
SHOPIFY CRO CHECKLIST 2024
BOOST YOUR DTC
CONVERSION RATE

WHAT WE WILL COVER

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When it comes to efficiently scaling your brand, your conversion rate is one of the most important metrics to look at.

At the end of the day, if your site doesn't convert, it'll be very difficult to scale profitably from any of your marketing channels.

Plus, if your store has a low conversion rate, that will have a massive negative impact on every other aspect of your marketing strategy. For example, even if you have the best ads in the world, if you send those people to a website that doesn't convert, you're just going to waste your money!

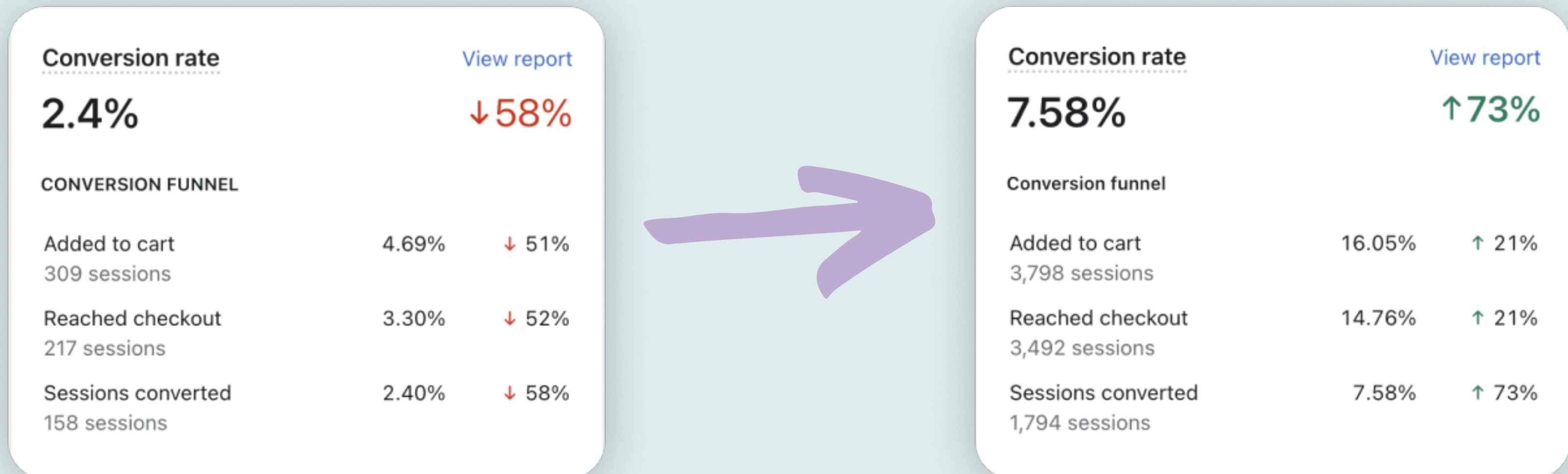
Remember, your website and landing pages need to be built to carry on the post click experience from people after they click on an ad, email, sms, etc.

GETTING STARTED

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In this resource you will learn the exact strategies and elements that the world's top brands are using to take their conversion rate from zero to hero.

Before we dive into the nitty gritty details of improving your conversion rate, let's look at some of the blue sky concepts.



BIG SKY

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1. Regularly test your site to make sure that the ordering process is easy and there aren't any bugs

2. Make sure your site is easy to navigate and find specific products or information

3. Ensure that your links work

4. Ensure that your search functionality actually works

5. Keep your website in sync with any promo that you're running and be sure to remove promos as soon as they are over.

6. Make sure the content throughout your website matches your target audience

7. Use a heat mapping tool, like [HotJar](#), to gather data around how people use your site

HOME

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8. Strong hero section that shows who you are, what you do, and how to buy from you

