



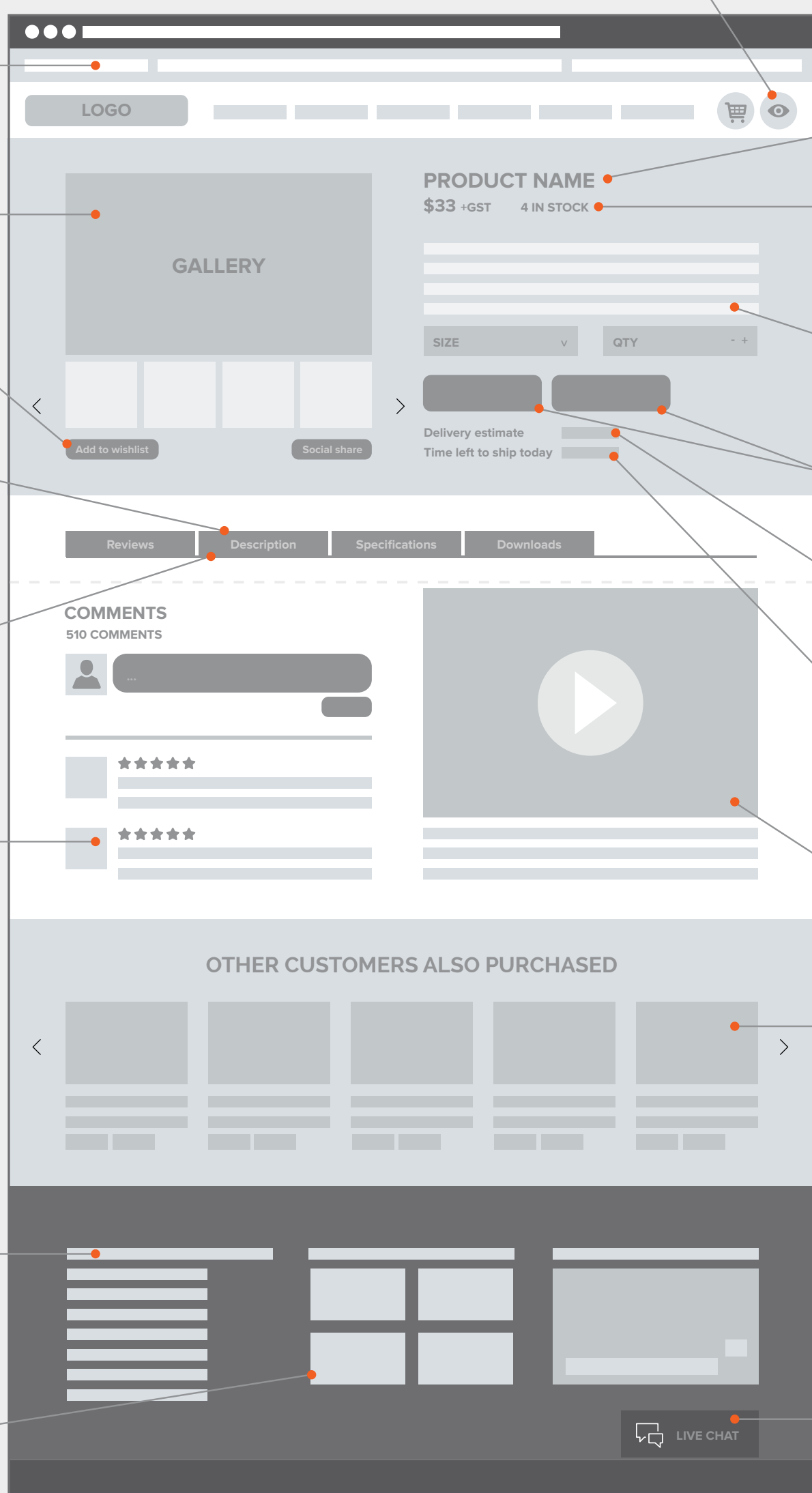
New updated version 2017

PART 1 OF 3 DOUBLE YOUR PRODUCT SALES IN 7 DAYS OR LESS

47-POINT E-COMMERCE WEBSITE CHECKLIST

Attract, connect and convert more visitors into buyers with the ultimate checklist. Improve the conversion rate of your website.

