



E-commerce Conversion Rate Optimization Checklist

Is your e-commerce store losing sales without you knowing it? In today's competitive online marketplace, an unoptimized store costs you customers, revenue, and brand loyalty every single day.

This checklist gives you the exact blueprint top e-commerce brands use to make irresistible product pages, streamline the

checkout process, turn visitors into loyal buyers, and maintain a high-performing, trustworthy online presence.

How to Use These Checklists:

1. Go through each item systematically.
2. Mark “[]” if the point is done or applies to your current situation.
3. Mark “[]” if the point is not done or needs attention.
4. For “[]” answers, note down specific issues and potential solutions.
5. Prioritize areas for improvement based on their

potential impact on your goals.

6. Regularly revisit and update these checklists as your business and strategies evolve.

I. Website Fundamentals & User Experience

Domain & Security:

[] Is the domain name relevant and easy to remember for e-commerce?

[] Is the website secured with HTTPS (SSL certificate)?

[] Is the domain authority reasonably good? (Use a tool to check)

Website Speed & Performance:

[] Does the website load quickly on desktop and mobile, especially product and checkout pages? (Test with tools like Google PageSpeed Insights)

[] Are product images optimized for web without sacrificing quality?

[] Is the website hosted reliably, especially during peak traffic?

Mobile Responsiveness:

☐ Is the website fully responsive and easy to use on all screen sizes for shopping?

☐ Is the product Browse and checkout process intuitive on mobile devices?

☐ Is product information and pricing legible on smaller screens?

Navigation & Site Structure:

☐ Is the main navigation clear, concise, and easy to

understand for shoppers
(e.g., categories, search
bar)?

☐ Can users easily find
products they are looking for
within 3 clicks?

☐ Is there a clear site map?

☐ Are internal links used
effectively to guide users to
related products and improve
SEO?

Accessibility:

☐ Does the website adhere to

basic accessibility guidelines (WCAG)?

☐ Are there alt tags for product images?

☐ Is the color contrast sufficient for readability of product descriptions and prices?

☐ Can the website be navigated using a keyboard?

User Experience (UX):

☐ Is the overall design professional, trustworthy,

and appealing for shopping?

[] Is the layout clean and uncluttered, especially on product pages?

[] Is the language clear, concise, and persuasive for product descriptions?

[] Are call-to-action buttons (e.g., “Add to Cart,” “Buy Now”) prominent and clear?

[] Is there a clear and easily accessible privacy policy and terms of service, especially for returns/refunds?

II. Content & Messaging

Value Proposition:

[] Is it immediately clear what products/services the e-commerce store offers?

[] Does the website clearly articulate the unique benefits of buying from this store (e.g., free shipping, unique products, great customer service)?

[] Is the messaging benefit-oriented and persuasive?

Product Pages:

☐ Are all key products clearly listed and described in detail?

☐ Is the product information accurate, up-to-date, and comprehensive (e.g., specs, dimensions, materials)?

☐ Are high-quality product images and videos included?

☐ Are there clear calls to action on product pages?

“About Us” / “Our Story”

Page:

☐ Is there a professional and engaging “About Us” page that builds trust?

☐ Does it tell the story of the brand and its values?

☐ Are high-quality photos included?

Customer Support & FAQs:

☐ Does the website offer valuable customer support resources (e.g., FAQs,

shipping info, return policy)?

☐ Is this content regularly updated?

☐ Is the information easy to understand and relevant to potential customers?

Testimonials & Reviews:

☐ Are customer testimonials or product reviews prominently displayed?

☐ Are there links to external review platforms (e.g., Trustpilot, Google Reviews)?

Contact Information:

☐ Is the customer service contact information clearly visible on all pages?

☐ Is there a contact form for inquiries?

☐ Are customer service hours clearly stated?

III. Conversion Optimization Specifics

Shopping Cart & Checkout:

☐ Is the shopping cart clearly visible and easy to access?

[] Is the checkout process streamlined and simple (e.g., guest checkout option)?

[] Are there progress indicators in the checkout flow?

[] Are shipping costs and estimated delivery times clearly displayed early in the process?

[] Are various secure payment options available?

Trust Signals:

☐ Are trust badges (e.g., secure payment, money-back guarantee) prominently displayed?

☐ Is there clear information about returns, refunds, and exchanges?

☐ Are security measures for customer data clearly communicated?

Personalization:

☐ Is there personalized product recommendations

based on Browse history or purchase behavior?

☐ Are abandoned cart recovery emails implemented?

Offers & Incentives:

☐ Are promotions, discounts, or special offers clearly visible?

☐ Is there an option for first-time buyer incentives?

☐ Is there a clear call to action for signing up for

newsletters for exclusive deals?

IV. Marketing & Analytics

Call Tracking:

☐ Is call tracking implemented to measure the effectiveness of online marketing efforts (if applicable for phone orders/inquiries)?

Analytics Tracking:

☐ Is Google Analytics (or a

similar tool) properly installed and configured?

[] Are key e-commerce metrics being tracked (e.g., conversion rate, average order value, cart abandonment rate)?

[] Are goals set up in Google Analytics to track important actions (e.g., purchases, add to cart, checkout initiation)?

Integration with Other

Marketing Channels:

[] Are social media profiles linked to the website?

[] Is there a strategy for email marketing or other online outreach for e-commerce?

[] Is the website integrated with any online advertising campaigns (e.g., Google Ads, social media ads)?

Content Marketing Effectiveness:

[] Is the blog or resource section driving traffic and engagement related to products?

[] Is product-related content being shared on social media?

[] Is the content helping to establish the brand as a thought leader in its niche?

At Brand Shop, we provide strategic guidance and hands-on support in developing and implementing comprehensive growth marketing strategies.

What We Offer

Growth Strategy and Planning:

- Comprehensive business and marketing audits
- Goal setting and KPIs
- Target audience analysis and segmentation
- Tailored Growth Strategies and Roadmaps

Digital Marketing Expertise:

- Google Search Engine Optimisation (SEO)
- Paid advertising (PPC, Social Ads)
- Content marketing strategy and execution
- Social media growth
- Email marketing automation
- Conversion Rate Optimisation (CRO)

Marketing Technology and Automation:

- Marketing software assessment and recommendations
- Implementation and optimisation of marketing automation
- Data and analytics setup (e.g., Google Analytics, CRM integration)
- Performance reporting and insights generation

1:1 Coaching and Workshops:

- Personalised guidance on growth marketing principles
- Training on specific marketing channels and tools
- Team workshops to foster a growth-oriented mindset

Consulting Services:

- Objective analysis and strategic recommendations
- Implementation support and project management
- Performance monitoring and iteration
- Long-term partnership for sustainable growth

Additional Areas of Expertise:

- Customer acquisition and retention strategies
- Marketing analytics and reporting
- Funnel optimisation

**If you're ready to move
beyond fragmented efforts
and build a strategic,
data-driven engine for
sustainable growth—
we'd love to connect.**



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