9. Social proof above the fold

10. Announcement bar with your current offer, or your free shipping threshold as a fallback

11. Any media recognition that you have

12. Educational content around your products and/or brand Value propositions

13. Best seller quick buy

14. Testimonials

15. Collection overview

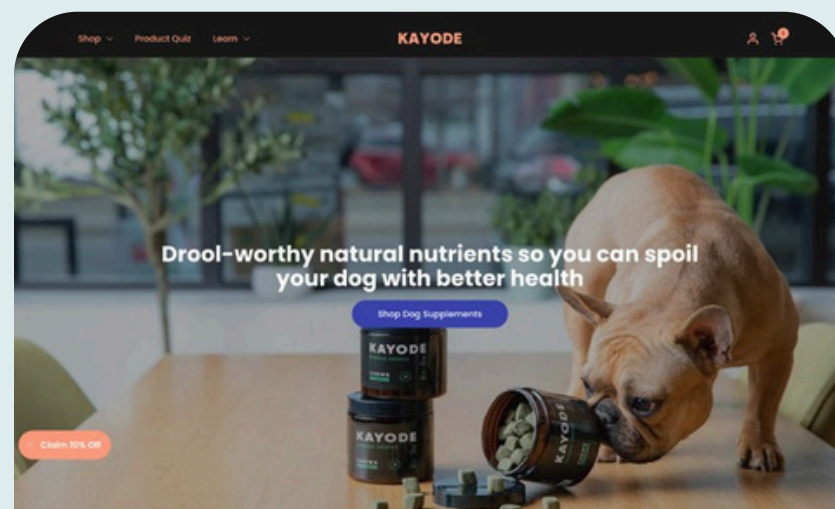
16. Lifestyle content to connect with your target audience. Your content should show your audience people that they aspire to be while using your product

17. Direct chat, especially if you get a lot of questions about your products

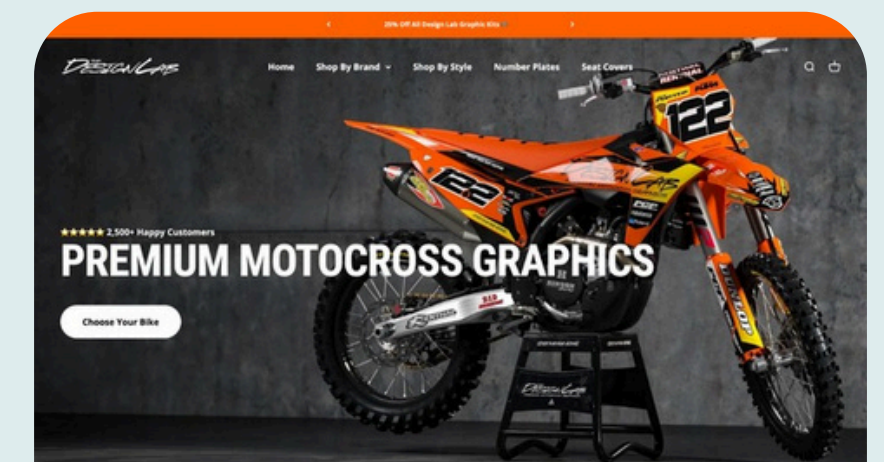
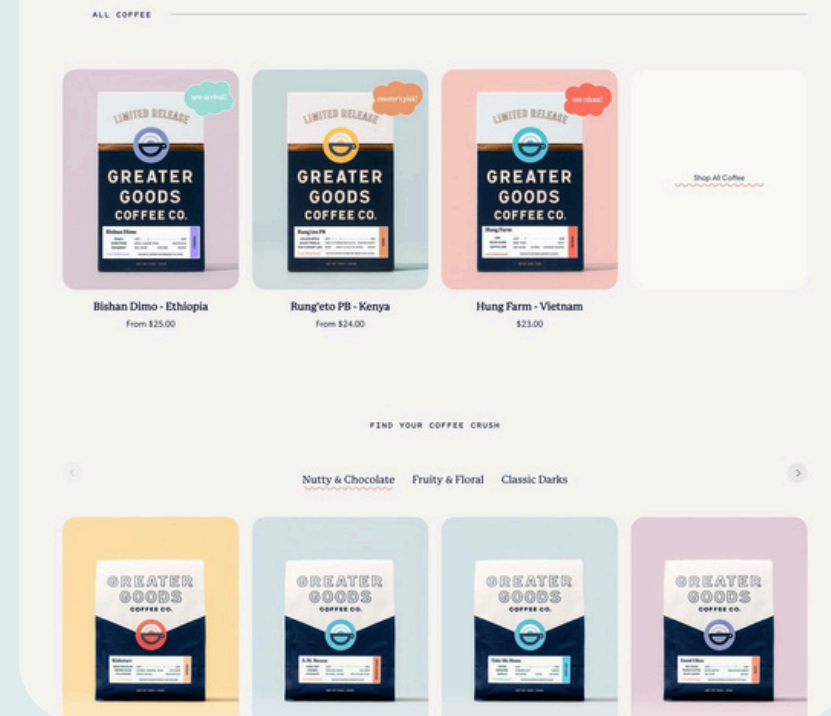
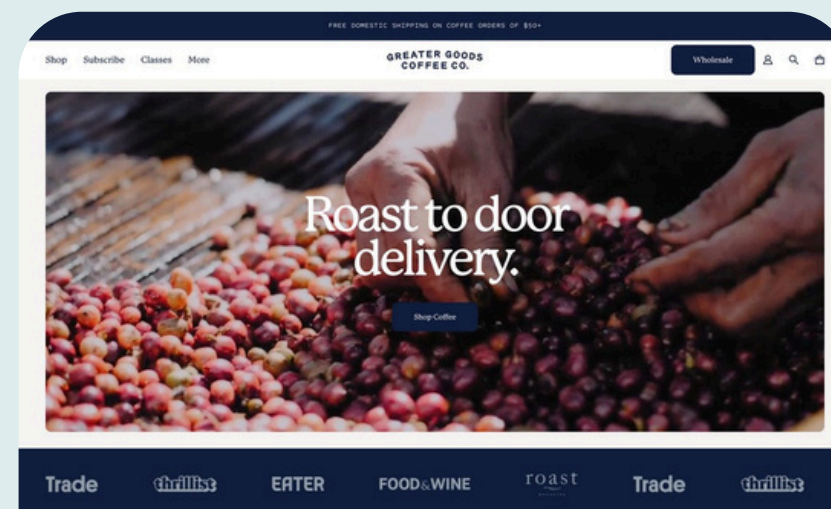
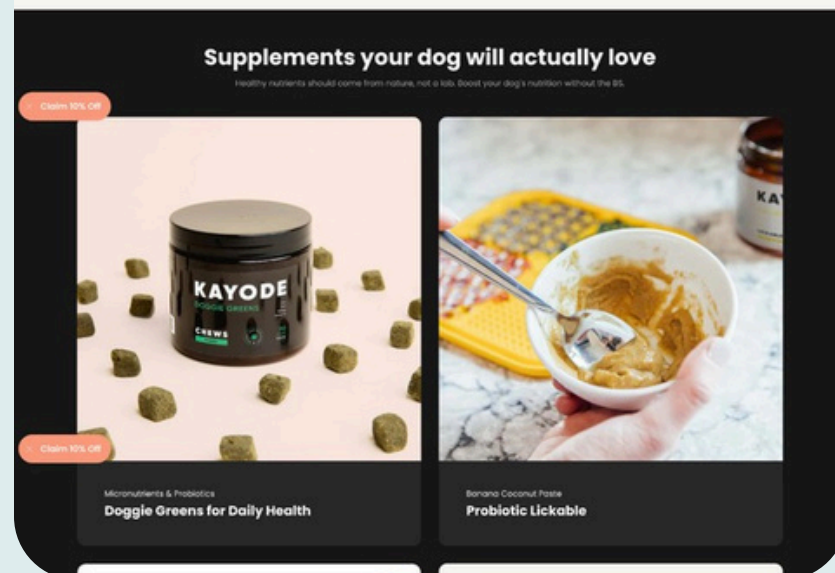
18. Email collection popup with a ~15% off offer and 1-2 questions to help segment your audience. Using a tool like [JustUno](#) makes this segmentation super easy!

