

E-commerce CRO Checklist

Audit your store against 304 conversion checkpoints across eight page types — mark each one To Do, Needs Work, or Done. Use the interactive version at emulent.com, or work through this printed copy.

● To Do — not in place yet ● Needs Work — exists but can improve ● Done — fully implemented

General

45 Questions

Main pages (home page, landing page, product page) load quickly (5 seconds or less)	☐ To Do	☐ Needs Work	☐ Done
Every page has a CTA (even 404 error pages, result page with 0 results, blog posts, about us page)	☐ To Do	☐ Needs Work	☐ Done
Things that are clickable (like buttons) are obviously pressable (hover states, rounded corners, subtle gradient, blue underlined links)	☐ To Do	☐ Needs Work	☐ Done
Cookie notification bar can be easily closed or approved (under 2 seconds)	☐ To Do	☐ Needs Work	☐ Done
The site offers wishlists which is the easiest first step in the checkout process	☐ To Do	☐ Needs Work	☐ Done
Button labels and link labels start with a verb and time (e.g. "Shop Now")	☐ To Do	☐ Needs Work	☐ Done
Items that aren't clickable do not have characteristics that suggest that they are	☐ To Do	☐ Needs Work	☐ Done
There is sufficient space between action targets (buttons, forms) to prevent the user from hitting multiple or incorrect targets	☐ To Do	☐ Needs Work	☐ Done
The store offers upsell opportunities between the checkout page and thank you page; if the user decides to add another product to the order, he doesn't need to input all the payment info again	☐ To Do	☐ Needs Work	☐ Done
The shop's logo is placed in the same location on every page; clicking the logo returns the user to the most logical page (e.g. home page)	☐ To Do	☐ Needs Work	☐ Done
The website uses subtle micro-animations (e.g. pulses) to emphasise the main CTA on every page	☐ To Do	☐ Needs Work	☐ Done
The site doesn't include annoying pop-ups at the wrong time (too early in the process)	☐ To Do	☐ Needs Work	☐ Done
The home page promotes site-wide offers at the top of the page (e.g. Free Shipping) with urgency and scarcity triggers ("Only today") and a linked CTA ("Shop best-sellers now")	☐ To Do	☐ Needs Work	☐ Done
The top bar with a site-wide offer is prominent, with a clear CTA	☐ To Do	☐ Needs Work	☐ Done
The navigation system is broad and shallow (many items per menu level) rather than deep (many menu levels)	☐ To Do	☐ Needs Work	☐ Done
Good navigational feedback is provided (e.g. showing active state of where you are on the site)	☐ To Do	☐ Needs Work	☐ Done
Category labels accurately describe the information in the category	☐ To Do	☐ Needs Work	☐ Done

Navigation items are ordered in the most logical or task-oriented manner (with the less important corporate information at the bottom)	☐ To Do	☐ Needs Work	☒ Done
Main navigation doesn't include unnecessary links (e.g. privacy policy, return policy, and terms and conditions)	☐ To Do	☐ Needs Work	☒ Done
Store uses sticky navigation, so the categories, first page, search and cart widget are easily accessible all the time	☐ To Do	☐ Needs Work	☒ Done
The home page contains a prominent search box near the top (or top-right) of the website	☐ To Do	☐ Needs Work	☒ Done
The search bar has an auto-complete and auto-suggest option	☐ To Do	☐ Needs Work	☒ Done
Auto-suggest searches through categories and products	☐ To Do	☐ Needs Work	☒ Done
The search results page shows the user what was searched for; it is easy to edit and resubmit the search	☐ To Do	☐ Needs Work	☒ Done
Search results are clear, useful, and ranked by relevance and how many results were retrieved	☐ To Do	☐ Needs Work	☒ Done
If no results are returned, the search engine gracefully ("oh, snap") offers ideas or options for improving the query based on identifiable problems with the user's input	☐ To Do	☐ Needs Work	☒ Done
The most common queries (as reflected in analytics) produce useful results	☐ To Do	☐ Needs Work	☒ Done
The search engine includes templates, examples or hints on how it can be used effectively: verb + item (e.g. search "men's hat, blue leggings, XL pullovers")	☐ To Do	☐ Needs Work	☒ Done
The search box is long enough to handle common query lengths	☐ To Do	☐ Needs Work	☒ Done
The search box gives results if you press Enter	☐ To Do	☐ Needs Work	☒ Done
The search box contains a "magnifying glass" icon that clearly represents the search function	☐ To Do	☐ Needs Work	☒ Done
Once you click on the search field and before you type in anything, the search gives you hints of your recent searches or trending searches	☐ To Do	☐ Needs Work	☒ Done
The search engine provides automatic spell checking and searches for plurals and synonyms	☐ To Do	☐ Needs Work	☒ Done
Cart widget is easily accesible on every page in the top-right corner	☐ To Do	☐ Needs Work	☒ Done
Mini cart widget includes the total price, total discount, number of items, all items in the cart (on hover) and it's prominent on every page	☐ To Do	☐ Needs Work	☒ Done
If the store has a free shipping option, the cart widget clearly states how far away the user is from getting free shipping	☐ To Do	☐ Needs Work	☒ Done
A link to both the basket and checkout is clearly visible on the mini-cart widget	☐ To Do	☐ Needs Work	☒ Done
Empty cart widget has (on hover) CTA to "Shop our best-sellers"	☐ To Do	☐ Needs Work	☒ Done
Footer highlights benefits of shopping at the store (e.g. free shipping, returns, money back, 19k products shipped this month, contact information)	☐ To Do	☐ Needs Work	☒ Done
Footer contains a "Back to top" link so the user can easily go back to the top	☐ To Do	☐ Needs Work	☒ Done
It is clear that there is a real organisation behind the site (e.g. there is a physical address or a photo of the office)	☐ To Do	☐ Needs Work	☒ Done

