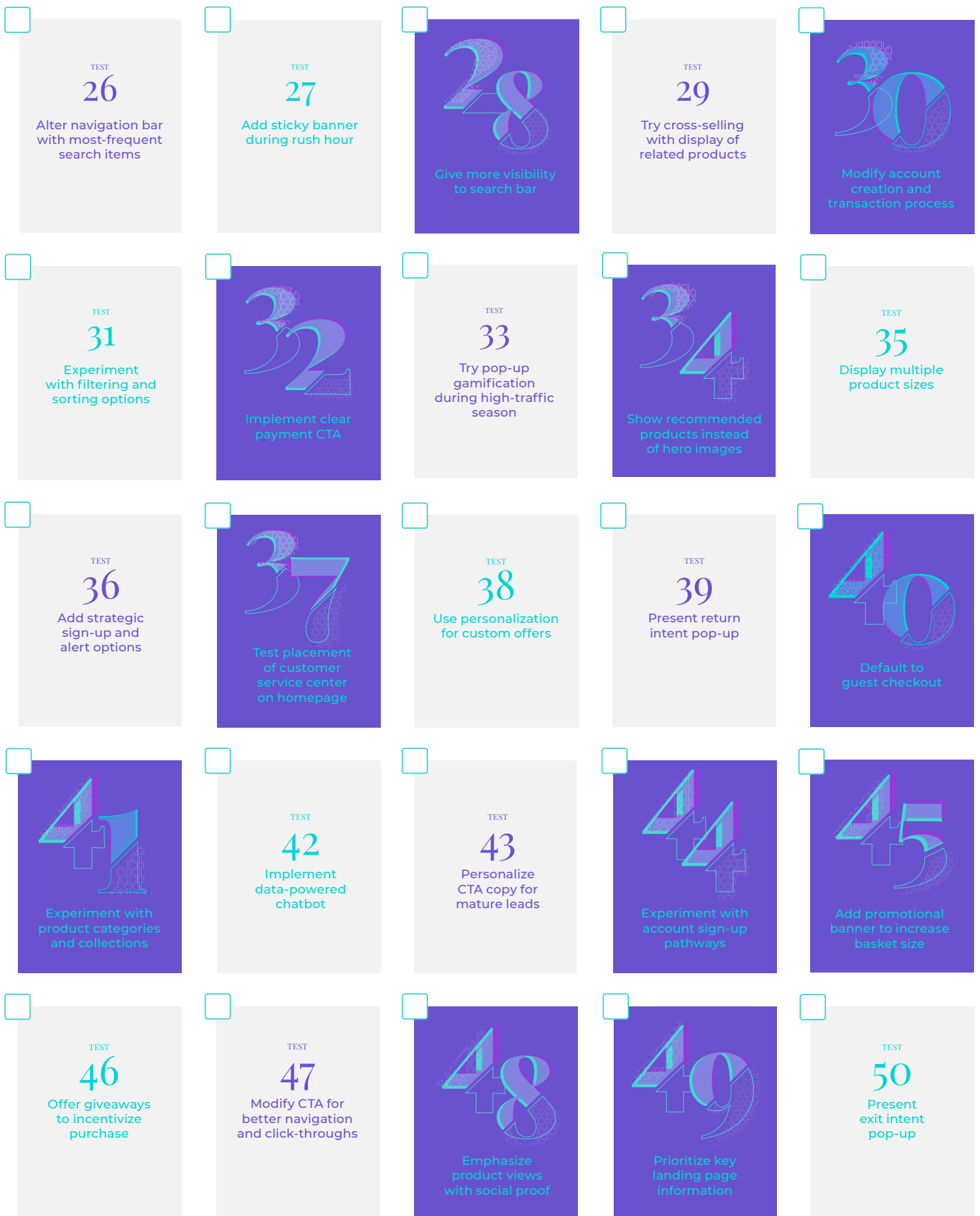


The complete checklist for website optimization

- ☐ TEST
01
Add fixed search bar to the mobile experience
- ☐ TEST
02
Test free shipping and return callouts
- ☐ TEST
03
Test multiple color and layout CTA combinations
- ☐ TEST
04
Take advantage of seasonal pop-up offers
- ☐ TEST
05
Use personalization to incentivize return visitors
- ☐ TEST
06
De-emphasize pricing on product pages
- ☐ TEST
07
Test high-contrast CTA colors
- ☐ TEST
08
Try multipage testing of product images
- ☐ TEST
09
Make 'locate me' option highly visible
- ☐ TEST
10
Add pop-up for in-store availability
- ☐ TEST
11
Test CTA design
- ☐ TEST
12
Simplify email newsletter sign-ups
- ☐ TEST
13
Redesign navigation bar by categories
- ☐ TEST
14
Create urgency with quantity of products available
- ☐ TEST
15
Modify tab order
- ☐ TEST
16
Highlight 'new collection' banner
- ☐ TEST
17
Experiment with 'free shipping' copy
- ☐ TEST
18
Simplify content that is 'above the fold'
- ☐ TEST
19
Use 'stick to scroll' tactic for CTAs
- ☐ TEST
20
Boost social-proof messaging
- ☐ TEST
21
Personalize newsletter pop-ups
- ☐ TEST
22
Add sticky 'buy now' widget
- ☐ TEST
23
Decrease purchase anxiety with CTA copy
- ☐ TEST
24
Activate member base with personal messaging
- ☐ TEST
25
Experiment with variations of product images



Discover the ultimate guide to
boost your website optimization

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