



eCommerce Conversion Funnel Checklist



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CHECKLIST

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This checklist is a powerful framework for identifying what drives engagement—and where potential sales are lost. Each stage reveals opportunities to refine your user journey, strengthen customer trust, and optimise conversion performance. This checklist will help you analyse data across every touchpoint, uncover drop-off points, and build a conversion pathway that turns browsers into buyers.

☐ Stage 1: Awareness / Traffic Acquisition

- ☐ Identify traffic sources (organic, paid, social, referral)
- ☐ Ensure landing page aligns with ad or source promise
- ☐ Measure traffic quality and engagement metrics
- ☐ Track first-touch conversions (newsletter signups, product clicks)
- ☐ Implement retargeting pixels / tracking for follow-ups

☐ Stage 2: Interest / Engagement

- ☐ Monitor product/category page views per visitor
- ☐ Track clicks on recommended products or upsell opportunities
- ☐ Identify bounce rates on key entry pages
- ☐ Test CTAs for newsletter, lead magnets, or gated content
- ☐ Measure time on site and pages per session

☐ Stage 3: Consideration / Evaluation

- ☐ Track product detail views and comparison behaviour
- ☐ Monitor add-to-cart actions
- ☐ Evaluate engagement with reviews, ratings, and social proof
- ☐ Identify drop-off points before adding to cart
- ☐ Test urgency or scarcity tactics (limited stock, timers)
- ☐ Track coupon usage or interest in promotions

☐ Stage 4: Intent / Decision

- ☐ Monitor cart creation and abandonment rates
- ☐ Track interactions with checkout start
- ☐ Measure coupon code application and usage
- ☐ Test exit-intent offers or pop-ups to capture intent
- ☐ Identify friction points in form fields, payment options, shipping selection



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☐ Stage 5: Purchase / Conversion

- ☐ Track completed transactions by traffic source and segment
- ☐ Monitor average order value (AOV) and conversion rate
- ☐ Analyse checkout drop-offs and failure points
- ☐ Ensure thank-you page optimised for upsells/cross-sells
- ☐ Track post-purchase engagement opportunities (reviews, referrals, loyalty)

☐ Stage 6: Retention / Advocacy

- ☐ Track repeat purchases and customer lifetime value (CLV)
- ☐ Monitor engagement with post-purchase emails and campaigns
- ☐ Track referral actions and sharing behaviour
- ☐ Identify opportunities for cross-sells or subscriptions
- ☐ Measure Net Promoter Score (NPS) or review submission rates

☐ Stage 7: Analytics & Continuous Optimisation

- ☐ Funnel drop-off points tracked and visualised
- ☐ A/B testing applied to key funnel stages
- ☐ Funnel segmented by device, traffic source, and user type
- ☐ Heatmaps and session recordings analysed for friction
- ☐ Funnel improvements prioritised based on revenue impact