It is easy to see the return policy, privacy policy and terms & conditions on any given page with one click	☐ To Do	☐ Needs Work	☒ Done
Footer shows trust icons / seal badges (e.g. verified by Norton) along with reassuring copy (e.g. "Shop with confidence")	☐ To Do	☐ Needs Work	☒ Done
Footer includes links to social networks and a total number of likes/followers (so that the user can check them for trust)	☐ To Do	☐ Needs Work	☒ Done
Footer includes links to main categories	☐ To Do	☐ Needs Work	☒ Done

Home page	21 Questions		
The home page promotes site-wide offers on top of the page (e.g. Free Shipping) with urgency and scarcity triggers	☐ To Do	☐ Needs Work	☒ Done
The home page is professionally designed, not overloaded, and it creates a positive first impression	☐ To Do	☐ Needs Work	☒ Done
Once you land on the homepage, you know the main products that the store is selling	☐ To Do	☐ Needs Work	☒ Done
The home page follows a clear, straightfoward visual hierarchy	☐ To Do	☐ Needs Work	☒ Done
The value proposition is clearly stated on the home page (e.g. with a tagline or welcome blurb)	☐ To Do	☐ Needs Work	☒ Done
The home page contains meaningful high-quality graphics, not clip art or pictures of models	☐ To Do	☐ Needs Work	☒ Done
The home page contains one or two (e.g. Shop for men, Shop for women) visually prominent CTAs above the fold and it has relevant copy (e.g. Start shopping)	☐ To Do	☐ Needs Work	☒ Done
The home page highlights any specific deals, special offers or urgency offers near the top	☐ To Do	☐ Needs Work	☒ Done
The home page highlights the main benefits of shopping with you (e.g. "Vegan friendly", "We give back to charity", "Not tested on animals", "19,222 products successfully shipped and delivered this month alone")	☐ To Do	☐ Needs Work	☒ Done
The most important product categories are shown first, with descriptive photos near the top of the homepage	☐ To Do	☐ Needs Work	☒ Done
The store uses special category pages (best-sellers, new, sale, "30% off", etc.) that take users into a shopping mode	☐ To Do	☐ Needs Work	☒ Done
There is a short list of the most important products supplemented with links on the home page	☐ To Do	☐ Needs Work	☒ Done
The home page contains an option for customers to contact the store (e.g. live chat, email, or phone number)	☐ To Do	☐ Needs Work	☒ Done
The home page shows recently viewed items for returning visitors	☐ To Do	☐ Needs Work	☒ Done
The story of the founders behind the product and store is shown, along with their mission and vision	☐ To Do	☐ Needs Work	☒ Done
The home page contains general customer reviews or product specifics with a link to the product itself	☐ To Do	☐ Needs Work	☒ Done

The home page shows overall store ratings from authoritative review sites (e.g. Trustpilot, Reviews.com, Yotpo, Podium)	☐ To Do	☐ Needs Work	☒ Done
The home page contains awards, trust-badges, and certificates earned by the store	☐ To Do	☐ Needs Work	☒ Done
The home page highlights logos of news sites/blogs/celebrities where the product/brand has had any PR exposure (e.g. "Used by executives at Fortune 500")	☐ To Do	☐ Needs Work	☒ Done
The home page highlights logos of well-known brands	☐ To Do	☐ Needs Work	☒ Done
The home page contains user-generated photos (e.g. from Instagram)	☐ To Do	☐ Needs Work	☒ Done

Category page	29 Questions		
Users can sort category page (e.g. ordering by price, "best-sellers", "new items", "most popular", or "most discounted")	☐ To Do	☐ Needs Work	☒ Done
The sorting feature is shown in the top-right corner above the product list/grid	☐ To Do	☐ Needs Work	☒ Done
Category page has clear and understandable (sub)category names	☐ To Do	☐ Needs Work	☒ Done
Category page uses relevant category page design (grid view when images are the main decision factor and list view when product attributes are the main decision factor)	☐ To Do	☐ Needs Work	☒ Done
Shows exact number of products available on each page (either if the page is filtered or not)	☐ To Do	☐ Needs Work	☒ Done
A page description section (cca. 400 words) is on top (visually 90% hidden with "Read more") or on the bottom for SEO purposes	☐ To Do	☐ Needs Work	☒ Done
You stay at the same vertical position if you go to product page and then back to category page	☐ To Do	☐ Needs Work	☒ Done
PRODUCT CARDS (LIST)			
Relevant (3-4) products are shown per row	☐ To Do	☐ Needs Work	☒ Done
Trending, top-rated and best-selling items are shown on top of each category by default	☐ To Do	☐ Needs Work	☒ Done
Additional product photos are shown on mouse hover	☐ To Do	☐ Needs Work	☒ Done
Consistent style of images is used for better scannability (type of images, image background, white space around the products, size of product, angle of photos)	☐ To Do	☐ Needs Work	☒ Done
Consistent size of product cards is used for better scannability	☐ To Do	☐ Needs Work	☒ Done
The category page clearly shows which product variants (size, color) are available for each specific product	☐ To Do	☐ Needs Work	☒ Done
All important information is shown for each product (prominent product title, old price, new price, discount, review count, overall star rating, short description, product variants [size, color], short descriptions, product attributes)	☐ To Do	☐ Needs Work	☒ Done
CTA button is shown to motivate users to go look at the product page (ideally on :hover)	☐ To Do	☐ Needs Work	☒ Done
Scarcity on products that are limited in stock is shown ("Only 1 left")	☐ To Do	☐ Needs Work	☒ Done

