

✦ 31 QUESTIONS ✦ TO ASK ABOUT OPTIMIZING YOUR WEBSITE

Use these 31 questions to walk through your own website with a fine toothcomb, finding opportunities to optimize the experience and conversion.

1. Is the site built on a quality platform with functionality & ease of use?
2. Is its' homepage easy to read, relate to your brand image, and easy to navigate?
3. Are the graphics, text, and images cohesive?
4. Does this site match the ideal target market?
5. What is above the fold? Is that important? Does the mobile site look good too?
6. Are the featured collections the most relevant ones - timely or popular?
 - Are they changed and updated often?
7. Is there clear shipping information on the homepage or footer?
8. Is there a clear return policy or FAQs available?
9. Is there a welcome pop-up, slide, or lightbox to welcome and capture an email?
10. Are there secondary opportunities to capture emails elsewhere on the site?
11. Is Google Analytics installed with E-Commerce Tracking checked?
12. Is your Facebook Pixel installed and working?
13. Are the social media icons clear, complete, and working?
14. Is there an abandoned cart protector app in place sending 2-3 emails per abandoned cart?
 - Do you have automations set up with your email system provider?
15. Is the site secure with a SSL certificate showing a secure symbol in the URL?
16. Are related products shown below products?
17. Is there a chat option for customer service?
18. Are photos sized correctly and evenly?
19. Is the category/sub-category structure sufficient?
 - Most popular categories first?
20. Does the site appear full?
 - Does it need more or less sub-categories?
21. What is the homepage call to action?
22. Are there product reviews on site?
23. Are there secure site security symbols and payment option icons that build trust?
24. Is there an exit intent pop-up?
25. Is Paypal available for ease of checkout? Sezzle? Apple Pay?
26. Do the product descriptions clearly relay fit?
 - Quality? Sizing? Model sizing? How to style? Are they easy to read or skim?
27. Are products named with SEO in mind?
28. Is there room for SEO Header 1, Header 2 keywords on the site?
29. Is the Brick & Mortar store location showing, if you have one?
30. Is there a clear about page and why to shop with them?
 - What is special or unique?
31. Is there customer love, reviews, or other testimonials?

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