HOME EXAMPLES

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Life's better when your dog feels good
Don't wait for expensive vet visits. Take charge of your dog's health with the best nature has to offer.
[Take the quiz](#)



COLLECTIONS

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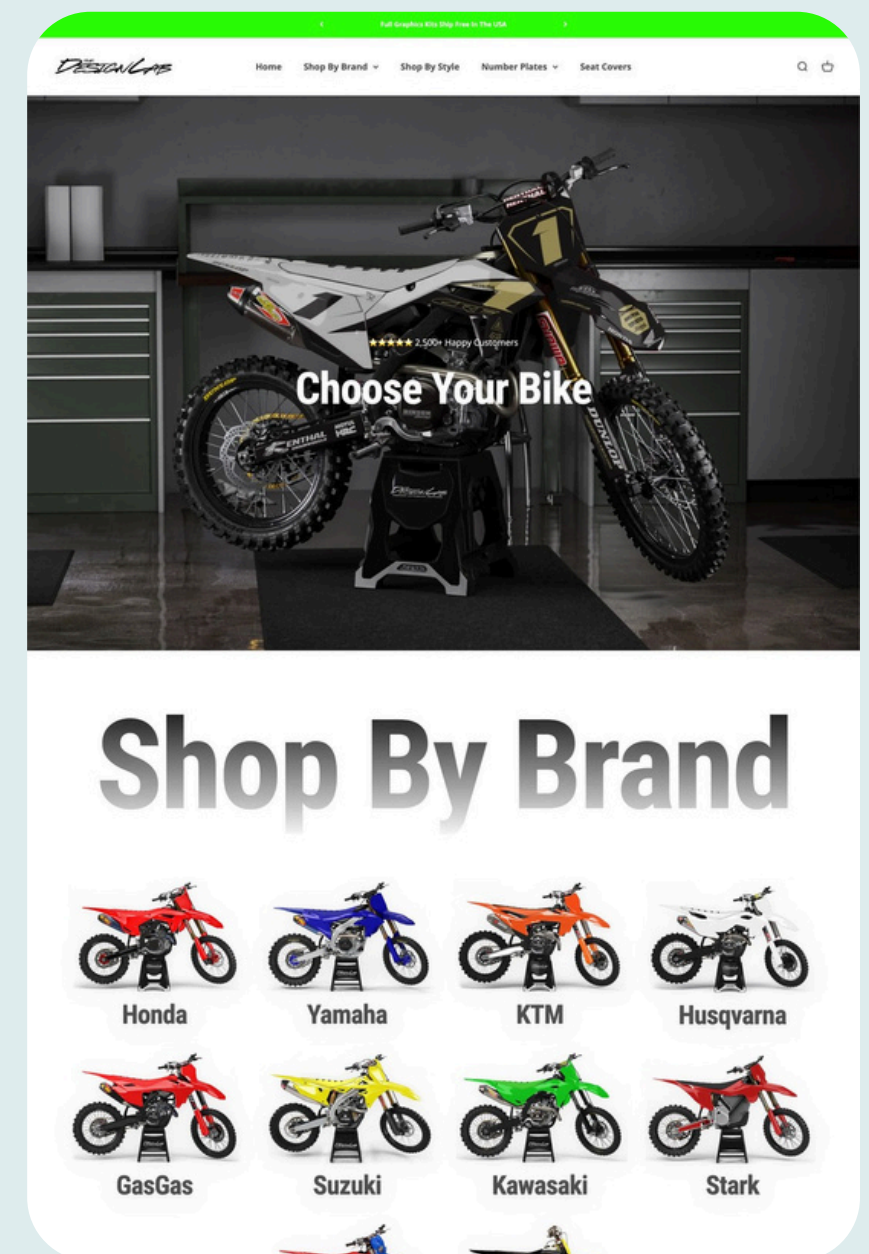
19. Add in filtering for different product attributes, especially if you have larger collections