Items out of stock are shown ("You just missed it") so the scarcity above is more convincing	☐ To Do	☐ Needs Work	☒ Done
Badges on product image thumbnails are shown (e.g. "Fast delivery","Best-seller", "New", "Top choice", "Trending")	☐ To Do	☐ Needs Work	☒ Done
A customer can give their email address if the product is currently not available; they will be notified when it becomes available	☐ To Do	☐ Needs Work	☒ Done
Category page offers easy to understand and useful (especially on mobile) filters (applicable only for stores with a large number of products)	☐ To Do	☐ Needs Work	☒ Done
The filters are prominent enough (relevant only for stores where users are prone to use filters)	☐ To Do	☐ Needs Work	☒ Done
The most popular filters are shown at the top of the filters	☐ To Do	☐ Needs Work	☒ Done
Only relevant filters are shown for each category (e.g. screen size for "Monitors" category)	☐ To Do	☐ Needs Work	☒ Done
It is clearly visible (especially on mobile) that filters are applied, how many there are and can be easily removed	☐ To Do	☐ Needs Work	☒ Done
Users can select multiple filters at once	☐ To Do	☐ Needs Work	☒ Done
Filters are shown in a standard position on the left or on top (below the category name)	☐ To Do	☐ Needs Work	☒ Done
When a filter is selected, the category page auto-updates in real-time (ajax)	☐ To Do	☐ Needs Work	☒ Done
Product filters are sticky and can be easily accessed at any given moment	☐ To Do	☐ Needs Work	☒ Done
Relevant selectors are used for different types of filters (e.g. color swatches instead of "blue", price range slider where users can type in the minimum and maximum price instead of a pre-made list of price ranges)	☐ To Do	☐ Needs Work	☒ Done

Product page		69 Questions	
Sticky navigation with product name, product image, product page sections, availability, old price, new price, discount and CTA that hides when the user is scrolling down but reappears when the user scrolls up	☐ To Do	☐ Needs Work	☒ Done
Product page has an option for potential customers to ask questions (e.g. live chat, phone number)	☐ To Do	☐ Needs Work	☒ Done
Product page contains breadcrumbs (not applicable to single product stores and direct-response landing pages)	☐ To Do	☐ Needs Work	☒ Done
A customer can give their email address if the product is currently not available; they will be notified when it becomes available	☐ To Do	☐ Needs Work	☒ Done
Clicking the back button always takes the user back to the page the user came from	☐ To Do	☐ Needs Work	☒ Done
PRODUCT OVERVIEW (ABOVE THE CTA AREA)			
Product titles are descriptive	☐ To Do	☐ Needs Work	☒ Done
The main product title is visually prominent compared to other content	☐ To Do	☐ Needs Work	☒ Done

The product title is under 65 characters so it appears fully in Google search results	☐ To Do	☐ Needs Work	☒ Done
The product subtitle highlight key product benefit and contain power words, e.g. effortless, incredible, absolute, unique, secret, now, new, exclusive, how to, why	☐ To Do	☐ Needs Work	☒ Done
Product rating overviews are shown near product titles that are linked (with click & scroll) to product reviews (e.g. 4.6, Read 5 Reviews)	☐ To Do	☐ Needs Work	☒ Done
A short list of other key benefits of the product is near the main title and linked to a detailed description (with green check arrows)	☐ To Do	☐ Needs Work	☒ Done
The main product photo is attractive	☐ To Do	☐ Needs Work	☒ Done
The main product photo allows a user to zoom in easily (especially on mobile)	☐ To Do	☐ Needs Work	☒ Done
There is a gallery with different product photos	☐ To Do	☐ Needs Work	☒ Done
The product gallery shows thumbnails of other available images	☐ To Do	☐ Needs Work	☒ Done
The product gallery contains product videos	☐ To Do	☐ Needs Work	☒ Done
The product gallery contains arrows to navigate between images	☐ To Do	☐ Needs Work	☒ Done
The product gallery supports swipe actions on mobile devices	☐ To Do	☐ Needs Work	☒ Done
There are images for different product variants/sizes	☐ To Do	☐ Needs Work	☒ Done
The main CTA is the most visible element on the product page and contains the "cart" icon	☐ To Do	☐ Needs Work	☒ Done
Product variants are easily accessible on mobile and big enough with enough white space around to prevent misclicks	☐ To Do	☐ Needs Work	☒ Done
The product variant selection is connected with the product gallery and shows images of chosen product variants	☐ To Do	☐ Needs Work	☒ Done
A visible reminder is included to select size/color if a customer forgets and clicks "add to cart" too early	☐ To Do	☐ Needs Work	☒ Done
Interactive selectors are used for product variants (the gallery image and the price are changed in real-time, without triggering a page reload)	☐ To Do	☐ Needs Work	☒ Done
A size chart (or link that opens in a small popup and is easily closed on mobile) is provided near the size selections (for products with different sizes)	☐ To Do	☐ Needs Work	☒ Done
Localized units for products are shown with different sizes/measurements (e.g. cm, inches, kg)	☐ To Do	☐ Needs Work	☒ Done
Product descriptions mention the size of the model and the size of the shirt the model is wearing (only for apparel)	☐ To Do	☐ Needs Work	☒ Done
Interactive selectors are used for quantity selection instead of dropdowns (the price and quantity are changed in real-time, without triggering a page reload)	☐ To Do	☐ Needs Work	☒ Done
The CTA copy clearly explains what will happen when you click on it (e.g. Proceed to secure checkout)	☐ To Do	☐ Needs Work	☒ Done
Clear feedback is provided once the product has been added to the cart (e.g. a number in the mini-cart widget increases)	☐ To Do	☐ Needs Work	☒ Done

