



Contentsquare

Quick Wins

Best Practices for optimizing your checkout



UX/UI Quick Wins

Are you implementing the following best practices on your checkout funnel?

1. How easy is the checkout process for the user?

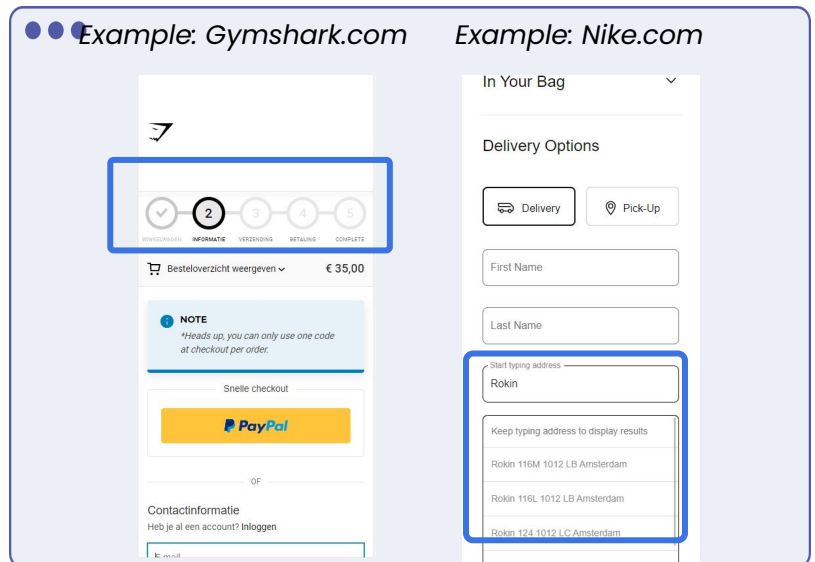
Recommendation:

- Provide a **breadcrumb or stepper** to clearly show where in the process the user is during checkout
- Use **address autocomplete** or smart form filling to accelerate the checkout
- **Remove distractions** such as unnecessary fields in the forms
- Provide other **third-party login methods** & Allow users to continue through **checkout as a guest**.

Analysis Tip: Use Form Analysis

Metrics to focus on: Drop rate, Blank rate, Refill rate, Click rate (session level), Exposure rate

Segments to compare: Transactors vs Non Transactors



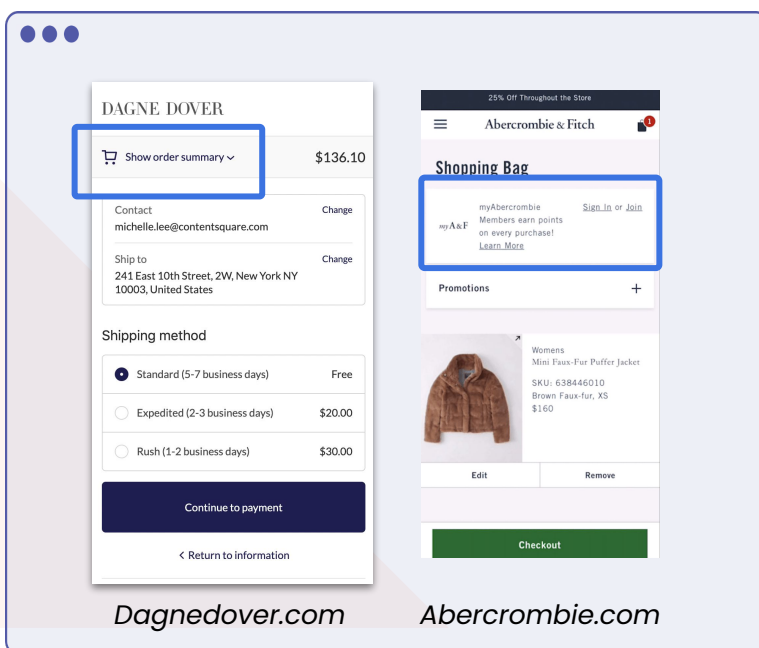
2. Is the order summary and promotion features visible and easily accessible?

Recommendation:

- The order summary should be **expandable and collapsible** so users can view it at any time and also to avoid extensive page heights.
- Make relevant coupon codes and promotional information **easy to add** within the checkout
- Only render elements on the page that need to be updated, and provide feedback immediately.
- The Continue CTA must be **visible above the fold line**

Metrics to focus on: Click rate (session level), Click Recurrence, Exposure rate

Segments to compare: Transactors vs Non Transactors



3. Are you communicating specific feedback on checkout errors incl. form fields and promo codes?

Recommendation:

- Users need to know exactly what and where the problem is, and this feedback needs to be well-visible to the user.
- **Show the errors** with a bold text message by the field and/or a highlight outlining the field.



Workspace Funnel recommendation

Funnel feature helps you focus your analysis on the key steps of your users' journeys through your application

Measure how many of visitors drop off between each step in the checkout, which step is the most problematic and identify potential usability issues

Create your checkout funnel from Journey Analysis or directly from Workspace.

Build alerts directly from workspace and get notified whenever the conversion drops or when click recurrence on the validation CTA of each step of the checkout increases. [Learn more](#)



Form Analysis recommendation

Analyze the performance of your checkout form to improve your checkout conversion by optimizing it and reducing abandonment..

Find out how many users interacted with your form without completing it, or see exactly which field of your form causes users to drop.

Leverage key metrics such as click rate, time before first click, click recurrence to identify and resolve friction points on forms

Drill down into Session Replay at each step of the form to understand what is behind the unsuccessful attempts



Additional resources

[\(Webinar\)](#)

How to find & plug the leaks in your checkout funnel

[\(CS Uni Course\)](#)

Evaluating redesign results - Cart page

[\(CS Uni Video\)](#)

Analyzing cart page

[\(Help Centre Article\)](#)

How to interpret checkout paths via journey analysis

[\(Webinar\)](#)

How to get users over the form hurdle?

[\(CS Community\)](#)

Checkout other relevant discussions around checkout or post your question/challenge