20. Simple and organized collections that can act as landing pages for ads

21. Test different sorting types to sell specific products first and help people find products faster

22. Keep product photos uniform

23. Breadcrumbs to help with navigation and going back to previous pages



PRODUCT PAGES

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24. Expand your product pages to give people a full product and brand education even if they haven't been to other pages on your site

25. Use the best quality product images that you can

26. Make sure that the image file size is compressed so you don't harm load times

27. Your product images should show everything that's included in the order and nothing more. Showing more can confuse customers and increase returns

28. Utilize product videos - either short videos within the image carousel or longer video just below the fold

29. Add contrast to your add to cart button

30. Clearly show any financing options, especially for more expensive products.

31. Utilize out of stock notifications with emails and marketing opt in

32. Mention shipping expectations (ex. Free shipping, long shipping times, etc...) - do not let shipping rates or timelines be a surprise

33. Show reviews from customers - bonus points if you utilize UGC within your reviews. [Stamped](#) is a great app to use for review collection

PRODUCT PAGES CONT... 10

34. Build long form product pages to focus on the benefits of the products while educating your customers about why they need your product

35. Utilize lifestyle content to show your products in action

36. Build a FAQs section, especially for more technical products

37. Create simple to use sizing guides or fitment guides to help people order the correct product

38. Utilize a stick add to cart button so shoppers can easily add to cart no matter where they are at on your expanded product page

PDP EXAMPLES

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The screenshot shows the product page for Kayode Doggie Greens. The product is a black jar of chews. The page features a star rating of 4.5 (71 reviews), a 'Best for' section with 'Daily Energy', 'Gut Health', and 'Immunity' options, and three quantity options: 1-Pack (\$36/jar), 2-Pack (\$32.40/jar, 10% off), and 3-Pack (\$30.6/jar, 15% off). There are also buying options for a subscription (15% off) and a one-time purchase. A frequency selector is set to '30 Days; Dog Weight 61 - 75lbs'. The bottom section highlights 'Superfood led, science backed' with four ingredients: Spirulina, Probiotics, Beta Berries, and Chlorella, each with a brief description of its benefits.

The screenshot shows the product page for a 'My Best Friend' t-shirt by Yep. The price is \$28. The page includes a color selector (black and white), a size selector (S, M, L, XL, XXL), and a quantity selector. There are 'Add to Cart' and 'Buy with Shop Pay' buttons. A 'Details' section lists features: 'Free shipping on orders over \$50', 'Soft Airkame and ring-spun cotton', and 'Eco-friendly and no sweatshops'. Below this are three benefit cards: 'Cloud nine softness.' (Airlume combed & ring-spun cotton), 'It's made the right way.' (100% no sweatshops and eco-friendly manufacturing), and 'These inks don't crack.' (Inks soak directly in the fabric). At the bottom, there are expandable sections for 'Care Instructions', 'Shipping', and 'Returns'.