The main CTA change states once users add a product to the cart (e.g. "[check arrow] Product added to your cart" and after 2 seconds "Go to my shopping cart [right arrow]")	☐ To Do	☐ Needs Work	☒ Done
The price of the product is prominent enough, especially if it's discounted	☐ To Do	☐ Needs Work	☒ Done
The price of the product is placed near the main CTA	☐ To Do	☐ Needs Work	☒ Done
The price of the product is localized	☐ To Do	☐ Needs Work	☒ Done
The background color of the product's primary CTA differs from other elements (e.g. slightly grey)	☐ To Do	☐ Needs Work	☒ Done
All additional charges that may apply are shown near the main CTA (e.g. additional shipping costs due to product size, VAT)	☐ To Do	☐ Needs Work	☒ Done
If free shipping is offered, it's highlighted near the main CTA	☐ To Do	☐ Needs Work	☒ Done
All shipping information is shown near the main CTA (delivery to shopper's location, shopper's country flag, cost, time)	☐ To Do	☐ Needs Work	☒ Done
Availability of the product is shown near the main CTA (e.g. "In stock")	☐ To Do	☐ Needs Work	☒ Done
The old price (with a strike-through) is shown with the new price and how much shoppers will save (% or \$) when the product is on sale	☐ To Do	☐ Needs Work	☒ Done
Clear information is shown about returns, refunds and money-back guarantee	☐ To Do	☐ Needs Work	☒ Done
Express payment options are shown and available that are commonly used (e.g. PayPal, Amazon, Google Pay, Apple Pay). Useful for direct-response landing pages	☐ To Do	☐ Needs Work	☒ Done
There is an option for a payment with installments (e.g. Klarna, AfterPay; for expensive products only). Useful for direct-response landing pages that don't encourage the user to add other products to the cart	☐ To Do	☐ Needs Work	☒ Done
Product page highlights logos of news sites/blogs/celebrities where the product/brand has had PR exposure (e.g. "Used by executives at Fortune 500")	☐ To Do	☐ Needs Work	☒ Done
Customer reviews are shown with a review title, customer photos of product, star rating, photo of reviewer, name and last name, "verified" buyer, occupation, and age	☐ To Do	☐ Needs Work	☒ Done
Customer reviews visually stand out from other content (ideally on a slightly yellow background)	☐ To Do	☐ Needs Work	☒ Done
Product page contains photos (with faces) of how (happy) customers are using the product	☐ To Do	☐ Needs Work	☒ Done
Product overall star ratings are shown and can be filtered by the star rating	☐ To Do	☐ Needs Work	☒ Done
Product page contains the number of customers this week/month/all-time (e.g. "19,222 products successfully shipped and delivered this month alone")	☐ To Do	☐ Needs Work	☒ Done
Product page contains video testimonials	☐ To Do	☐ Needs Work	☒ Done
Product page contains the number of Facebook and Twitter followers	☐ To Do	☐ Needs Work	☒ Done
CONVERSION AND AOV 'BOOSTERS'			
Clear quantity discounts are offered near the main CTA (1x \$24.99/piece, ["Top choice" badge]; 2x 19,99€/piece, ["Recommended" badge]; 3x \$17,49/piece, ["Best value" badge])	☐ To Do	☐ Needs Work	☒ Done

