

Checkout Optimization Checklist for Online Stores

Use this checklist to make your checkout experience simpler, clearer, and easier for customers to complete.

<input type="checkbox"/>	The checkout process feels short and easy to follow.
<input type="checkbox"/>	Guest checkout is enabled, and the sign-in process is smooth.
<input type="checkbox"/>	Shipping charges are shown before the final step.
<input type="checkbox"/>	Taxes and charges aren't added unexpectedly at the end.
<input type="checkbox"/>	Payment options are clearly visible and easy to select.
<input type="checkbox"/>	The total order cost is easy to review before payment.
<input type="checkbox"/>	Checkout works smoothly on mobile.
<input type="checkbox"/>	Form fields are limited to only necessary information.
<input type="checkbox"/>	Error messages are clear and helpful.
<input type="checkbox"/>	Return, refund, or delivery information is easy to access during checkout.
<input type="checkbox"/>	Secure payment reassurance is visible.
<input type="checkbox"/>	"Continue shopping" option is available.