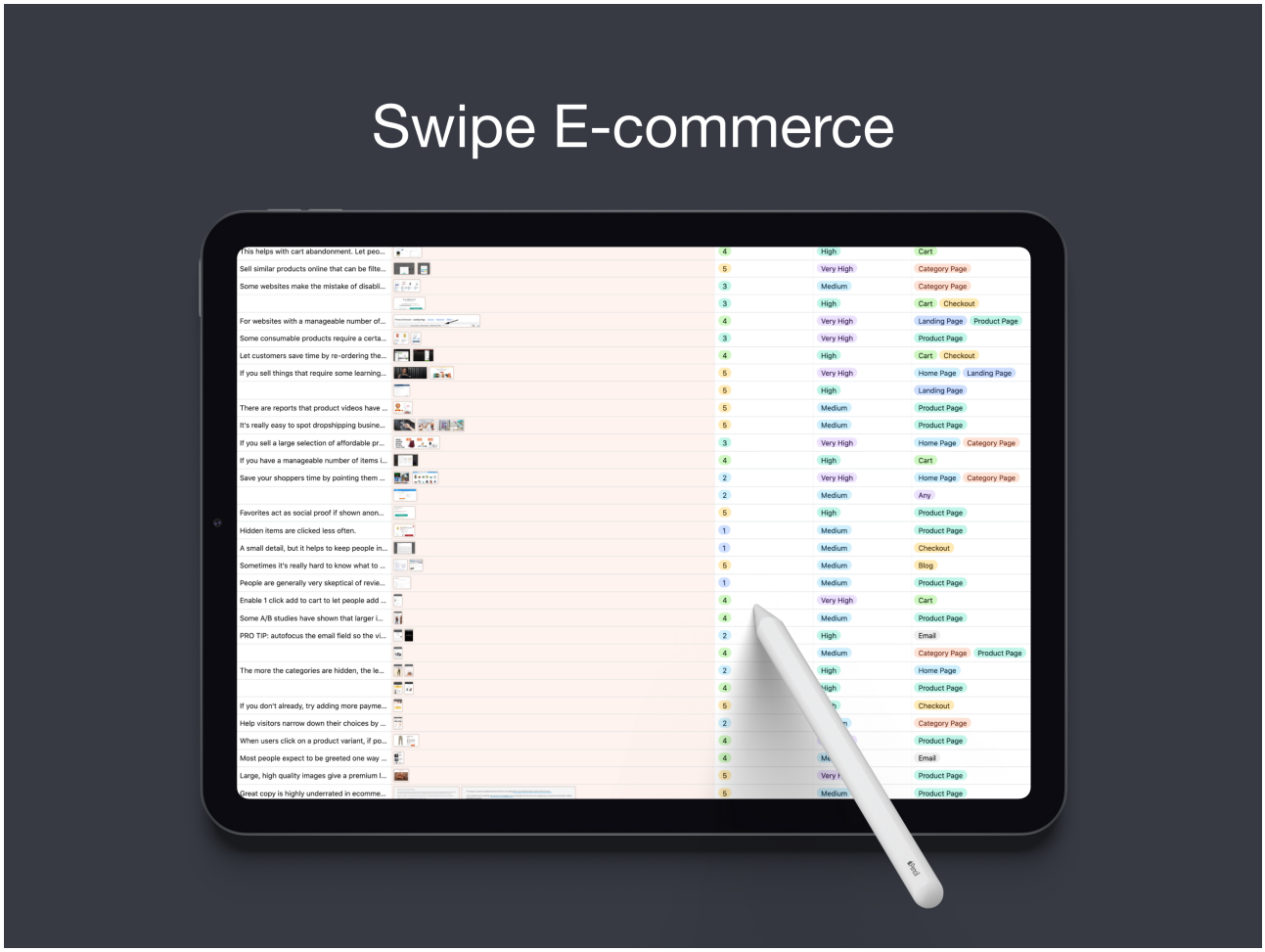

Thank You For Purchasing Swipe E-commerce!

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 milage 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