



SalesGenomics

**SHOPIFY
CONVERSION
OPTIMIZATION
GROWTH
HACKS
(FREE CHECKLIST)**

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You can do quite a lot to improve your Shopify store's conversion rate. The design of your website has a huge impact on the customers' experience, and every shop owner should have that in mind when building the website.

Since customer experience translates directly into conversion rate, I prepared a free checklist to help you make sure that your Shopify store is as efficient as possible. The list includes over 160 tips and tricks that will make every stage of customers' journey better, from the home page and category pages to product site, cart, and checkout. After that, you'll find some general best practices regarding copywriting, forms, and mobile version of the website. Finally, in the end, there are a few psychological principles that will help you sell even more.

LET'S BEGIN!

HOME PAGE

01

Don't use sliders. It's been proven by multiple studies that sliders distract customers and stop them from pursuing the purchase.

02

Make sure the website looks prototypical.

03

Make sure your navigation makes sense.

04

Site search should be prominent.

05

CTAs have to match the buying stage. Avoid "Buy Now" buttons at the early stage of the purchase process, instead use messages like "Learn More" or "See Product".

06

Don't use stock photos, use images of your products and brand.

07

Avoid using video as a background.

08

Check the content for grammar and spelling mistakes.

09

Show off special categories to make it easier for customers to make the decision.

CATEGORY PAGE

01

Use labels like "new" and "bestseller", but don't overdo it. You don't want to put too much pressure on your customers.

02

Place filters on the left, and sorting options in the top right. People will be able to locate them quickly.

03

Don't hide the filters behind a button on the desktop.

04

Every time a user selects a filter option, they should be able to hit the browser back button to undo that filter.

05

Choose a useful default sorting option. Observe what your customers do on the website and adjust filters to their preferences.

06

Make sure sorting options make sense.

07

Product photos have a huge impact on customers' decisions, so use good-quality images and make sure they present the product well.

08

Do some testing – try showing 3-4 products per row, an alternative image on hover. You'll see what works best for your customers.

09

CTA is not always necessary on this stage, but if you have it, it should match the buying stage (e.g., "More Details").

10

Make sure the price of the product is well visible, don't hide it.

11



The entire area of the product picture, description, and name should be clickable (not just the name). It's much easier for users.

12



Enable the option to open the page in a new tab (Cmd+Click or Ctrl+Click should work).

13



Determine whether a list view or grid view is necessary.

14



Consider which option is better for your store: pagination or infinite scroll. You can test both and see which one is preferred by the users.

PRODUCT PAGE

01



Provide sufficient information about the product to facilitate the decision-making process for your customers.

02



Have a convincing copy – translate product features into benefits.

03

Offer enough, high-quality, diverse photos. They should present products from different angles and show how to use them. It's best when photos are zoomable as well.

04

Add reviews and ratings to the product page too, but make sure they are real. Don't use fake reviews.

05

Show about one negative review for every nine positive reviews. It enhances credibility among customers.

06

Let visitors score reviews based on whether they were helpful or not.

07

If you have many reviews, offer sorting options. It will be easier for customers to find the most useful ones (e.g., with text, not only rating).

08

If you have multiple versions of one product (e.g., multiple colors or sizes), then show them all.

09

If a particular version of your product is temporarily unavailable, make sure it's immediately clear.

17

Make it clear when the product will be delivered, whether you have free returns, and what the warranty period is.

Customers prefer to know how long it will take for them to receive the product. They also tend to choose stores in which return policy is customer friendly.

18

The "Buy" button should be big enough and should have enough white space around it. This way, customers can easily distinguish it from the rest of the website.

CART

01

Make sure the add to cart option you have is optimal. There are four options:

show an alert that the item has been added to the cart, but keep your visitor on the product page. Sometimes the confirmation is so subtle that people think that it hasn't been added, and when you don't get a clear confirmation you're going to add it again. You'll have the same product twice in your cart. Now usually

people are going to see that eventually, but it's going to frustrate them. It's going to cause friction. Remember the "bucket of goodwill" that you want to keep filled

take the visitor directly to the cart page

display an overlay that confirms that the item has been added as well as options allowing the visitor to go to the cart or continue shopping. This is also a good place to display cross-sell items

take the visitor to an "in-between" page that displays recommended additional items they can add to the cart. This is a bit difficult to set up, but it could help increase average order values

02

It's usually a good idea to have the "Proceed To Checkout" button above and below the cart. It makes it easier to find it.

03

If you can, offer free shipping. It always attracts customers. If you're not able to offer it on every product, here are a few other ideas:

free shipping days (offered on select days each year)

free shipping threshold (e.g., free shipping on orders over \$100)

members-only free shipping

04

Make shipping and return details clear and easy to find. Customers often leave the store if they can't find this information.

05

Make it clear exactly what items are in the cart, how many, and how much the total cost is.

