WholesaleSuite | Checkout Page Design Cheatsheet

Simplify Checkout Elements

Shorten personal details section
Don't ask for anything you don't immediately need to finish the purchase.

Offer more than PayPal
Offer at least 2 payment methods – increases conversions.

Two shipping options
Too many shipping options can cause confusion. Offer simplified shipping with just *Standard* or *Express*.

Remove Distractions
Hide menu, footer, social icons & other distracting elements.

More Conversion Hacks

Pre-Populate Form Data
Pre-fill as much of the form data as possible in order to reduce the amount of work your customers have to do.

Enable Guest Checkouts
Unless you really require it (ie. digital downloads), enable guest checkout. Or, better yet, automatically generate the account for them.

Security Adds Confidence
People have been trained to "look for the little lock" symbol when navigating through a checkout. Introduce SSL and trust symbols into your checkout page.

Checkout Optimization Guides

Lemon Stand's How To Optimize Your Checkout Page For Conversions Guide
http://blog.lemonstand.com/optimize-checkout-page-conversions/

Kissmetrics' 40 Checkout Page Strategies
https://blog.kissmetrics.com/40-checkout-page-strategies/

Moz's Checkout Page Optimization: Just Follow the F.A.C.T.S.
https://moz.com/blog/checkout-page-optimization-just-follow-the-facts

Niel Patel's 7 Great Things Every Checkout Needs
https://www.quicksprout.com/2013/10/31/the-7-things-every-great-checkout-page-needs/