

# ECommerce checklist

## 1. Essentials

- Add to / change cart
- Analytics
- Availability
- Best sellers
- Categories and brands
- Colour options
- Contact us
- Date added
- Delivery options (card address / gift address)
- External feeds to Google, Amazon etc.
- Featured products
- Gifts & wrapping
- Images (thumbs / views / zoom)
- Links to internal databases (accounting / CRM / stock)
- My account (user / password / password reminder / change password)
- Navigation and selection; breadcrumbs
- Offers (bogof / loyalty / discounts / vouchers / free postage)
- Order tracking
- Past orders
- Payment methods (cards / PayPal / Google Checkout)
- Price (currencies)
- Product / advanced search
- Product categories
- Product descriptions (short / long)
- Product detail (materials used / dimensions / weight / cleaning / washing)
- Product title
- Recently viewed
- Registration, purchase, abandoned basket, new product emails
- Shipping (weight / delivered to / carrier options / fees / offers)
- Shop and content management / administration
- Sizing / size guide
- Store locations
- Store name, address and phone number
- Tell a friend

## 2. Ratings, reviews, sharing and storing

- Add to wish list (item / seller)
- Bookmarks / sharing / tweet this / send to a friend
- Item followers
- Item ratings
- Item reviews (and / or comments)
- Rate item ('love this' / 1-5 stars, etc)

## 3. Credibility

- Complaints
- Cross-selling / up-selling (buy with X and save £££)
- People who liked this also liked...
- Privacy
- Returns policy
- Security

Sitemap  
Surveys  
Testimonials

#### **4. Richer, deeper**

Build a ... room / set / relevant group  
Colour chart  
Flag item (spam etc)  
International pricing / currency converter (e.g. £99, EU110, \$165)  
Number produced  
Product code  
Stats (views / fans / item follows / sales)  
Trustmarks (security signs, testimonials)  
Video

#### **5. Things to get right in ecommerce**

##### **Arrival date**

Show me a date when I should expect to see the item at my door.

##### **Calls to action**

Have clear calls to action, 'add to basket' buttons, annotated forms, and images.

##### **Differentiation**

What makes you different to your competitors? Explain why I should buy from you.

##### **Don't change negative reviews**

If I write a negative review about a product, please don't moderate the review to put a positive spin to my content. Remember that customer reviews are supposed to be unbiased and any attempt from your side to hide or suppress the negative reviews is a sure way to lose trust.

##### **Don't duplicate**

If I have told you anything about myself such as my postcode, please try to remember it. Don't make me re-enter that information at checkout. There is a good probability that I will not change that information, but just give me an option to change it later if I need to.

##### **Ease of use**

Customer experience is everything. Pages must load quickly and navigation must be intuitive. The mantra is this: test, tweak, monitor, repeat.

##### **Email addresses**

If you take my email address during checkout, please make good use of it. For example, it would be nice of you to follow up a few days later to check if the item arrived properly, and if I would be interested in writing a review for

the item. I don't mind writing an honest review – you just have to ask and remind me.

## **Features**

Order tracking, check stock, reserve and collect, book home delivery etc

## **Forms**

Fields must be properly labelled and annotated. Clarity is essential, if you want to avoid frustration. Shorter forms tend to be less daunting for consumers, and have lower abandonment rates.

## **Help**

People need to know that assistance is only a moment away, should they need it. Visible contact numbers on every page are a good idea if you want to guarantee the sale. Easy to find contact details are essential if you want to engender trust. Let people know that you will be responsive and keen to help should problems arise.

## **Incentives**

Free shipping is easy to understand and obviously delivers value to the customer. Cross selling / promotions can also work a treat, such as Amazon's "buy this with that and save £££".

## **Jargon**

Use plain English not jargon.

## **Key information**

Key information needs to be above the fold. Shipping information (options / fees) must live on the product page, and not just the checkout.

## **Legals**

Make sure all legals – privacy, disclaimer, terms, copyright, returns are easy to find and clear.

## **Navigation**

Make it structured and clear - L1, L2, L3 etc and one click as far as possible from Page A to Page Z.

## **Out-of-stock items**

Don't let me add something to the cart if later you will tell me that it is out of stock. If you already know that something is out of stock, can you please show that upfront on the product page so we don't waste each other's time?

## **Payment Options**

The more payment options, the higher the conversion rate. The fewer navigation options in the checkout process, the lower the abandonment rate. Flexible shipping options and returns policies also help drive conversions.

### **Recommendations**

People who bought this also bought this, you might like suggestions, what's new, top sellers, personalised recommendations.

### **Referrals**

People that visit from a search engine will have a referring keyword query that you can replicate and highlight on the page. Match PPC ads to smart landing pages that reflect the search term. Ad campaigns should have dedicated landing pages.

### **Registration**

Offer registration for future ease of use and larger customer database but do not force me to register during the checkout process.

### **Repetition**

Repeat key statements and offers. Leave prospective customers in no doubt about the price, the shipping commitment, the price, the service guarantees. Experiment with repeating 'add to cart' buttons and search boxes (above and below the fold).

### **Returns**

A clear returns policy is essential. The easier you make it for customer to return unwanted goods the better. This can include paid-for shipping and multichannel returns (buy online, return in store). There are also a variety of things that you can do to minimise online returns.

### **Show me the shopping cart**

Don't wait until the final step in the checkout to show me the final price including the coupon discounts, taxes and shipping costs. I would like to know that information at the shopping cart page so there are no surprises during the final step.

### **Trust**

No trust, no sale. It's as simple as that. What can you do to boost trust? Try testimonials, trustmarks, clear policies, visible contact details, and plenty of user generated content...

### **User generated content**

Reviews, ratings and testimonials are known to help improve trust, loyalty, conversion rates and therefore sales (and profits).