Relevant cross-sell/up-sell products are offered	☐ To Do	☐ Needs Work	☐ Done
Relevant bundle products are offered with prominent discounts	☐ To Do	☐ Needs Work	☐ Done
Urgency triggers are used (e.g. "Today only", "Black Friday offer", "Free bonus", "If order is placed in the next 12 min, it will be shipped today") near the main CTA	☐ To Do	☐ Needs Work	☐ Done
Scarcity triggers are used (e.g. "Only 3 products left") near the main CTA	☐ To Do	☐ Needs Work	☐ Done
Customers are shown how many people have viewed and bought the product in the last 24 hours	☐ To Do	☐ Needs Work	☐ Done
A store is giving away a small percentage of the profit to charity; and highlights this information	☐ To Do	☐ Needs Work	☐ Done
The product page contains "Visitors who viewed this product also viewed..." where users are shown complementary OR/AND alternative products	☐ To Do	☐ Needs Work	☐ Done
PRODUCT DESCRIPTION			
The product description is easy to read (font size, contrast, single column, 75 characters per line, line-height 1.5, max. 4 lines long)	☐ To Do	☐ Needs Work	☐ Done
Product information structure is easy to scan (grouped information, bullet points, important benefits highlighted)	☐ To Do	☐ Needs Work	☐ Done
The sections of the page ("General", "Technical info") are grouped together in accordion (if they are longer) and scannable on mobile	☐ To Do	☐ Needs Work	☐ Done
Section titles explain benefits (and not features) of the product	☐ To Do	☐ Needs Work	☐ Done
Customers are shown all the things that are included in the product (ideally with an included photo)	☐ To Do	☐ Needs Work	☐ Done
Product page contains customer FAQs (for each specific product as well as store-wide questions)	☐ To Do	☐ Needs Work	☐ Done
The table of technical specifications is readable (different colors of lines, hover state of the line, not too far apart)	☐ To Do	☐ Needs Work	☐ Done
Product page offers product comparisons	☐ To Do	☐ Needs Work	☐ Done
Product description explains how to use the product in 3 easy steps	☐ To Do	☐ Needs Work	☐ Done
Product page contains embedded reviews (or screenshots) from social networks (e.g. Facebook post, Messenger, Whatsapp, Tweet, Instagram post, Instagram PM, Viber, text message)	☐ To Do	☐ Needs Work	☐ Done

Landing page		69 Questions	
The buy button takes the user directly to the checkout (or upsell) and skips the cart page	☐ To Do	☐ Needs Work	☐ Done
Sticky navigation with product name, product image, product page sections, availability, old price, new price, discount and CTA that hides when the user is scrolling down but reappears when the user scrolls up	☐ To Do	☐ Needs Work	☐ Done
Landing page doesn't contain any outgoing links (e.g. clickable logo, navigation and footer)	☐ To Do	☐ Needs Work	☐ Done

Landing page has an option for the potential customer to ask questions (e.g. live chat, phone number)	☐ To Do	☐ Needs Work	☒ Done
Product titles are descriptive	☐ To Do	☐ Needs Work	☒ Done
The main product title is visually prominent compared to other content	☐ To Do	☐ Needs Work	☒ Done
The product title is under 65 characters so it appears fully in Google search results	☐ To Do	☐ Needs Work	☒ Done
The product subtitles highlight key product benefits and contains power words, e.g. effortless, incredible, absolute, unique, secret, now, new, exclusive, how to, why	☐ To Do	☐ Needs Work	☒ Done
Product rating overviews are shown near product titles that are linked (with scroll animation) to product reviews (e.g. 4.6, Read 5 Reviews)	☐ To Do	☐ Needs Work	☒ Done
A short list of key benefits of the product is near the main title and linked to a detailed description (with green check arrows)	☐ To Do	☐ Needs Work	☒ Done
The page layout is standardized (e.g. photo gallery on the left side, description and CTA on the right)	☐ To Do	☐ Needs Work	☒ Done
The main product photo is attractive	☐ To Do	☐ Needs Work	☒ Done
The main product photo allows a user to zoom in easily (especially on mobile)	☐ To Do	☐ Needs Work	☒ Done
There is a gallery with different product photos	☐ To Do	☐ Needs Work	☒ Done
The product gallery shows thumbnails of other available images	☐ To Do	☐ Needs Work	☒ Done
The product gallery contains product videos	☐ To Do	☐ Needs Work	☒ Done
The product gallery contains arrows to navigate between images	☐ To Do	☐ Needs Work	☒ Done
The product gallery supports swipe actions on mobile devices	☐ To Do	☐ Needs Work	☒ Done
There are images for different product variants/sizes	☐ To Do	☐ Needs Work	☒ Done
The main CTA is the most visible element on the product page and contains the "cart" icon	☐ To Do	☐ Needs Work	☒ Done
Product variants are easily accessible on mobile and big enough with enough white space around to prevent misclicks	☐ To Do	☐ Needs Work	☒ Done
The product variant selection is connected with the product gallery and shows images of chosen product variants	☐ To Do	☐ Needs Work	☒ Done
A visible reminder is included to select size/color if a customer forgets and clicks "add to cart" too early	☐ To Do	☐ Needs Work	☒ Done
Interactive selectors are used for product variants (the gallery image and the price are changed in real-time, without triggering a page reload)	☐ To Do	☐ Needs Work	☒ Done
A size chart (or link that opens in a small popup and is easily closed on mobile) is provided near the size selections (for products with different sizes)	☐ To Do	☐ Needs Work	☒ Done
Localized units for products are shown with different sizes/measurements (e.g. cm, inches, kg)	☐ To Do	☐ Needs Work	☒ Done
Product descriptions mention the size of the model and the size of the shirt the model is wearing (only for apparel)	☐ To Do	☐ Needs Work	☒ Done