Product page conversion tips!



19. Recently Viewed Products: Include a list of products where users can revisit recently viewed products.

36. Multiple Contact Points: Phone number, LiveChat, Facebook page, address & email.

12. Images: Include a large variety of high quality images like: product close-ups, in context & stories.

18. Add A WishList: The WishList functionality allows a user to store their purchases for later.

17. SEO Optimisation: Include a unique meta title, meta description, H1 & H2 titles plus 400+ words of text.

THE PAGE FOLD >

11. Product Descriptions: Educate your customer about your product with as much relevant detail/stats as possible.

16. Social Proof: Display social media proof of a product's popularity by using Facebook comments. Ensure each product has their own relevant testimonies.

21. Out Of Stock Notification: Add an automated email system that notifies customers an item is back in stock.

6. Categories: Include category icons/image buttons which improve the users navigation experience.

48. Use Trust Badges: Norton Secured, SSL locks and other trust badges increase buyer confidence.

17. SEO Optimisation: Ensure your product title has a Heading 1 (H1) tag assigned to it.

13. Stock Notification Levels: Provide the user with an indication of how many items/sizes are left to increase scarcity.

11. Product Descriptions: Educate your customer about your product with as much relevant detail/stats as possible.

9. Buttons: Ensure BUY NOW and ADD TO CART buttons are in a contrasting colour.

20. Delivery Estimates: Display how long items will take to ship before they even get to the cart.

10. Same Day Shipping Timer: Include a countdown timer. Users will order faster to ensure they get their order sooner.

5. Use Videos: Honest business owner product reviews are a great way to connect with, educate, engage and convince your target market.

14. Provide Upsells: Include a suggestive product bar such as: 'Other customers also purchased'.

34. Live Chat: Add a LiveChat app to your website and ensure its active as much as possible.

TAKE ACTION NOW WITH THESE ADDITIONAL STRATEGIES

What would it be like to get three times the amount of leads you currently get now? Websites are living breathing things which need to be nourished constantly or they die. So schedule a regular time each week to start implementing these changes today, and start seeing results as soon as tomorrow.

KNOW YOUR GOALS

- Determine primary and secondary goals
- What action do you want visitors to take?
- Contrasting coloured button for primary goal
- Segment audience/s for better results
- Clear visitor path

BUILD TRUST & AUTHORITY

- Testimonials / Reviews
- Case studies / Success Stories
- Partnerships or featured in (logos)
- 100% Money-Back Guarantee
- Blog, articles or learning centre
- Professional photos (not stock photography)
- Intro/explainer video from you personally

BEAUTIFUL BRANDING

- Professional logo
- Strong brand messaging
- Great-looking design aesthetics
- Tell your story including your big WHY
- Build your personal brand into your business

BE COMPELLING

- Clear and unique value proposition
- Benefit driven sales copy
- Strong headlines and clear calls to action (CTA)
- Talk about how you solve prospect's pains

BE IRRESISTIBLE

- Create irresistible 'lead magnet'
- Offer incredible value free in exchange for email
- Surprise them with something special after opt-in
- Keep it quick and easy to consume

BE CONTACTABLE

- Big phone number top right
- Social media icons
- Easy to find contact details
- Short forms
- Clear calls to action (CTA)
- Live Chat installed

BE SEARCH FRIENDLY

- Proper inclusion and use of keywords
- Title tags, meta descriptions, H1, H2 headings
- Image Alt tags
- At least 500 words of keyword rich copy
- Geographic location data
- Mobile optimised site
- Internal linking to other pages

LEAD CAPTURE POINTS

- Hello Bar
- Compelling newsletter opt-in
- Lead Magnet
- Blog opt-ins
- Free quote request or consultation
- Popup lightbox
- Exit popup offer on leaving
- Primary and secondary calls to action
- Contact form

PRO TIP: Optimise your website for conversions and setup your automated sales and nurturing funnels BEFORE you spend money driving traffic to it. There's no point filling a leaky bucket!