

Product
Page
**Conversion
Checklist**

HOW TO **GET MORE SALES FOR YOUR**
ECOMMERCE BUSINESS

Meta Descriptions

Create a Title & description for your homepage

Free Shipping Bar

Add the App "FREE SHIPPING BAR" and link it to your website

Abandoned Cart Email Sequence

Create email campaigns for people that have abandoned cart

FAQ Page

Publish your FAQ page to your site

Compress Images For Fastest Load Speed

Use tinyjpg to compress images

Customer Reviews

Get at least 5 Product reviews on your bestselling PDPs

One Click Upsell

Use one click upsell software
Come back and set up one or two relevant product upsells

Header

Add brand tagline, logo with home link, mobile specific version

Product Demo Video

A minute or longer, has video and audio, shows the product in use and includes social proof

CTA Button

Mobile-friendly, clear text. Has USP images under it. Is above the fold, and sticky

Product Description

Has clear benefits, tells story of the product, makes the reader want to buy the product

Page speed

Desktop and mobile optimization

Guarantees

100% Money Back, Lifetime Warrantee, etc

Exit intent offer

5% off, 10% off, free gift, etc