

11/19/2010

## E Commerce Best Practices Guide - Checklist

<b>Home Page</b>	
	Take the 5-second test
	Logo
	Tagline
	Show featured on-sale products
	Have a feature billboard
	Show a prominent customer testimonial

<b>Global</b>	
	Use Google Analytics
	Know your conversion rate
	"Why shop with us?" information page
	Offer FREE shipping
	Offer same day shipping
	Increase trust with supplier logos
	Clear and consistent navigation
	Use breadcrumbs
	Company logo in header should link to home page
	Easy to find contact information
	Have a site search
	Show clear call-to-actions
	Social networking links
	Privacy page
	Return and exchange policy
	FAQs page
	Have a site map
	Easy sign up to newsletter

<b>Customer Service</b>	
	Provide excellent customer service
	Provide easy to find contact information
	Large phone number on site

	Have a human answer the phone
	Offer a chat feature
	Offer free return shipping
	Easy return policy
	Thank you calls after purchase
	Thank you emails
	Guaranteed email response time
	Personalize everything

<b>Marketing</b>	
	Create unique landing pages
	Target keywords
	Have a blog
	Follow up surveys
	Send an email newsletter
	Create a Facebook fan page
	Create a Twitter account

<b>Technical</b>	
	Test in multiple browsers
	Have multiple sorting options (by color, brand, style, etc.)
	Keywords in title tag
	Keywords in meta tags
	RSS feeds
	Easy to understand URLs
	Include keywords in URLs
	Optimize your images
	Use "title" attributes in your link code
	Use "alt" attributes in your image code

<b>Product Category Pages</b>	
	Allow for multiple ways to get to your products
	Have nice clean photos
	Have minimal amount of description text
	Have a Buy Now button
	Have a Get More Details button or link

<b>Product Pages</b>	
	Create compelling product copy
	Clear inventory indicator (“in stock” or “out of stock”)
	Show several product photos
	Include a photo zoom feature
	Include a photo gallery to display all photos for a product
	Show people using your products
	Have a large “Add to Cart” button
	Suggest related products
	Tabbed product details (Features, videos, reviews, specifications, warranty, etc.)
	Product reviews
	Product videos
	Product demonstrations
	Product reviews by media
	Warranty information
	Include Social Links

<b>Shopping Cart</b>	
	Show items in cart
	Show thumbnail photo of items
	Have links back to the product page
	Cross sell other products
	Up sell products

<b>Checkout</b>	
	Don’t require registration to purchase
	Large, easy to see Checkout button
	One page checkout is preferable
	If using multiple page checkout, show a progress bar
	Easy to find shipping options with pricing
	Easy to find payment options
	Offer PayPal and Google Checkout
	Easy copy billing information into shipping information fields
	Email customers with abandoned carts
	Emphasize security of the shopping cart

---

	Email list opt-out
	Track order information

<b>“Nice-To-Have” Features</b>	
	Wish List functionality
	Email me when back in stock functionality
	Gift wrapping
	Affiliate program

<b>Testing</b>	
	A/B test landing pages
	Multivariate test landing pages
	Usability test
	Heat mapping test