Interactive selectors are used for quantity selection instead of dropdowns (the price and quantity are changed in real-time, without triggering a page reload)	☐ To Do	☐ Needs Work	☒ Done
The CTA copy clearly explains what will happen when you click on it (e.g. Proceed to secure checkout)	☐ To Do	☐ Needs Work	☒ Done
The price of the product is prominent enough, especially if it's discounted	☐ To Do	☐ Needs Work	☒ Done
The price of the product is placed near the main CTA	☐ To Do	☐ Needs Work	☒ Done
The price of the product is localized	☐ To Do	☐ Needs Work	☒ Done
The background color of the product's primary CTA differs from other elements (e.g. slightly grey)	☐ To Do	☐ Needs Work	☒ Done
All additional charges that may apply near the main CTA are shown (e.g. additional shipping costs due to product size, VAT)	☐ To Do	☐ Needs Work	☒ Done
If free shipping is offered, it's highlighted near the main CTA	☐ To Do	☐ Needs Work	☒ Done
All shipping information is shown near the main CTA (delivery to shopper's location, shopper's country flag, cost, time)	☐ To Do	☐ Needs Work	☒ Done
Availability of the product is shown near the main CTA (e.g. "In stock")	☐ To Do	☐ Needs Work	☒ Done
The old price (with a strike-through) is shown with the new price and how much shoppers will save (% or \$) when the product is on sale	☐ To Do	☐ Needs Work	☒ Done
Clear information is shown about returns, refunds and money-back guarantee	☐ To Do	☐ Needs Work	☒ Done
Express payment options are shown and available that are commonly used (e.g. PayPal, Amazon, Google Pay, Apple Pay). Useful for direct-response landing pages	☐ To Do	☐ Needs Work	☒ Done
There is an option for a payment with installments (e.g. Klarna, AfterPay; for expensive products only). Useful for direct-response landing pages that don't encourage the user to add other products to the cart	☐ To Do	☐ Needs Work	☒ Done
The landing page highlights the main benefits of shopping with you (e.g. "Vegan friendly", "We give back to charity", "Not tested on animals", "19,222 products successfully shipped and delivered this month alone")	☐ To Do	☐ Needs Work	☒ Done
Product page highlights logos of news sites/blogs/celebrities where the product/brand has had PR exposure (e.g. "Used by executives at Fortune 500")	☐ To Do	☐ Needs Work	☒ Done
Customer reviews are shown with a review title, customer photos of product, star rating, photo of reviewer, name and last name, "verified" buyer, occupation, and age	☐ To Do	☐ Needs Work	☒ Done
Customer reviews visually stand out from other content (ideally on a slightly yellow background)	☐ To Do	☐ Needs Work	☒ Done
Product page contains photos (with faces) of how (happy) customers are using the product	☐ To Do	☐ Needs Work	☒ Done
Product overall star ratings are shown and can be filtered by the star rating	☐ To Do	☐ Needs Work	☒ Done
Product page contains the number of customers this week/month/all-time (e.g. "19,222 products successfully shipped and delivered this month alone")	☐ To Do	☐ Needs Work	☒ Done
Product page contains video testimonials	☐ To Do	☐ Needs Work	☒ Done
Product page contains the number of Facebook and Twitter followers	☐ To Do	☐ Needs Work	☒ Done

After the user clicks the "Buy button", they are taken to the upsell variant where you offer him a second item (of the same or complementary product) cheaper	☐ To Do	☐ Needs Work	☒ Done
Clear quantity discounts are offered near the main CTA (1x \$24.99/piece, ["Top choice" badge]; 2x 19,99€/piece, ["Recommended" badge]; 3x \$17,49/piece, ["Best value" badge])	☐ To Do	☐ Needs Work	☒ Done
Relevant cross-sell/up-sell products are offered	☐ To Do	☐ Needs Work	☒ Done
Relevant bundle products are offered with prominent discounts	☐ To Do	☐ Needs Work	☒ Done
Urgency triggers are used (e.g. "Today only", "Black Friday offer", "Free bonus", "If order is placed in the next 12 min, it will be shipped today") near the main CTA	☐ To Do	☐ Needs Work	☒ Done
Scarcity triggers are used (e.g. "Only 3 products left") near the main CTA	☐ To Do	☐ Needs Work	☒ Done
Customers are shown how many people have viewed and bought the product in the last 24 hours	☐ To Do	☐ Needs Work	☒ Done
A store is giving away a small percentage of the profit to charity; and highlights this information	☐ To Do	☐ Needs Work	☒ Done
The product page contains "Visitors who viewed this product also viewed..." where users are shown complementary OR/AND alternative products	☐ To Do	☐ Needs Work	☒ Done
The product description is easy to read (font size, contrast, single column, 75 characters per line, line-height 1.5, max. 4 lines long)	☐ To Do	☐ Needs Work	☒ Done
Product information structure is easy to scan (grouped information, bullet points, important benefits highlighted)	☐ To Do	☐ Needs Work	☒ Done
The sections of the page ("General", "Technical info") are grouped together in accordion (if they are longer) and scannable on mobile	☐ To Do	☐ Needs Work	☒ Done
Section titles explain benefits (and not features) of the product	☐ To Do	☐ Needs Work	☒ Done
Customers are shown all the things that are included in the product (ideally with an included photo)	☐ To Do	☐ Needs Work	☒ Done
Product page contains customer FAQs (for each specific product as well as store-wide questions)	☐ To Do	☐ Needs Work	☒ Done
The table of technical specifications is readable (different colors of lines, hover state of the line, not too far apart)	☐ To Do	☐ Needs Work	☒ Done
Product page offers product comparisons	☐ To Do	☐ Needs Work	☒ Done
Product description explains how to use the product in 3 easy steps	☐ To Do	☐ Needs Work	☒ Done
Product page contains embedded reviews (or screenshots) from social networks (e.g. Facebook post, Messenger, Whatsapp, Tweet, Instagram post, Instagram PM, Viber, sms)	☐ To Do	☐ Needs Work	☒ Done

