. Allow users to choose from popular payment merchants - e.g. Authorise.net, Paypal, Stripe.

Display The Product Summary Clearly

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Customers need to be clearly told what they are buying - along with any relevant choices they may have made while adding the product to the cart like color, size, quantity, etc.

Highlight \$\$\$\$ Savings

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If the product is on sale, display the amount saved, so that users are aware of the benefits of buying now. If shipping is free, be sure to mention it. Buyers hate paying for shipping.

Mention How The Product Will Be Delivered

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Shipping methods & costs for tangible items should be clearly mentioned. For digital downloads, clearly mention how the user will get access to their purchase.

Have A Buyer-friendly Refund Policy

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Customers will want to know if they can return the products they are buying or not, before they actually buy. It is recommended that you have a 30-day refund policy for digital products and 90-day refund policy for tangible goods.

Add A Way For Customers To Contact Support

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Your checkout page must contain details about how to contact support (phone/live chat works best), so that if they have any questions before buying, you can help resolve those.

Retain Items Added To The Cart For At Least 15 Days

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If a user saves items to the cart, but does not complete the purchase, you should continue to maintain the items in the cart for at least 15 days, so as to allow a customer to come back and checkout later. Some customers use their cart to shortlist items and like to buy them later.

Include A Discount Area

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Customers who have a coupon code would like to apply the discount before buying, so be sure to allow users to enter the coupon code on your checkout page. Don't make it too obvious, else you might send your potential buyers on a coupon hunt. Also, if a coupon code is invalid, offer another coupon code with a small discount, in your error message. This is to get them to push and complete the purchase by offering a discount, because they have already demonstrated that they want to use a coupon.

Make Sure The Checkout Page Takes Less Than 4 Seconds To Load

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Nothing is worse than a checkout page that takes a long time to load. A load time of less than 4 seconds is ideal so that your users don't get impatient and distracted.

Create A Drip Email Campaign For Abandoned Carts

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Send a series of follow up emails to users who abandon the cart, with at least one going out within 24 hours of abandonment. Encourage users to come back and complete the purchase. You could offer a discount too as an added incentive. Or ask them why they weren't able to complete the purchase.

Offer Free Shipping

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Repeated case studies show buyers are more likely to buy a product with free shipping, rather than those that have an additional shipping fee. If it does not make economic sense to offer free shipping, then include the shipping cost in the product price.

If you need any help with boosting your sales, just send an email to support@humcommerce.com and our Conversion Rate Optimization Experts will be happy to help out in any way they can. Wishing you all success in your online adventures!

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