The screenshot shows the product page for 'The Perfect Polo - Short Sleeve'. The price is \$98.00. The page features a color selector (black, white, grey, red, green, blue, olive) and a size selector (S, M, L, XL, XXL, 3XL, 4XL). There are 'Add to Cart' and 'Buy with Shop Pay' buttons. A 'Details' section lists features: 'Previous-Prize Cotton', 'Microfiber cloth', 'Italian Hardware', and 'Stay Flat Collar'. Below this are four benefit cards: 'Stain Resistant.', 'Odor Neutralizing.', 'Stay Flat No-Curl Collar.', and 'Hidden Lens Cloth.'. The bottom section highlights 'Unrivaled Technology' with four images and descriptions of the fabric's features.

NAVIGATION

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39. Your navigation needs to be designed to help your customers find products as quickly as possible.

40. For smaller stores, simple navigation typically works well

41. For larger stores, mega menus with images can show people where to go

42. Navigation tabs should show the most to least popular touch points from left to right

43. Use your navigation to guide to people to specific products/collections that you want to sell

44. Create a simple header with either a promo or shipping notes. Use this section to add a little incentive or urgency to purchase

CART

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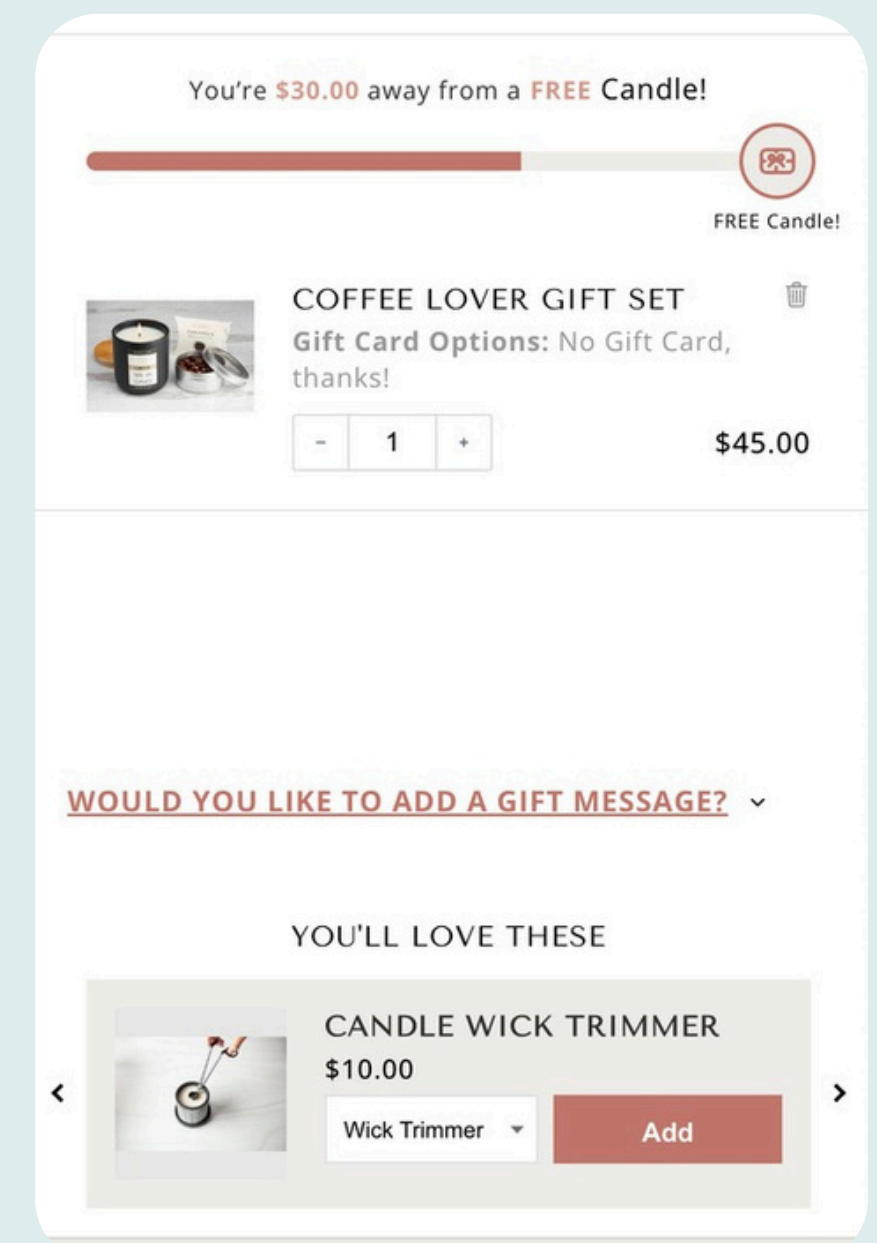
45. When your cart is empty, offer suggested products such as your best sellers to help people shop faster and easier

46. Upsells with commonly bundled items in the cart is a great way to help people add to their cart to reach milestones such as free gifts or shipping thresholds

