

# CRO Consultants

## eCommerce CRO Audit Checklist

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eCommerce success requires optimizing every point of the shopping experience—from discovery to post-purchase. This checklist emphasizes predictive customer experience design, evidence-based testing, and mobile-first UX that boosts average session duration and revenue per visit.

### Product Presentation

**High-resolution images with zoom, 360° views, and variants**

| **Why it matters:** Builds confidence and reduces returns.

**Clear, bullet-style specs and benefit-focused copy**

| **Why it matters:** Helps shoppers self-qualify quickly.

**“Best Seller,” “Low Stock,” “Ships Today” badges**

| **Why it matters:** Triggers urgency and social proof.

### Pricing & Offers

**Transparent pricing, original price vs discount display**

| **Why it matters:** Improves trust and perceived value.

**Inline promo code validation during checkout**

| **Why it matters:** Reduces those last-minute abandonment spikes.

## Real-time stock status and delivery estimates

| **Why it matters:** Manages expectations and reduces hesitation.

## Cart & Checkout

### Guest checkout with minimal mandatory fields

| **Why it matters:** Lowers barrier for first-time buyers.

### Express payment methods (Apple Pay, Shop Pay)

| **Why it matters:** Speeds up conversion, especially for mobile users.

### Prominent trust badges (SSL, secure checkout, guarantees)

| **Why it matters:** Reinforces buyer confidence at point of purchase.

## Post-Purchase Experience

### Order confirmation email with tracking details

| **Why it matters:** Reduces inquiries and improves retention.

### Post-delivery review prompts with incentive

| **Why it matters:** Boosts social proof, encourages user-generated feedback, and increases customer satisfaction—key to retention loops and future purchases.

### Post-purchase upsells or loyalty program invitations

| **Why it matters:** Increases long-term customer value.

## Funnel Analysis & Testing

### Map cart abandonment by device type

| **Why it matters:** Reveals friction hotspots for targeted fixes.

### A/B test "Add to Cart" button design and placement

| **Why it matters:** Small changes often yield big gains.

## Compare free shipping vs coupon strategies

| **Why it matters:** Identifies which incentive drives higher order value.

**Ready to boost your conversion rates?**

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