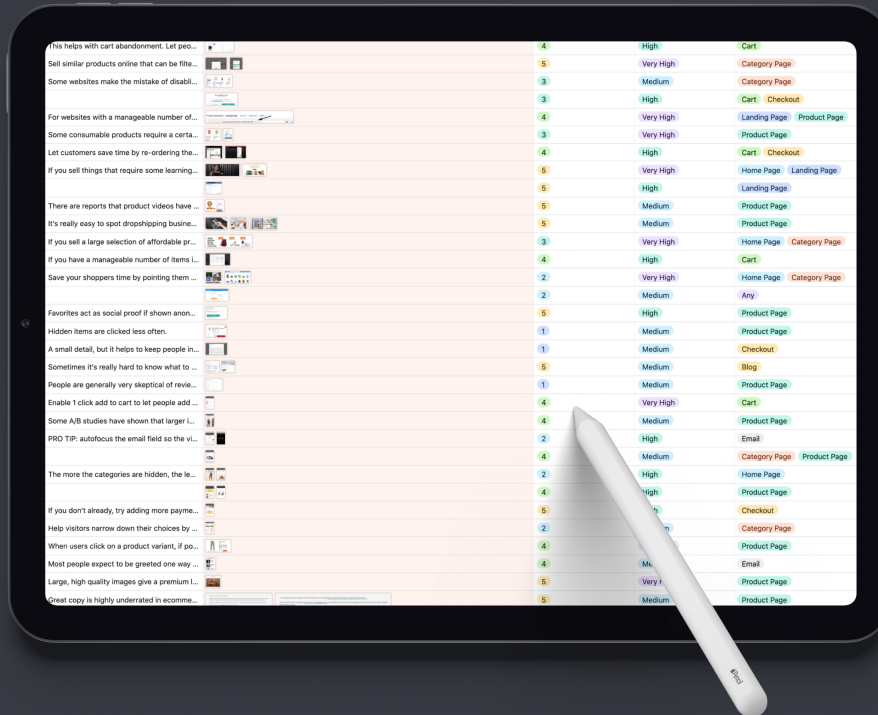


Swipe E-commerce



This helps with cart abandonment. Let peo...	4	High	Cart
Sell similar products online that can be titl...	5	Very High	Category Page
Some websites make the mistake of disabl...	3	Medium	Category Page
	3	High	Cart
For websites with a manageable number of...	4	Very High	Cart
Some consumable products require a certa...	3	Very High	Product Page
Let customers save time by re-ordering the...	4	High	Cart
If you sell things that require some learni...	5	Very High	Home Page
	5	High	Landing Page
There are reports that product videos have...	5	Medium	Landing Page
It's really easy to spot dropshipping busine...	5	Medium	Product Page
If you sell a large selection of affordable pr...	3	Very High	Product Page
If you have a manageable number of items l...	4	High	Home Page
Save your shoppers time by pointing them ...	2	Very High	Category Page
	2	Medium	Any
Favorites act as social proof if shown anon...	5	High	Product Page
Hidden items are clicked less often.	1	Medium	Product Page
A small detail, but it helps to keep people in...	5	Medium	Checkout
Sometimes it's really hard to know what to ...	1	Medium	Blog
People are generally very skeptical of revie...	4	Very High	Product Page
Enable 1 click add to cart to let people add...	4	Medium	Cart
Some A/B studies have shown that larger i...	2	High	Product Page
PRO TIP: autofocus the email field so the v...	4	Medium	Email
	4	Medium	Category Page
The more the categories are hidden, the le...	2	High	Product Page
	4	High	Home Page
If you don't already, try adding more payme...	5	High	Checkout
Help visitors narrow down their choices by ...	2	Medium	Category Page
When users click on a product variant, if po...	4	Medium	Product Page
Most people expect to be greeted one way ...	4	Medium	Email
Large, high quality images give a premium l...	5	Very High	Product Page
Great copy is highly underrated in ecomm...	5	Medium	Product Page

Thank You For Purchasing Swipe E-commerce!

Here is your link to the table: <https://airtable.com/shrCnJ4RYdGzDGH7K>

How to Use This File

My recommendation is to sort the file by “*Very High*” anticipated impact. Then, look for items with the lowest estimated effort. This will narrow down the list to strategies you can put in place right away for maximum effectiveness with least effort required on your part.

Since there are such a wide number of industries and situations, I try to cover all scenarios and will continue adding items that are applicable to a wide range of sellers. Your mileage will vary depending on how far you’ve already advanced with your store. For the most part, you should be able to find at least a handful of strategies to boost your conversions in a meaningful way. Having done hundreds of audits from small operations to multi-nationals, I have never seen a “perfect” store.

If you have any questions, reach out to me at cogentgene@gmail.com or on Twitter @cogentgene

Cheers!
Gene