Cart page

25 Questions

The overall cart design is clear and uncluttered	☐ To Do	☐ Needs Work	☒ Done
Urgency triggers are used ("Your items are reserved for 10 minutes", "If you order in next 12 minutes, the order will be shipped today")	☐ To Do	☐ Needs Work	☒ Done

The cart page clearly informs the user how far away they are from the threshold for free shipping (or a 3% discount)	☐ To Do	☐ Needs Work	☒ Done
If the user already reached the threshold for free shipping, the cart prominently highlights that (e.g. bold, green)	☐ To Do	☐ Needs Work	☒ Done
When the user returns to the site, the items that they placed in the cart are still there	☐ To Do	☐ Needs Work	☒ Done
All important product information is shown in the cart (title, image, chosen variant, quantity, price)	☐ To Do	☐ Needs Work	☒ Done
The right product image is shown for the chosen product variant (e.g. Red dress)	☐ To Do	☐ Needs Work	☒ Done
The cart allows you to change the quantity of the product and automatically updates the cart	☐ To Do	☐ Needs Work	☒ Done
The user can easily remove an item from the cart	☐ To Do	☐ Needs Work	☒ Done
The cart shows the day of expected delivery	☐ To Do	☐ Needs Work	☒ Done
Scarcity triggers are shown next to each item ("Only 1 item in stock") in a prominent color (e.g. red, orange)	☐ To Do	☐ Needs Work	☒ Done
The cart offers an easy way to get in touch with the store's help center (e.g. live chat, email, phone number)	☐ To Do	☐ Needs Work	☒ Done
Information about returns, refunds and a money-back guarantee is shown (if on external pages, a small pop-up window appears instead of redirecting the customer away from the cart)	☐ To Do	☐ Needs Work	☒ Done
The cart offers a way to enter a coupon code but with a hidden input field (so users won't go searching for coupon codes on Google)	☐ To Do	☐ Needs Work	☒ Done
The cart offers (inexpensive) upsell/cross-sell products with benefits and urgency ("Now or never") and a special discount (e.g. 50% OFF)	☐ To Do	☐ Needs Work	☒ Done
Customers can "save products / cart for later" instead of deleting them	☐ To Do	☐ Needs Work	☒ Done
The subtotal price is prominent and placed near the main CTA	☐ To Do	☐ Needs Work	☒ Done
Estimated taxes are shown	☐ To Do	☐ Needs Work	☒ Done
The shopper is shown how much they will save on their entire purchase near main CTA	☐ To Do	☐ Needs Work	☒ Done
The main CTA includes what will happen next ("Proceed to a secure checkout") and is the most prominent element and duplicated at the top and bottom of the page	☐ To Do	☐ Needs Work	☒ Done
The main CTA ("Proceed to a secure checkout") includes a lock icon on a distinctive (gray) background	☐ To Do	☐ Needs Work	☒ Done
Below the main CTA is a trust icon / seal badge (e.g. verified by Norton) along with reassuring copy "Shop with confidence"	☐ To Do	☐ Needs Work	☒ Done
Alternative payment options are shown below the main CTA button (e.g. PayPal, Amazon Pay, Google Pay)	☐ To Do	☐ Needs Work	☒ Done
Images of all available installment methods are shown (e.g. Klarna) with clear monthly payment and duration info (especially useful for more expensive products)	☐ To Do	☐ Needs Work	☒ Done
A secondary CTA "Continue shopping" button is available on the cart page	☐ To Do	☐ Needs Work	☒ Done

Checkout page

38 Questions

The checkout allows the user to make a purchase as a guest (avoids unnecessary registration)

☐ To Do

☐ Needs Work

☐ Done

The site provides good feedback during checkout (e.g. a progress bar indicates where the user is in the checkout process)

☐ To Do

☐ Needs Work

☐ Done

If there is a multi-step checkout, it's clear what will happen after you click CTA

☐ To Do

☐ Needs Work

☐ Done

The form avoids making the user start again if there's an error

☐ To Do

☐ Needs Work

☐ Done

Immediately prior to committing to the purchase, the site shows the user a clear order summary

☐ To Do

☐ Needs Work

☐ Done

Below the main CTA is a trust icon / seal badge (e.g. verified by Norton) along with reassuring copy "Shop with confidence"

☐ To Do

☐ Needs Work

☐ Done

Checkout doesn't contain any outgoing links (e.g. clickable logo, navigation and footer)

☐ To Do

☐ Needs Work

☐ Done

The site's privacy policy is easy to find, especially on pages that ask for personal information, and the policy is simple and clear