06

Make it easy to change quantities and remove items even at this stage.

07

Automatically update quantities, so that users are always aware of the total order.

08

Show clear product photos in the cart to make it possible for customers to identify their purchases. Product photos should match the options chosen.

09

Be explicit about all costs. A surprise cost in the checkout can be a conversion killer.

10

The cart should be persistent and not disappear when users continue shopping.

11

The coupon code input field should be subtle.

CHECKOUT

01

Don't force people to create an account, offer guest checkout. Customers don't like to create accounts and provide too much data to online stores.

02

Make it look secure. Of course, it should be on https (your entire site should be on https, not just the checkout). But you can also play around with labels (like a padlock) that make this more clear and/or with microcopy that mentions the secure payment.

03

Determine whether you want to have one page vs. multi-page checkout.

-
- 04** If you decide to choose a multi-page checkout, display checkout steps above, so that customers know at which stage they are.
 - 05** Use loading indicators if the checkout takes a while to load.
 - 06** Allow visitors to use the browser back button when in the checkout.
 - 07** Add contact information and live chat in case a user has additional questions.
 - 08** Repeat order details, including quantity, items, and the total cost, to avoid customers' mistakes.
 - 09** Display shipping costs and delivery time, and don't add any surprise costs! Users should be informed about all costs at earlier stages.
 - 10** Offer top payment methods to enable as many customers as possible to buy at your store.

11 Match address fields to country. For example, US sites might ask international visitors for zip code and state which other countries don't have. Make sure you do some research to see how addresses are input for different countries you sell to.

12 Allow special characters in form fields.

13 Add visual cues to the credit card fields. This is a sensitive area, make it appear more safe and secure by making the area look like a credit card, and by adding secure icons like padlocks or trust badges.

14 Having navigation in the checkout can be distracting. Test removing it and see how it translates to the conversion ratio.

15 Test putting only the most important info in the footer (e.g., contact info, trust logos) and removing all the rest (e.g., social media logos, newsletter signup field, etc.).

16 Test whether an order review page is necessary.

CONFIRMATION PAGE (THANK YOU PAGE)

01

Here is a good place to add social sharing options.

02

Inform customers about the next steps. You should provide details about their order confirmation email ("Your order confirmation will arrive in the next 10 minutes if you don't see it feel free to contact us").

03

Repeat their email address to make sure it's correct.

04

Show full order details again (price, delivery date, etc.).

05

Allow signed-in users the ability to sign out.

06

Make it easy to print or save the confirmation page. You can add the printing and saving options right on the page, in a visible place.

07

Try promoting some cross-sell items. At this stage, it's not invasive and proves to generate positive results.

08

Add a "continue shopping" button, so they don't leave your site right away.

After going through the whole purchase process, let's take a look at some general rules.

READABILITY

01

Body copy font should be at least 16 pixels to make it easy to read.

02

Make sure to structure your content: use lists, break it up with images, start a new paragraph every 3 to 4 lines, and add a sub-headline after 1 or 2 paragraphs.

03

The optimal line length is 50 to 75 characters. Although it can be a little bit longer in some cases, try sticking to these numbers.

04

When you use subheadings, they should serve as a summary of the paragraph. Many people scroll through headings and subheadings only, so make sure they contain the most relevant information.

05

Make sure your font color contrasts with the background (i.e., don't put a light grey font on a white background).

CALLS TO ACTION & BUTTONS

01

Each page should have a single most wanted action. This will be your primary CTA. Don't distract users with too many CTAs, as it may result in them just leaving the website.

02

Make the primary CTA look primary, and the secondary look secondary. The hierarchy should be clear for customers from the moment they land on the page.

03

Make your CTA specific. Avoid general messages, so that users know exactly where the CTA takes them.

FORMS

01

Reduce the number of form fields. The more information customers have to provide, the less eager they are to finalize the purchase.

02

Ensure the form is clear. It should be well visible which label corresponds to which field and what kind of information it requires.

03

Don't use inline labels if your form has more than two fields.

04

Put fields under each other, not next to each other.

05

When there are less than five options, use radio buttons, not dropdowns.

-
- 06 Use real-time inline validation to let users know right away that something is wrong.
 - 07 Put error messages in context and make them clear and helpful.
 - 08 If you can auto-fill information, do it.
 - 09 Let people enter data the way they want (no strict formatting).
 - 10 Make it clear what fields are required and which are optional. You can do it by placing an asterisk next to the mandatory fields, but don't forget to explain the asterisk under or above the form.
 - 11 Make it clear why you need some information that might be perceived as irrelevant or too personal.
 - 12 If you have a long-form and there's no way to make it shorter, consider breaking it up into several steps.

- 13 Get the most important information first and store it even if they don't complete all the steps. Start with the easiest fields.
- 14 Include a progress indicator. This way, customers know how many steps there are and how many have left.
- 15 If you have the option to create an account, use a "show password" option next to the password field.
- 16 Don't have too many restrictions for the password.
- 17 Avoid captchas, use honeypots.

