



eCommerce Store Essential Checklist

All Online Store Pages

- All pages must be mobile-friendly - the site may use either the Responsive Web Design (RWD) or adaptive application design that is capable of detecting a type of device switch content formatting to match the screen.

Page Header Area

- The logo displays properly on desktop and mobile devices
- The logo is linked to the site home page
- Link to your prime contact method: phone, email or chat
- The site search link - you may use a text link, icon or both
- Link to the customer account login and customer signup
- Shopping cart link indicates how many items in the shopping cart or shows an empty shopping cart
- Wish list link (Optional)
- Top navigation has to provide a clear, easy-to-digest menu without too many levels
- Mobile style hamburger menu is not recommended for desktop view
- Mobile menu that requires minimal possible number of taps to reach content
- Top banner area - describe a free shipping offer if you offer one in this area. This area is for sitewide announcements such as promotions or other important notifications.

Common Area Below Page Header Area

- Breadcrumbs links to help users return to previous content without resorting to the 'back' button

Page Footer Area

Must have links and content

- Customer Service and Contact Us page with a form and multiple contact options
- Shipping and Returns Policy
- Privacy Policy
- Terms and Conditions
- Copyright

Recommended elements and links

- Newsletter subscriptions form
- About us page
- Security certificate icon
- Social media presence pages links
- Accepted payment icons
- Informational pages that are specific to your business
- Blog or news page link

Home Page

- Home page style and image selection introduce your brand to users
- The home page may include:
 - Feature promotions
 - New products
 - Available product customizations and services
 - Description of any special customer programs like loyalty or membership

Product Category Pages

- Product grid view that shows for each product:
 - Product image thumbnail
 - Product name/title
 - Product prices (regular price, promotion price when applicable, price range if price depends from the product options selection)
 - Product availability
 - Add to cart button
 - Add to wish list
 - Compare checkbox (if it is applicable)
- Sorting options
- Listing filters by product attributes such as subcategory, price range, brand, size, color, rating

Product Pages

- Search friendly product names:
 - 1–150 characters. Use all 150 characters. Your title will be used to match your product to a user’s search. Include the important details that define your product.
 - Put the most important details first. Users will usually see only the first 70 or fewer characters of your title, depending on screen size.
 - Use keywords. Keywords will help connect your product with a user's search and help the user recognize what you’re selling. Your keywords could include these types of product details:
 - Product name
 - Brand
 - Specific details about the product area such as “maternity” for apparel or “waterproof” for mascara
- Use a high-quality image that shows a clear view of the main product being sold. Google recommends images of at least 800 x 800 pixels. Frame your product in the image space so that it takes up no less than 75%, but not more than 90%, of the full image.
- A set of unique images that represents the distinguishing details of each product variant. For example, if you sell multiple colors then you need a product image for each color.
- Product code
- Prices per variant, sale price, volume discounts where applicable

- Product specifications that are relevant to the product type such as dimensions, weight, color, material
- Detailed product description
- Rating and review widget
- Variant selection: colors, sizes
- Share button that links to the social sharing dialog box
- Add to Cart button with change quantity
- Add to wish list button
- Availability
- Links to product videos and user manuals if available

Shopping Cart Page

- The list of items that user added to a shopping cart where each line item includes:
 - Product name including selected variants such as size, color, material.
Product name to include link to the product details page
 - Clear thumbnail image
 - Quantity with update option
 - Remove button
 - Single product item price
 - Item total price for the selected quantity
- Subtotal
- Taxes
- If there are surcharges per time of shopping cart - surcharges line
- Indicate expected shipping and delivery time range or availability restrictions per item
- Coupon or promo code entry box and 'Apply' button
- Place the 'Checkout' call to action button above the fold (the portion of the device screen that is visible without scrolling)

Checkout

- Allow Guest or Sign-in checkout choices
- Email text field with email format validation
- Shipping information, make sure that you allow address data formats based on the country selected if you ship in different countries
- Choice of shipping methods with estimated delivery times and shipping cost calculated based on the shipping destination
- Checkbox: Billing address is the same as the shipping address
- Billing address fields are available if the checkbox is not checked
- Payment method selection
- Credit card information fields or pay by PayPal button
- Order summary
 - Order subtotal
 - Shipping cost
 - Savings or discounts applied
 - Taxes
 - Order total
- Call to action 'Place Order' button
- Link to shipping cart to review items

Order Review Screen

- This is a read-only screen that must include the following:
 - Order details with a list of all items
 - Shipping address
 - Billing address
 - Confirm button
 - 'Edit information' or 'Back' button to allow a user returning to the previous screen and correct any mistakes without restarting the checkout process

Thank You Page

- Thank you message that confirms that the order was successfully submitted
- Acknowledgment that that order confirmation email has been sent. It also must include the actual email address
- Order number
- Order details section with the list of items with pricing information
- Order summary section
- Print order button

Customer Account Page

- Update email, phone and customer shipping address form
- Password update form
- Order list link with order status, sorted by date started from the latest order and links to see order details, print invoice or receipt
- If order is not completed it should allow to view shipping tracking number and track the shipment status

Email Notifications

Here is the minimal set of automatic email notifications:

- Email address confirmation email
- Welcome email when a new account is created
- Order confirmation email
- The purchase receipt email - you may include order confirmation and purchase receipt in one email notification
- Shipping Notifications
- Your notifications email templates must be mobile-friendly - users read most of their emails on mobile devices

Other Recommended Notifications

- Shopping cart abandonment email
- Customer feedback email
- Cross-sell/Upsell email
- Re-engagement email