☐ To Do

☐ Needs Work

☐ Done

Checkout offers an easy way to get in touch with the store's help center (e.g. live chat, email, phone number)

☐ To Do

☐ Needs Work

☐ Done

The main CTA is the most prominent element on the checkout page

☐ To Do

☐ Needs Work

☐ Done

After the checkout page and before the thank you page, there is an upsell step where user can add another product to the existing order

☐ To Do

☐ Needs Work

☐ Done

The checkout page contains order bumps (e.g. "Skip the queue", "Urgent shipping", "Gift packaging", "Package insurance" with prices under \$3)

☐ To Do

☐ Needs Work

☐ Done

Urgency triggers are used ("Your items are reserved for 10 minutes", "If your order is completed in the next 12 minutes, it will be shipped today")

☐ To Do

☐ Needs Work

☐ Done

Checkout allows users to log in so they don't need to type in all the information again

☐ To Do

☐ Needs Work

☐ Done

During registration, the password selection process is not overcomplicated with unnecessary requirements

☐ To Do

☐ Needs Work

☐ Done

Password recovery is easy

☐ To Do

☐ Needs Work

☐ Done

The layout of input fields is as simple as possible (single column, ideally)

☐ To Do

☐ Needs Work

☐ Done

The checkout page has the minimum amount of input fields needed for completing the purchase

☐ To Do

☐ Needs Work

☐ Done

The checkout page input fields are "floating labels" so the user can see the name of the field and its contents simultaneously

☐ To Do

☐ Needs Work

☐ Done

The user's email address is requested first so in case they leave the checkout, the store is able to contact them

☐ To Do

☐ Needs Work

☐ Done

The input fields contain suggestions (Email: e.g. john.doe@gmail.com) to decrease the user's cognitive load

☐ To Do

☐ Needs Work

☐ Done

The checkout page has an option to check "the billing address is the same as shipping", so the user doesn't need to enter the same address twice

☐ To Do

☐ Needs Work

☐ Done

Choosing a payment option (e.g. radio buttons) is easily accessible on mobile	☐ To Do	☐ Needs Work	☒ Done
Visual prompts are included for credit card details, such as an image of where to find the CVV code	☐ To Do	☐ Needs Work	☒ Done
Credit card input fields are shown on a gray background for higher (perceived) trust	☐ To Do	☐ Needs Work	☒ Done
Users can easily jump between input fields of a form by using the "Tab" key	☐ To Do	☐ Needs Work	☒ Done
When entering data into a number-only input field (e.g. post code, phone number), a numeric keyboard is shown on mobile	☐ To Do	☐ Needs Work	☒ Done
When entering an email, a keyboard with dedicated buttons for @ and ".com" is shown on mobile	☐ To Do	☐ Needs Work	☒ Done
Input-field width indicates the amount and format of data that needs to be entered (e.g. postal code input is smaller than address), including credit card inputs	☐ To Do	☐ Needs Work	☒ Done
Optional and mandatory fields are easily distinguishable	☐ To Do	☐ Needs Work	☒ Done
If we are asking for the phone number, we must explain beside/below the input that it's only for delivery information	☐ To Do	☐ Needs Work	☒ Done
Checkout is using a database of street addresses so the user cannot mistype the address	☐ To Do	☐ Needs Work	☒ Done
Input fields use inline validation with a prominent green/red border and arrow/x sign (e.g. if the email is correctly entered)	☐ To Do	☐ Needs Work	☒ Done
The error state of incorrectly filled out input fields clearly states what is wrong and how it should be corrected	☐ To Do	☐ Needs Work	☒ Done
The user does not need to enter the same information more than once	☐ To Do	☐ Needs Work	☒ Done
Checkout uses an auto-complete function wherever possible (e.g. when user types in the postal code, the city gets filled out automatically)	☐ To Do	☐ Needs Work	☒ Done
If the user leaves the checkout and then returns, the input fields will have been saved so they can continue where they left off	☐ To Do	☐ Needs Work	☒ Done
Input fields have an option ("X" icon at the right side) to delete the content with one click	☐ To Do	☐ Needs Work	☒ Done

Thank you page		8 Questions	
Thank you page clearly states that the user successfully completed the purchase and congratulates them	☐ To Do	☐ Needs Work	☒ Done
Thank you page clearly summarizes what was in the order	☐ To Do	☐ Needs Work	☒ Done
Thank you page clearly states when the package will arrive and with what courier / delivery service	☐ To Do	☐ Needs Work	☒ Done
Thank you page offers an easy way for the user to get in touch with the store owner(e.g. live chat, email, phone number)	☐ To Do	☐ Needs Work	☒ Done
The thank you page explains to the user how they can track their package	☐ To Do	☐ Needs Work	☒ Done

Thank you page offers the user to buy additional items/quantity of the same product at a lower price, or buy another complementary product, with a clear explanation that these additional items will be combined with their recently made order)

☐ To Do

☐ Needs Work

☐ Done

Thank you page offers the user a coupon code that they can use for their next purchase, or give it to their friends

☐ To Do

☐ Needs Work

☐ Done

The user receives a summary of all information in their confirmation email (product summary, upsells, coupon code that is on the thank you page, etc.)

☐ To Do

☐ Needs Work

☐ Done

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