

14-Point Conversion Checklist for Your Website

- 1. Build a Responsive & Optimized Site**
Mobile friendly, easy to navigate, and fast
- 2. Make The Shopping Cart Obvious**
Use the standard 'cart' icon in your navigation
- 3. Make Checkout Simple**
No complicated forms or hidden costs
- 4. Product Spotlights**
Highlight what you want visitors to buy
- 5. Display Reviews**
Reviews, ratings, and testimonials are social proof
- 6. Capture Emails**
Offer to bring updates and deals to their inbox
- 7. Upsell**
Gauge interest in products and earn more
- 8. Make Discounts Clear**
Use banners and graphics to call out discounts
- 9. Contacting Should Be Easy**
Clear links to contact pages and fast responses
- 10. Solve Problems**
Make yourself the solution to your reader's problem
- 11. Cart Abandonment**
Encourage hesitant buyers with a quick discount
- 12. Clear CTAs**
Say what you mean and mean what you say
- 13. Collect Data**
Establish metrics and measure your results
- 14. A/B Test Everything**
Test to see what works and what doesn't