



Online Checkout Optimisation Checklist



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A smooth and efficient checkout experience is crucial for ensuring customers complete their online purchases. Prioritising simplicity, efficiency, and functionality reduces cart abandonment and boosts revenue. Regularly checking your online checkout process to identify any points of leakage, pain points and minimising distractions is essential.

Declutter your checkout

- Minimise distractions, avoid adding anything that diverts attention away from the checkout process.
- Remove unnecessary navigation items to keep users focussed.

Streamline the process for efficiency

- Implement a single-page checkout merging all checkout steps into one page (if possible).
- Limit form fields. Only ask for information that is necessary to complete the transaction.
- Integrate auto-fill to speed up the checkout process and reduce errors.
- Enable express checkout to cater to users who prefer a faster checkout experience.
- Implement instant address validation.

Enhance trust & security

- Display security badges or assurances to increase trust during checkout.
- Provide easy access to customer service in case users have questions or issues.

Improve user experience

- Enable guest checkout for users who don't want to create an account.
- Optimise mobile checkout experience.
- Utilise progress indicators.
- Enable cart editing without leaving the checkout.
- Offer multiple payment methods to accommodate user preferences.
- Offer real-time shipping quotes.
- Clearly summarise the order details before users finalise their purchase.
- Immediately confirm the order with a post-purchase confirmation message or redirect to a thank you page.