47. Add in social proof, such as review stars, to continue to build trust

48. Utilize a slide out cart to reduce shopping interruption

49. Show free shipping thresholds and/or free gifts in the cart to encourage people to add more to their cart



CHECKOUT

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With Shopify, your checkout is fairly locked down, but there are simple things you can do to help streamline your checkout process

50. Add trust building information, such as reviews, subtly into checkout to reconfirm that your audience is making the right decision

51. Make account sign up optional

52. Make the guest checkout easy to see

53. Make sure your checkout page is branded with your logo and colors

54. Make sure your marketing newsletter is defaulted to opt in

55. Reduce links away from checkout as much as possible. Think of your checkout as a tunnel with the only way out being to complete purchase

56. Show your shipping rate or free shipping rates clearly

57. Show your different payment methods, but don't overdo it

VALUE ADD PAGES

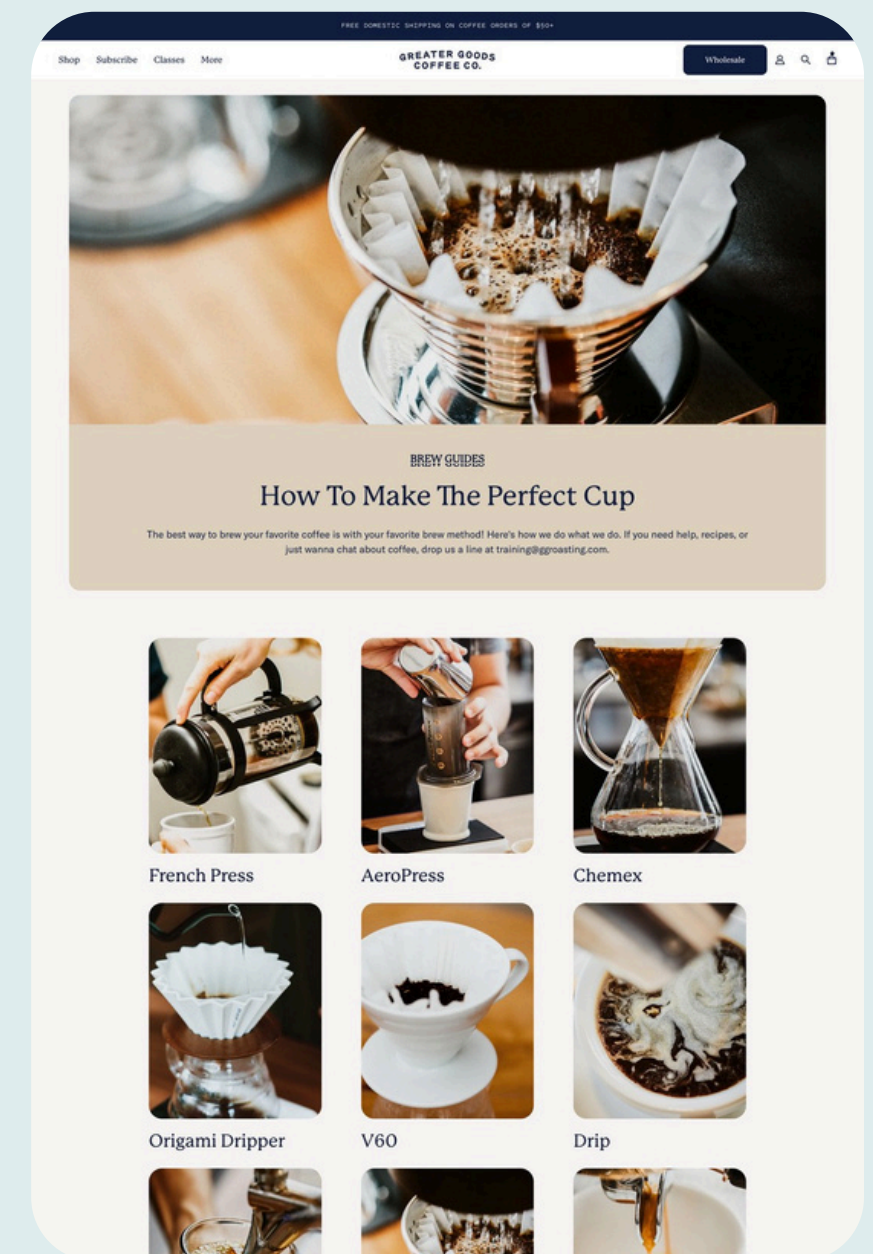
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58. Value add pages such as look books, podcasts, resources, etc... can help bring people deeper into your ecosystem

59. For more technical products, create post purchase pages (such as install guides) can be very help to bring people back to your store

60. Make sure these pages have calls to action to guide people to relevant collections/products

61. Value add pages can be tied to marketing campaigns to educate your customers around specific topics about your brand and products



