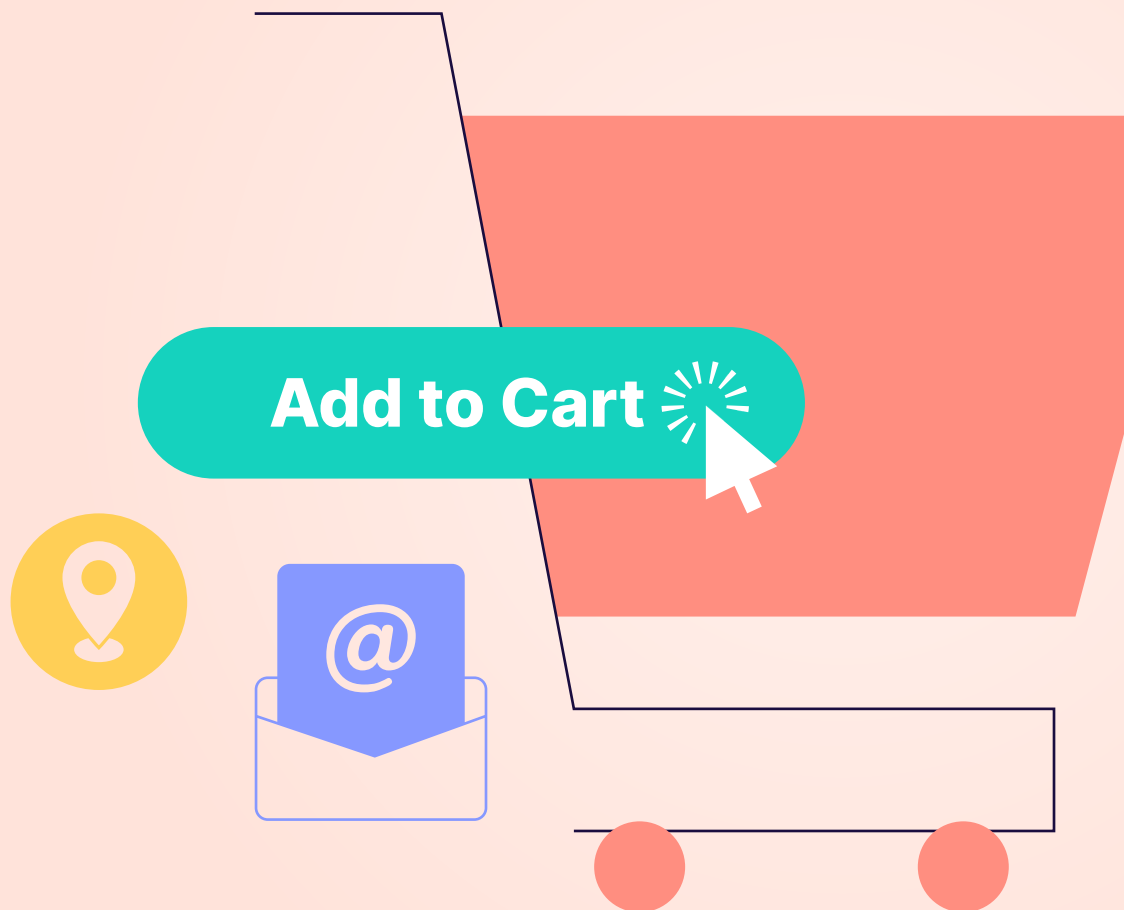




The eCommerce UX Optimisation Checklist



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The eCommerce UX Optimisation Checklist

User experience (UX) is the foundation of a successful eCommerce store. A well-designed, intuitive shopping experience keeps customers engaged, reduces friction, and increases conversions. Every interaction—from navigation to checkout—should be seamless and user-friendly. This checklist will help you optimise your eCommerce site to deliver a smooth, efficient, and enjoyable shopping experience.

Mobile-First Design Approach

- All touchpoints are optimised for mobile users (e.g. buttons large enough for easy tapping)
- Menu structure is simple and consistent
- Search bar is easily accessible on all pages
- Sticky headers for easy access to navigation without scrolling

Conversion-Focused CTAs

- CTA buttons use action-driven language (e.g. "Shop Now," "Add to Cart")
- CTAs are placed at natural decision points (e.g. above the fold, at the end of product descriptions)
- CTA buttons stand out visually with high contrast and proportionate sizing

Fast Page Load Times

- Pages load in under 3 seconds
- Images are compressed without losing quality
- Browser caching is implemented for faster loading

Forms Prioritise Simplicity

- Autofill and auto-suggestions included to streamline form completion
- Field entries are minimised to reduce friction
- Placeholder text and inline validation added to guide users through form completion

Social Proof Incorporated

- Product reviews and customer testimonials are displayed prominently
- Trust signals (e.g. security badges, certifications) are visible

Frictionless Checkout Process

- Checkout process is short with minimal steps
- Option for guest checkout is available
- Only essential form fields are required (e.g. name, email, phone)
- A variety of payment methods are offered (credit cards, PayPal, digital wallets, etc.)

The eCommerce UX Optimisation Checklist

- High-Quality Product Pages
 - Product images are high-resolution with zoom and multiple angles
 - Detailed product descriptions that highlight key features and benefits
 - Pricing is clear with any discounts, promotions, or special offers visible
 - Related products or cross-sell recommendations are displayed
- Limit Pop-ups & Distractions
 - Exit-intent pop-ups are used strategically to capture leads or recover abandoned carts
 - Limited use of intrusive pop-ups that disrupt the shopping experience
 - All pop-ups are easy to close
 - Banners and notifications do not obstruct navigation or the user's ability to browse or interact with the site
- Usability Testing Conducted Before Launching
 - Website is tested with a sample of end-users to identify pain points
 - Feedback is gathered on site navigation, readability, and experience
 - Heatmaps and user behaviour analysis tools (e.g. Hotjar) are used for further optimisation
- Multiple Contact Channels
 - AI chatbots are set up for 24/7 assistance if required
 - Email or phone support is easy to find
 - Help centre / FAQ section is comprehensive, offering self-service support for common queries
- Post-Purchase Experience
 - Order confirmation emails are sent with tracking information
 - User accounts include easy access to order history and tracking
 - Simple returns process offered with clear instructions

