

Homepage Optimization Checklist for Online Stores

Use this checklist to make your homepage clearer, more trustworthy, and easier for customers to browse and shop from.

<input type="checkbox"/>	Clearly communicate what the store sells at the top of the homepage.
<input type="checkbox"/>	Primary action button is visible above the fold (Shop Now, View Collection, etc.).
<input type="checkbox"/>	Best-selling products or key collections are featured.
<input type="checkbox"/>	Current offers or promotions are clearly highlighted.
<input type="checkbox"/>	Banner is clean and not overcrowded with text.
<input type="checkbox"/>	Trust signals are visible (reviews, guarantees, secure checkout, policies).
<input type="checkbox"/>	Navigation to key categories is easy.
<input type="checkbox"/>	The layout is easy to browse on mobile devices.
<input type="checkbox"/>	Footer contains essential links (policies, contact, FAQs).
<input type="checkbox"/>	Homepage loads quickly on both desktop and mobile.