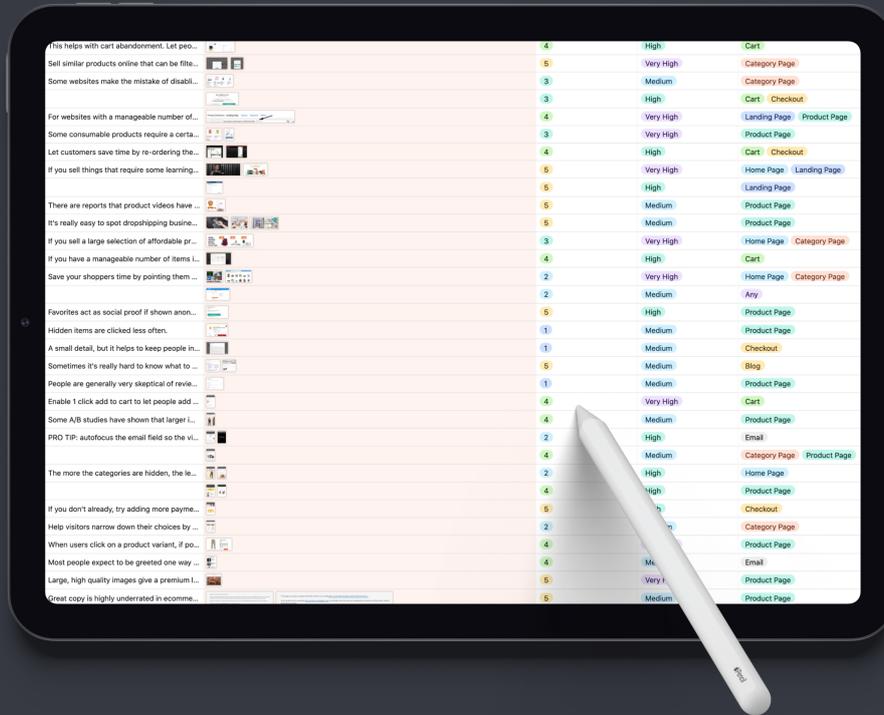


# Swipe E-commerce



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

Cheers!  
Gene