



The Definitive Checklist For a Robust E-commerce Website in 2020

Creating an e-commerce website can be overwhelming if you don't know where to begin, but there are some essential steps to follow to nail the process.

At Medianova, we know the struggle is real so we created this checklist for you to make sure you do everything you need to create your perfect e-commerce site.

1. Website Design and Optimization

Page URLs

URLs should be structured in a logical and consistent way. In other words, avoid the random scramble of numbers and letters by structuring your website with different categories and filters.

Page Heading Optimizations

Use one, and only one, H1 tag on your pages.

Ensure H1 tags are used before other header tags (H2, H3, H4)

Alt Attribute for Images

Use the ALT tag/attribute to inform about the images to Search Engines crawlers

Website Errors

Sign up for Webmaster tools and check it regularly for any page errors.

Set up necessary redirects for pages that no longer exist.



XML & HTML Sitemap

Create an XML sitemap to help Google and other major search engines crawl your website

Create an HTML sitemap to help the users find your content easily

Canonical Tags for filtered page views

Add canonical tags to product category pages to avoid duplicate content issues

2. Content, Search, and Social Optimization

Content

Create Catchy Content for the three types of pages on your website— landing pages, product detail pages, and policy pages.

Add keywords and relevant visual elements (videos and images) to the pages

Your Home Page

Use large appealing imagery that clearly displays products, offers, and other promotions.

Include 'Top Selling', 'Featured Products' and 'Recommended for you' sections.

Landing Pages

Use landing pages for specific promotion campaigns (e.g. Summer Sale or PPC campaigns).

Set a headline, intro text, banner image and a selection of products that are consistent with what the landing page is being used for. For example, if you have a PPC ad that's referring to Mother's day, the title of the landing page should mention gifts for Mothers and the selection of products should be relevant.

Include testimonials, badges, other social proof to reduce customer anxiety.

There should be a clear call to action to 'add to cart' or begin shopping.

Customer Reviews

Add to your products pages to validate a purchase in your customers' minds

3. Product Description Pages

This page should be clear and easy to take in within 3 seconds.



Ensure 'Buy' buttons are clear and stand out from the page

In your photographs, show different angles and some with the product in context

Include a product zoom feature so the customers can see the detail.

If you are a re-seller, you could include product reviews from the media to further boost social proof.

If options are out of stock, do not show them, or make it obvious they are out of stock. If possible, allow the user to enter their email address so they are notified when the item is back in stock.

Show the amount saved for items on sale.

Display your returns policy clearly.

Trust seals, supplier logos and payment methods should be visible even at this stage, perhaps in the footer, so the customer knows they can checkout securely.

When a customer clicks your 'buy' or 'add to cart' button, show a pop-up or some other feedback.

In the background, your pages should be generating automatic rich snippets to encourage click through from Google.

Show an "x remaining in stock" label below a certain threshold, for a sense of urgency in the purchase.

If you can, show estimated delivery times and prices at this stage

Create an HTML sitemap to help the users find your content easily

4. Checkout Process, Shipping and Wish List

Customer Reviews

Don't make the person create an account until after placing order

Accept all payment methods

Make the checkout visual with fun images

Add checkout buttons on the top and bottom of your pages

Make sure the security and payment seals are most prominent during checkout

Ask people to continue shopping after making a purchase

Show people how much they saved during checkout

Include an area to punch in promo codes

Test the checkout process to see if it works



Wish List

Allow people to save their cart to a Wish List for later

Suggest Wish List items to upsell during checkout

A wish list or 'save for later' button should be present but not as prominent.

Shipping

Try free shipping when they spend a certain amount

Offer multiple shipping methods

Offer low shipping costs

Show the approximate shipping date and time

If selling digital downloads, explain how they receive the product

5. Following Up With Customers

Send a Thank You and Welcome to join their growing list of customers

Send a receipt with the price

Send a picture of the item

Include links to the product, site, support and related product suggestions.

Send a one to two weeks follow up to see how the product is

Ask for a review

Offer a discount code if they haven't ordered again after a few months

Ask them to join a loyalty program

Ask for reviews in exchange for specials and discounts

Ask if they want future notification alerts for specials and products

Sell gift cards in your emails

Send a promotion for abandoned carts

Have an option to cancel the order

A link to track the shipping

The order number and a link to return instructions

6. Support Pages Should Include

Social media pages

Listed emails and contact forms



Listed phone numbers

A Live Chat area

Forums

FAQs

Shipping details

Sharing buttons

24/7 customer support

Extensive return period

7. Page Load Times

Make sure you don't have too many plugins installed that are slowing your site down

Turn off pingbacks and trackbacks to speed up your load time

Use the Google PageSpeed Insights tool to help you identify how to improve the speed of your website

Content Delivery Network

Use a **CDN*** for fast and secure content delivery (All of your pages should load in less than three seconds)

Image Optimization

Opt for an **Automatic Image Optimization*** method (Lossy or Lossless image compression methods)...

Your images should be a size that means they don't take too long to load. You want to focus on resolution and pixel sizes

Use the correct types of images: .gif, .jpg or .png are your best options.

8. Mobile and Voice

Mobile

Get a Mobile App by investing in a proper platform optimized app that offer a complete experience to the users

Design an adaptive site for six common screen widths: 320- 480- 760- 960- 1200- 1600.

Voice

Optimize your store for voice search for an overall store search engine



9 Digital Outreach and Paid Marketing

Social Media Integration

Make sure you have social sharing buttons on all the appropriate pages of your website.

Links to your social media accounts should be clearly displayed on your website homepage or in a footer or header. This will assist not only in your SEO, but getting followers and developing your social audience.

Use Facebook for comments and use social networking links to allow visitors to quickly 'like' or 'share' posts and products.

Paid Marketing

Mix up Social, Organic, and Influencer Marketing

Use Paid Search For Maximum Impact

10. Analytics and Tracking

Use Google Search Console (GSA) tracks a lot of statistics including indexed pages and the number of clicks on daily basis.

Medianova's fast and secure CDN* improves e-commerce websites performance on all devices. Using features like **HTTP/2, image optimization*, Purge Service, Brotli** and more.

With a performant CDN, you achieve higher conversions, which in turn results in higher revenues

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