APPS

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62. Every store is unique and needs unique apps for the user experience

63. Utilize email platforms like Klaviyo and JustUno

64. Bundle apps can work well for increase average order values easily

65. Add a review app that you like and you can afford. There are a lot of review apps, so find one that fits your needs!

66. Add financing apps like Klarna or Affirm - especially for more expensive products

67. Don't overdo your apps. Apps will slow down your site and most of them are overkill!

EMAIL COLLECTION

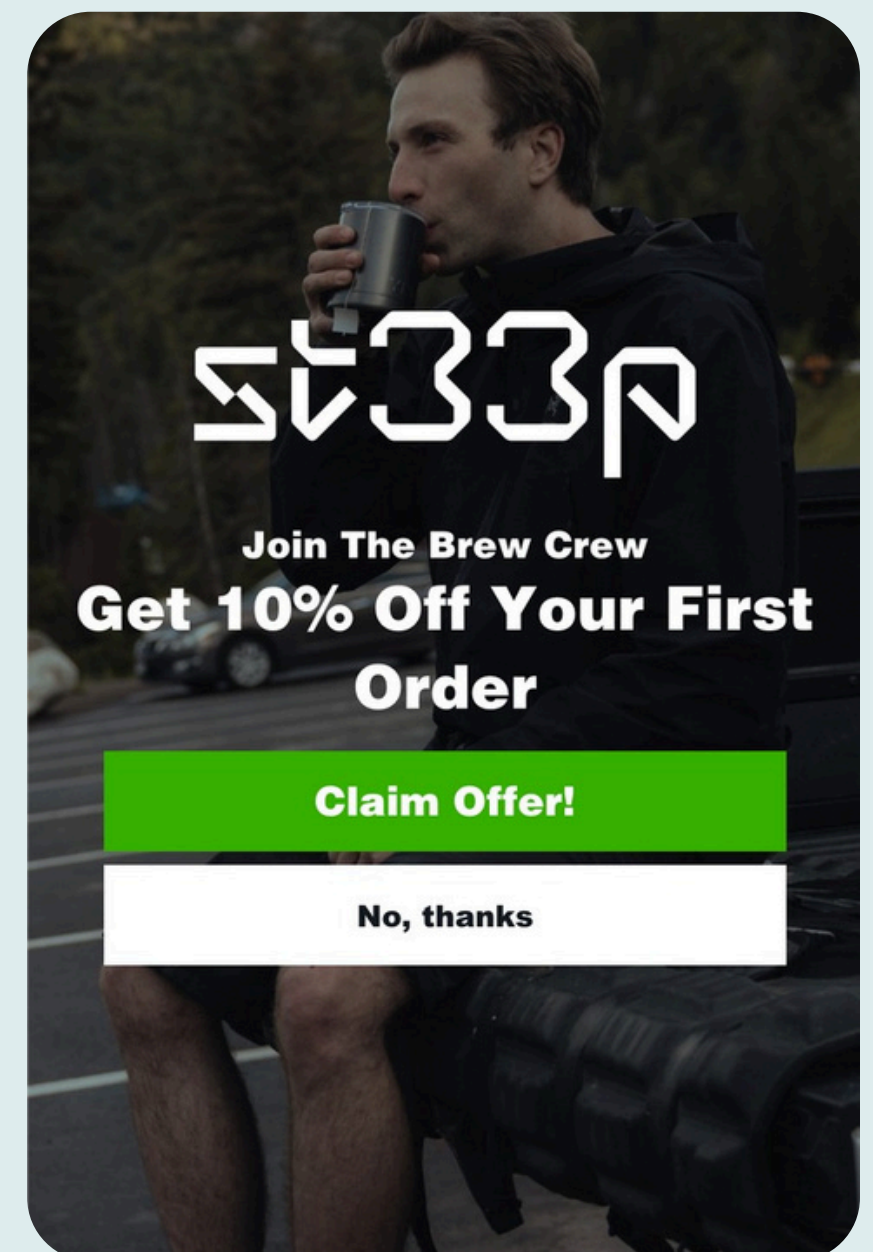
17

68. As we all know, email is one of the best ways to save a sale, so make sure all of your abandoned cart flows are dialed in

69. Build popups with segmenting questions to be market to your audience more efficiently

70. Sync your popup with a simple auto responder email that matches the offer you are pushing

71. Make sure your shipping notification emails are sent in a timely manner to reduce returns and customer service inquiries



SHIPPING

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Shipping. is one of the most common pinch points for brands thanks to Amazon, so it's crucial to dial in your shipping rates and process

72. Take time to balance your margins with shipping and try to avoid price gouging people with shipping

73. If you have a special shipping offer (ex. free over \$50 or free for a specific product) push it throughout the site so people are very aware

