Fluid
COMMERCE

Ecommerce Excellence Checklist

Want to provide an excellent ecommerce experience? Use this checklist to discover your Ecommerce Excellence Score.

→ Find out what you're excelling at and uncover where your online offering is letting customers down.

→ Use your final score to compare your brand against your competitors.

Speed and Security

A fast loading and secure website are key factors in inspiring trust and confidence among customers.

ITEM	CHECK	SCORE
Google Page Speed Insights - score between 90 - 100 on desktop		1 pt
Google Page Speed Insights - score between 50 - 89 on mobile		0.5 pts
Google Page Speed Insights - score between 50 - 89 on desktop		0.5 pts
EV SSL certificate		1 pt
SSL certificate		0.5 pts

Total

User Experience

Without a solid user experience on your product pages, you could be missing out on critical sales.

ITEM	CHECK	SCORE
Product imagery	☐	0.5 pts
Lifestyle product imagery	☐	0.5 pts
Multiple product images	☐	0.5 pts
Product zoom on desktop	☐	0.5 pts
Controllable zoom functionality	☐	0.5 pts
Product recommendations on product pages	☐	0.5 pts

Total

Mobile UX

More than ever, customers are using their phones and tablets to shop. So make sure your mobile experience is as sophisticated as that on your desktop website.

ITEM	CHECK	SCORE
Product zoom on mobile, with intuitive mobile zoom gestures (pinch, double tap etc.)	☐	1 pt
Email-input keyboards on mobile	☐	0.25 pts
Number-input keyboards on mobile	☐	0.25 pts
'Add to cart' confirmation messaging and actions on mobile	☐	0.5 pts
Mobile responsiveness	☐	0.5 pts

Total

Navigation

Providing the customer with a list of links to show what page they're on might sound simple, but breadcrumbs can make all the difference to navigating easily around an ecommerce website.

ITEM	CHECK	SCORE
Breadcrumbs on collection pages	☐	0.25 pts
Breadcrumbs on product pages	☐	0.25 pts
Filtering options on collection pages	☐	0.25 pts
Sorting by price functionality	☐	0.25 pts
Sorting by popularity functionality on collection pages	☐	0.25 pts

Total

Search

Help your customers find the exact item that they're looking for quickly and easily with a powerful search tool.

ITEM	CHECK	SCORE
On-site search	☐	0.25 pts
Dynamic on-site search with search suggestions	☐	0.25 pts
Dynamic on-site search with product recommendations	☐	0.25 pts

Total

Reviews, Trust and Loyalty

Positive reviews, reassuring messaging and loyalty rewards all help to funnel casual browsers into first-time buyers into repeat customers.

ITEM	CHECK	SCORE
Reviews on the homepage	☐	0.5 pts
Reviews on product pages	☐	0.5 pts
Reassurance icons or messaging in the header	☐	0.5 pts
Promoted loyalty programme	☐	0.5 pts

Total

Community

Advise, entertain and engage your customers for a fully-rounded shopping experience that raises brand awareness and inspires repeat business.

ITEM	CHECK	SCORE
Facebook - updated within the last two weeks	☐	0.25 pts
Twitter - updated within the last two weeks	☐	0.25 pts
Instagram - updated within the last two weeks	☐	0.25 pts
LinkedIn - updated within the last two weeks	☐	0.25 pts
Blog or helpful guides section	☐	0.25 pts

Total

Payments

Make it easy for your customers to buy from you by offering a range of payment options that suits them.

ITEM	CHECK	SCORE
Clear payment icons before the cart	☐	0.5 pts
Offering Klarna or similar scheme	☐	0.25 pts
Offering PayPal	☐	0.25 pts
Offering Amazon Pay	☐	0.25 pts
Offering Apple Pay or Google Pay	☐	0.25 pts

Total

Checkout

Don't rely on abandoned basket emails - get your customers over the line with an engaging and user-friendly checkout experience.v

ITEM	CHECK	SCORE
Product imagery in the cart	☐	0.5 pts
Product imagery in the checkout	☐	0.5 pts
Multi-page checkout	☐	0.5 pts
Removed navigation in the checkout	☐	0.5 pts
Address lookup in the checkout	☐	0.5 pts
Guest checkout	☐	0.5 pts

Total

Delivery and Returns

Manage your customers' expectations and match their needs with a choice of delivery options.

ITEM	CHECK	SCORE
Clear, easy-to-find delivery information	☐	0.5 pts
Clear, easy-to find returns information	☐	0.25 pts
Next day delivery	☐	0.5 pts
Named day delivery	☐	0.5 pts
Free delivery (with or without a minimum spend)	☐	0.5 pts

Total

How did you score?

➡ Time to tot up your points

Speed and Security	

User Experience	

Mobile UX	

Navigation	

Search	

Reviews, Trust & Loyalty	

Community	

Payments	

Checkout	

Delivery & Returns	

Total

➡ Turn to the next slide to see how you've performed

The results are in

0 - 24

Urgent Attention Needed

Your ecommerce website is in urgent need of attention. There are many problematic areas across all criteria, which will be blocking your website's ability to convert browsers into paying customers.

Seek advice as soon as possible from an ecommerce growth agency for a full audit and strategy to get you back on track.

25 - 49

Work to be Done

Your website works, but there is a long way to go before it is delivering the superior shopping experience that your customers deserve. It may be that just one or two critical areas are letting you down.

Get in touch with a web development agency right away to update or correct those factors that are holding your revenue back.

50 - 74

Pretty Good

You've made it into the 'average' bracket, which is not bad but it can always be better. Things are probably ticking along nicely for you, but you might be getting frustrated that your competitors are starting to pull away while your returns are staying flat.

It's time to crank it up a notch and move from a comfortable to a dynamic performance. Get in touch with an ecommerce agency to discover what you're missing out on.

75 - 100

Congratulations!

There's not many retailers that make it into the top 25%, so congratulations on your success! However, now is not the time to relax.

To stay ahead and ensure continuous revenue growth, commerce websites must always look out for new ways to excite and delight their customers.

Find out from an ecommerce growth agency now how to implement bold changes and microcosmic tweaks to your website that will deliver big and beautiful results.

Find out how you compare

Time to make your ecommerce website excellent

Get in touch with the award-winning Fluid Commerce team to find out how we can accelerate your business growth through the design and build of superior ecommerce websites.

Get in touch

hello@fluidcommerce.co.uk

🐦 fluid_commerce

📷 fluidcommerce

f wearefluidcommerce

MANCHESTER HQ

18 Hilton Street, Manchester,
M1 1FR

0161 762 4920

LONDON HQ

White Collar Factory, 1 Old
Street Yard, London, EC1Y 8AF

020 3026 1732

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