



# Ecommerce checkout audit guide

Undertaking a checkout audit is vital for enhancing user experience and increasing conversions. Here are **eight things** you can do to audit your checkout:

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### Pop-ups

Take a look at how many pop-ups show before a user can make the purchase. If it's more than two, remove any that aren't necessary to prevent people becoming frustrated.



### Form fields

Make sure that only the essential pieces of information are required on forms (such as name, email address, etc). The faster you can make your checkout process, the better. The fewer fields a user needs to complete, the less likely they'll be to abandon the process. It's also a good idea to ensure the required fields are clearly marked (often with an asterisk).



### Page load speed

Run a [page speed test](#) on each page of your checkout. This will help you identify any changes you can make to get things working faster, like optimising images.



### Mobile responsiveness

Review your checkout process on mobile and tablet devices, as well as computers and laptops. Also take note of any layout issues and resolve those to make the buying experience as seamless as possible for users across all devices.



## Payment options

Evaluate the payment methods that you currently offer potential customers. Be sure to include popular and secure options to serve different preferences and demonstrate that you take payment security seriously.



## Error messages

When a user inputs something incorrectly, the error message they're presented with should be clear and helpful. Check that your messages give specific guidance for what the user should do next to resolve and move forward through the process.



## Basket summary

Ensure the basket summary is always visible (and accurate!) throughout the checkout. The product details and pricing should be shown to help give customers reassurance that they're purchasing the right item.



## Signs of security

Check that SSL certificates and security badges are clearly displayed to show your credibility and to build trust with your users.