74. Offer free shipping whenever possible

75. Free shipping is not possible for all brands due to margins and shipping rates, so if you can't offer free shipping, offer as low as possible

76. Offer multiple shipping options only if you can actually ship quickly. 2 day shipping doesn't matter if you take 7 days to fulfill orders

77. A good rule of thumb for free shipping starting points is 10-20% over your average order value - this only applies if you've never offered free shipping

78. Shipping thresholds in cart are a great way to encourage people to spend more

MISCELLANEOUS

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79. Test your search functionality, especially for larger stores, to ensure that your customers can find specific products with keywords

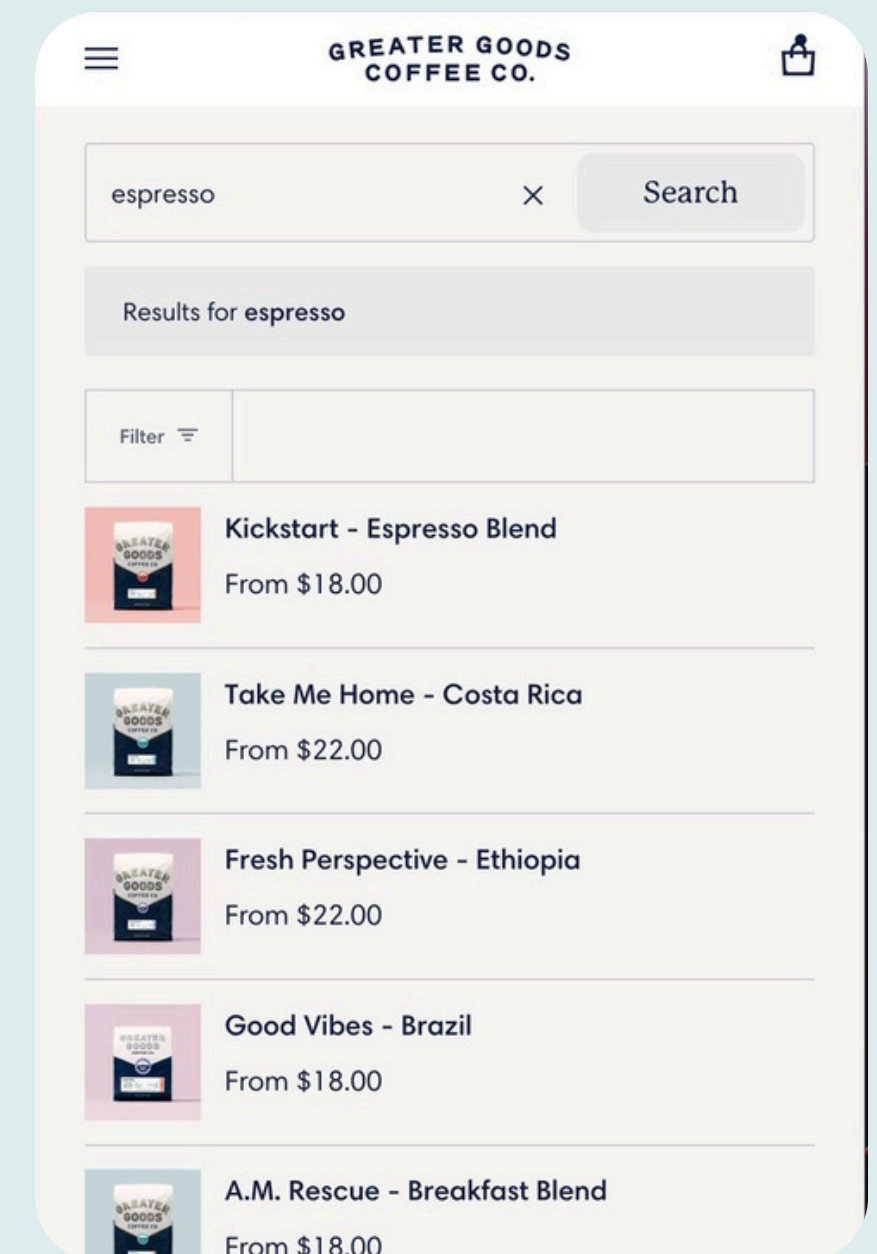
80. Test your upsells. For some brands, upsells won't affect your conversion rate very much but will improve your average order value. For others, it'll have a larger impact on your conversions

81. Popups can be incredibly useful, however they can also be a detriment to your customer's experience. Reducing popups can speed up the actual purchase time due to less clicks

83. Reduce unnecessary code to improve speed

84. Make sure all of your links are working properly

85. Build your 404 page to help people find what they are looking for



**NEED SOME HELP WITH
YOUR SHOPIFY STORE?**

[CLICK HERE](#)

**TO SCHEDULE AN AUDIT
WITH OUR SHOPIFY EXPERTS**