

Enabled	Product Page Optimization	Notes
x	1. High quality product images	
x	2. Pay attention to your product's description	Detailed (bullets) and summary views
x	3. Show product videos	
	4. Don't let price be a surprise	High on the page, larger font, bolder. Show estimated taxes and shipping?
	5. Empower visitors with creative calculators	Size charts, shipping calculator, etc.
	6. Clearly show the products delivery time	Test!
x	7. Enable out of stock notification	
x	8. Encourage users to leave reviews	Only done via marketing email right now
Enabled	Checkout Optimization	Notes
x	1. Offer persistent shopping cart	Keeps items in cart for X amount of days
x	2. Don't make the user enter same information twice	
x	3. Pre-fill information where ever you can	
x	4. Preserve information on a validation error	
	5. Clearly mark the fields as optional or mandatory	We can add a 'all fields required' message
x	6. Offer a single unified 'Name' field	
	7. Automatically pre-fill city & state as soon as zip code is filled out	We do this on mobile only right now.
x	8. Keep the form labels visible at all times	Floating labels!
x	9. Form fields should match the expected length of the input	
	10. Use Facebook Connect	We used to!
x	11. Be specific with your button's text	Continue shopping, start checkout, etc
x	12. Display validation errors close to input field	
x	13. Display validation checks against each field	Show a green check after each input is successfully completed
x	14. Make 'account registration' optional through checkout	
x	15. Don't complicate password selection	
x	16. Make 'guest checkout' a more prominent option	We can clean this 'authenticate' page up more, simplify.
x	17. Make your primary button most prominent among rest of CTA's	Adjust size and color
x	18. Avoid unnecessary buttons	We validate the fields all at once.
x	19. Be consistent with primary CTA	Lower left or right
	20. Limit navigation and exit points	Test brewing!
	21. Process steps should be presented as navigational links	Shipping, billing, payment, etc.
	22. Don't surprise users by adding extra costs abruptly	Show as much of these costs on the product page
	23. Make the newsletter sign up opt in by default	Don't trick them!
	24. Offer brave guarantees	
Enabled	Touch Point Optimization	Notes
	1. Write crisp and enticing meta tags	
	2. Enable open graphs	Facebook, etc
	3. Check auto-responder emails	Make sure these are mobile friendly
	4. Registration emails	Good idea to have company name in sender field or subject line, or both
	5. Pay attention to your password reset emails	
	6. Get your order confirmation emails right	Offer upsell deal, introduce other products, etc
x	7. Enable order shipped emails	
	8. Optimize the thank you messages in your store	Success, confirmation views
	9. Optimized the error messages	
	10. Create a user friendly 404 error page	Friendly error message, search box, contact info, direct links
	11. No results found	Duplicate what search criteria was entered, suggest other results
	12. Add trust points and badges	Verisign, bizrate, etc
	13. Offer multiple payment options	Visa, MC, PayPal, Amazon & Google Checkout
	14. Show social media proof	Show number of Facebook/Twitter followers
	15. Sign up with Google Trusted Stores	Can improve performance in AdWords, Custom Search Engine, and organic search
Enabled	Information Touch Points	Notes
	1. Show product close-up videos	
	2. Educate the visitor so they can make informed decision	
	3. Create an impressive about page	History, highlight your people, write in company's natural voice, graphics, authentic
x	4. Support/contact page	
x	5. Usability testing	
Enabled	Load Speed Optimization	Notes
x	1. Leverage browser caching	Reduce the round-trip time by eliminating numerous HTTP requests for the required resources, and you substantially reduce the total payload size of the responses
x	2. Defer parsing of JavaScript	Load only what's needed for initial page view
x	3. Optimize images	Reduce size of static images
x	4. Serve scaled images	Use CSS to resize same image
x	5. Use CSS sprites	This reduces the number of round-trips and delays in downloading other resources, reduces request overhead, and can reduce the total number of bytes downloaded by a web page.
x	6. Minimize redirects	Minimizing HTTP redirects from one URL to another cuts out additional RTTs and wait time for users.
x	7. Minify JavaScript	Removes whitespace, comments and tabs.
x	8. Minify request size	Keeping cookies and request headers as small as possible ensures that an HTTP request can fit into a single packet.
Enabled	Shipping & Returns	Notes
	1. Get shipping policies right	Shipping costs, thresholds for free or flat rate, special instructions, easy returns.
	2. Offer free shipping	If you can't be up front about costs
	3. Display free shipping threshold order value prominently	Transparency with customer
	4. Offer a good return policy	Make policy visible, clear and buyer-friendly
Enabled	Customer Re-targeting	Notes
	1. Use Ad-roll	You can show banners to users who abandon your store without buying and motivate them to come back and complete their purchase.
x	2. Use Adwords remarketing	These Re-marketing Ads can help you bring these users back to the website and convert them by giving them custom offers on customized landing pages.
	3. Clean your email subscriber from time to time	Set-up a re-engagement email series (two emails) for people who have stopped engaging with your emails
	4. Offer cashbacks	This can not only increase the returning visitors on your store but also improve your store's conversion rate with repeat orders.