COPYWRITING

- 01 Talk to people like you would do in a regular conversation, but avoid jargon (at least in most cases). Don't use hype words or superlatives like "the best" – your copy shouldn't be excessively casual.

02

Be specific and clear in your message.

03

Texts on your website have to be about customers, not about you. Make it your top priority to provide them with relevant information.

04

Your copy has to communicate value, be convincing but also credible. That's the best way to build trust among customers.

05

Be complete. Complete information is the best sales copy.

06

Start with your copy, don't make it an afterthought.

MICROCOPY

01

Less is better. Don't use too many words, get your point across in as few words as possible (that's why it's microcopy).

02

Also, in this case, avoid unclear language like jargon or abbreviations.

03

Try to adjust the language to the way your users speak. It will increase your chances of attracting their attention.

04

Be as specific and clear as possible.

05

Use microcopy in error messages.

06

Put important words first (e.g., Last Name rather than Name (last)).

VALUE PROPOSITION

01

Avoid hype and jargon, and be concise. Don't try to be clever or funny.

02

Don't use sliders and background videos.

03

Make your value proposition concrete and tangible, so that potential customers can recognize it right away.

04

Don't talk about yourself too much. Remember that the value proposition should be for your customers.

05

In this case, again, try to use the language of your customers to create a strong relationship with them.

MOBILE

A huge part of sales comes from mobile users. And even if they don't finalize the purchase on a mobile device, they use it for product research. So, the way you prepare your store for mobile users has a significant impact on your conversions. That's why you can't forget about mobile optimization.

01

First of all, create a mobile version of your site. Otherwise, you'll lose a lot of potential customers.

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- 02 Check your site speed and optimize it (e.g., by optimizing images).
 - 03 Show load indicators for slow pages, so that users see the progress.
 - 04 Ensure site search works well.
 - 05 Do not delete any essential information and/or functionalities.
 - 06 Use click to call feature.
 - 07 Don't put clickable elements too close together, as it's inconvenient for mobile users.
 - 08 Look for layout bugs and remove them.
 - 09 Don't leave off the filter or sorting options on mobile.

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- 10 **Category page.**
 - 11 **Allow for search within the category pages.**
 - 12 **Do not make products larger than half the screen size in portrait mode.**
 - 13 **Use a load more button instead of infinite scrolling or pagination.**
 - 14 **Do not use dropdowns in the filters.**
 - 15 **Show the product information that is also featured on the category page prominently on the product page.**
 - 16 **Product Page.**
 - 17 **Add accessories and compatible products.**

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- 18 Test showing a "sticky" add to cart button.
 - 19 Scale up the product photos if you go from portrait to landscape mode.
 - 20 Shopping Cart.
 - 21 Add an email function.
 - 22 Test a "sticky" checkout button.
 - 23 Checkout.
 - 24 Use mobile input types.
 - 25 Do not simply delete the input if someone clicks on a field again.

PSYCHOLOGICAL PRINCIPLES

To sum up, I want to share a few psychological principles that apply to the e-commerce shopping experience and can help you attract more customers.

Make sure to benefit from them!

01

Reciprocity: If you give something to people, they will be more inclined to give something (or do something) in return.

02

Consistency: Once people are committed to something, they are more likely to continue all the way to the end.

03

Social Proof: We tend to think that if others are buying/doing/saying something, then it must be good.

04

Authority: People are more willing to believe your message if it's supported by an authority.

05

Liking: If people like you, they are more easily persuaded by you, so let them get to know you.

06

Scarcity: When you believe something is in short supply...you want it more.

07

Unity: The more we perceive people as a part of "us," the more likely we are to be influenced by them.

08

Gaze Cueing: We tend to look in the direction that someone else is looking.

09

Forer Effect: We tend to recognize ourselves in vague, mostly positive, and general personality descriptions.

10

The Paradox of Choice: Too many choices can lead to indecisiveness.

11

Reflection Effect: When we have something to win, we're less likely to take risks than when we have something to lose.

12

Fear Appeal: Try to scare people, so they act against a certain threat.

13

Ambiguity Aversion: We prefer options that are certain.

14

Hyperbolic Discounting: When we can choose between 2 rewards (one now and one later), we tend to choose the one now. Even if it's a smaller reward than the one later.

15

Endowment Effect: When there are two identical products (one that we own and one that we don't own), we value the one we own more than the one we don't own.

16

Country of Origin Effect: We prefer products from stereotypical countries.

17

Peak-End Rule: The ending and the highest peak of experience determine how we remember it.

18

Self-generation Memory Effect: When we can think of something ourselves, we tend to find it easier to remember.

Use this checklist to optimize your Shopify store, and I'm sure it will pay off.