



# SHOPIFY STORE CONVERSION BLUEPRINT

40+ CONVERSION RATE OPTIMISATION TIPS  
THAT WILL CONVERT WAY MORE  
BROWSERS INTO BUYERS



ECOMMERCE  
CIRCLE



# CRO CHECKLIST



## General CRO

- Does every page pass Google Page speed test?
- Do all buttons use hover affects, animations, to imply they are clickable?
- Does search use auto suggest and does it search through categories and products?
- Does the footer have a back to top option?
- Does the header have a mini cart & does the mini cart drop down when you mouse over it?
- Does the header have a phone number?
- Does the home page promotes site wide offers on top navigation bar (eg: Free Shipping) with time based scarcity triggers?
- Does the search area have a magnifying glass to imply it is a searchable?
- Does the site have live chat?
- Is there a newsletter subscription box in the footer and does it have an engaging offer?



## Collection Page

- Is there a description section (with 400 words) on top of the page (visually 30% hidden with "Read more" for SEO purposes)?
- Can you add products to the cart from this page?
- Can you sort products by best sellers?
- Do products that have free delivery associated with them mention this offer?
- Do some products have scarcity associated with them. i.e. (Only 5 left in stock)?
- Does the page have 300 words of optimised SEO content at the top of the page that clearly describes what products are featured?
- Are the most frequently sold and most popular products listed in the first 9-12 positions?



## Home Page

- Are there customer specific product reviews on individual products?
- Are the most important product categories shown near the top of the website and do they have good descriptions and photos?
- Does the page pass Google Page speed test?
- Does the home page have trending products listed?
- Does the home page have products that are on sale listed?
- Is there information about the founders of the business on the home page?
- When you arrive on the home page, is it immediately obvious what the site is selling in less than 3 seconds?
- Are special deals, offers, and urgency offers are highlighted near the top of the home page?



## Product Page

- Are the product names descriptive, but not excessively long?
- Are the product reviews easy to see and if so, are they live & dynamic (not static)?
- Are there bread crumbs for navigation?
- Are upsells, bundle, or down sells clearly displayed?
- Is it easy to tell if the product is in stock or not?
- Is the add to cart button, yellow, blue or green (the top three converting colours)?
- If the product has free shipping, is it displayed on the page?





## Cart Page

- Can you update the quantity of items you have ordered in the cart?
- Does the shopper have the option to use services like Google Pay, AfterPay, Paypal?
- Is it clear how far away a user is from receiving free shipping?
- Is Information about returns, refunds and a money-back guarantee shown? (if on external pages, a small pop-up window appears instead of redirecting the customer away from the cart)
- Is the shipping price clearly displayed?
- Is there information about shipping, returns, refunds in the cart?
- Are urgency triggers used? ("Your items are reserved for 10 minutes", "If you order in next 12 minutes, the order will be shipped today")





## Cart Page

- Can you update the quantity of items you have ordered in the cart?
- Does the shopper have the option to use services like Google Pay, AfterPay, Paypal?
- Is it clear how far away a user is from receiving free shipping?
- Is information about returns, refunds and a money-back guarantee shown? (if on external pages, a small pop-up window appears instead of redirecting the customer away from the cart)
- Is the shipping price clearly displayed?
- Is there information about shipping, returns, refunds in the cart?
- Are urgency triggers used? ("Your items are reserved for 10 minutes", "If you order in next 12 minutes, the order will be shipped today")

# NEED SOME HELP?

Need help with your checklist items?

Book a FREE 30-minute Conversion Rate Optimisation Improvement Insite Session with us.

We help you understand the checklist and make sure you have everything you need to fully audit the conversion

No obligation and 100% free.

Schedule your call now.

[BOOK A SESSION](#)



LIMITED  
AVAILABILITY

**30 MIN**

CRO INSITE  
SESSION

