Ecommerce Conversion Checklist

50+ Optimization Tactics to Increase Your Store's Performance

How to Use This Checklist

This checklist contains 50+ proven optimization tactics tested across multiple successful online stores. Each item is prioritized by impact and implementation difficulty. Focus on high-impact items first for maximum ROI.

High Priority: Immediate impact, implement first

Medium Priority: Solid returns, implement next

Low Priority: Nice-to-have improvements

> **Expected Results:**
>
> Implementing the high-priority items typically increases conversion rates by 15-40% within 30-60 days. Complete implementation can double conversion rates.

Homepage & Navigation (10 items)

- [ ] **Clear Value Proposition:** Communicate what you sell and why customers should choose you within 5 seconds
- [ ] **Mobile-First Design:** Ensure your site looks perfect on mobile devices (60%+ of traffic)
- [ ] **Search Functionality:** Implement intelligent search with filters, autocomplete, and spelling correction
- [ ] **Mega Menu Navigation:** Use visual category menus for stores with 20+ products
- [ ] **Trust Signals:** Display security badges, customer count, years in business prominently
- [ ] **Social Proof:** Show recent purchases, customer reviews, or testimonials on homepage
- [ ] **Exit-Intent Popup:** Capture emails from visitors about to leave with compelling offer
- [ ] **Live Chat Widget:** Provide instant support during business hours
- [ ] **Breadcrumb Navigation:** Help users understand their location in your site hierarchy
- [ ] **Recently Viewed Products:** Show what customers looked at previously

Product Pages (15 items)

- [ ] **High-Quality Images:** Multiple angles, zoom functionality, lifestyle shots showing product in use
- [ ] **Clear Pricing:** Show price prominently, include any savings from regular price
- [ ] **Stock Indicators:** Show "In Stock," "Low Stock," or "Out of Stock" clearly
- [ ] **Add to Cart Button:** Use contrasting color, make it large and easy to find
- [ ] **Product Reviews:** Display customer ratings and reviews prominently
- [ ] **Detailed Descriptions:** Include specifications, dimensions, materials, care instructions
- [ ] **Shipping Information:** Show shipping costs and delivery timeframes
- [ ] **Return Policy:** Clear, easy-to-find return and exchange information
- [ ] **Size Guides:** For apparel/shoes, provide detailed sizing charts
- [ ] **Product Videos:** Show products in action, especially for complex items
- [ ] **Related Products:** "Customers also bought" or "You might also like" suggestions
- [ ] **Wishlist Functionality:** Allow customers to save items for later
- [ ] **Q&A Section:** Let customers ask questions about products
- [ ] **Social Sharing:** Easy sharing to social media platforms
- [ ] **Product Comparisons:** Allow side-by-side feature comparisons

Shopping Cart & Checkout (12 items)

- [ ] **Guest Checkout:** Allow purchases without creating an account
- [ ] **Cart Abandonment Recovery:** Send email series to customers who don't complete purchase
- [ ] **Multiple Payment Options:** Accept credit cards, PayPal, Apple Pay, Google Pay
- [ ] **SSL Certificate:** Secure checkout with HTTPS encryption throughout
- [ ] **Progress Indicators:** Show checkout steps and current position
- [ ] **Shipping Calculator:** Calculate and display shipping costs before checkout
- [ ] **Promo Code Field:** Allow discount codes but don't make them prominent
- [ ] **Order Summary:** Clear breakdown of items, taxes, shipping, total
- [ ] **Error Handling:** Clear error messages with specific solutions
- [ ] **Upsells/Cross-sells:** Suggest complementary items during checkout
- [ ] **Save for Later:** Move cart items to wishlist instead of removing
- [ ] **Estimated Delivery Date:** Show when order will arrive

⚡ Site Performance (8 items)

- [ ] **Page Load Speed:** Optimize for under 3 seconds (use Google PageSpeed Insights)
- [ ] **Mobile Performance:** Test and optimize mobile page speed separately
- [ ] **Image Optimization:** Compress images without losing quality
- [ ] **CDN Implementation:** Use content delivery network for faster global loading
- [ ] **Caching Strategy:** Implement browser and server-side caching
- [ ] **Minify Code:** Compress CSS, JavaScript, and HTML files
- [ ] **Lazy Loading:** Load images as users scroll to improve initial load time
- [ ] **Database Optimization:** Regular cleanup and query optimization

Email & Marketing (10 items)

- [ ] **Welcome Email Series:** 3-5 emails introducing new subscribers to your brand
- [ ] **Email Capture:** Newsletter signup with incentive (discount, free guide, etc.)
- [ ] **Order Confirmation Emails:** Professional, branded emails with order details
- [ ] **Shipping Notifications:** Automated emails with tracking information
- [ ] **Review Request Emails:** Ask for reviews 1-2 weeks after delivery
- [ ] **Retargeting Campaigns:** Facebook/Google ads for website visitors who didn't buy
- [ ] **Birthday/Anniversary Emails:** Special offers for customer milestones
- [ ] **Win-Back Campaigns:** Re-engage customers who haven't purchased recently
- [ ] **Post-Purchase Surveys:** Gather feedback to improve customer experience
- [ ] **Loyalty Program:** Reward repeat customers with points or exclusive access

Implementation Priority

Week 1-2: Quick Wins

Focus on all HIGH PRIORITY items. These provide immediate impact with minimal technical effort. Most can be implemented without developer help.

Week 3-6: Foundation Building

Tackle MEDIUM PRIORITY items. These require more time but provide solid ROI. May need developer assistance for technical items.

Month 2+: Optimization

Work through LOW PRIORITY items as time and resources allow. Focus on items most relevant to your specific business model.

> **Important:**
>
> Test one change at a time when possible. Use A/B testing for major changes to measure actual impact on conversion rates.

Measuring Success

Key Metrics to Track

- [ ] **Conversion Rate:** Percentage of visitors who make a purchase

- [ ] **Average Order Value:** Average amount spent per transaction

- [ ] **Cart Abandonment Rate:** Percentage who add items but don't complete purchase

- [ ] **Page Load Speed:** Time to load key pages (homepage, product, checkout)

- [ ] **Mobile Conversion Rate:** Track mobile performance separately

- [ ] **Email Open/Click Rates:** Engagement with marketing emails