Million Dollars Ecommerce Checklist

Skyrocket Your Store Conversions With

Ecom Checklist From Million Dollar Stores

Cyberence Agency

introduction.

Unlock the secrets to replicating conversion strategies from million-dollar e-commerce stores to elevate your conversions, revenues, and achieve better ROAS from your marketing spend. These proven conversion factors have been meticulously tested and validated by us, and are utilized by leading DTC brands like BOOM, Blissy, Mister Jones, and others to catapult their brands to new heights. Instead of investing time and resources in trial and error, we offer direct access to tactics that deliver results.

Contained within this document are 29 CRO tactics gleaned from online stores that have invested millions in refining their conversion rates. While not every tactic may apply universally, you have the flexibility to skip those that aren't suitable for your specific store. Whether you're a marketer handling e-commerce clients or directly managing your store, implementing or suggesting these changes can significantly boost your sales.

ecom checklist.

- ☐ SSL is active & setup correctly

- ☐ Offering free shipping

- ☐ Cart icon is always visible

- ☐ Add to cart draws automatically

- ☐ Add to cart button size is huge enough

- ☐ Each product has at least 5 verified customer reviews

- ☐ Product reviews show up on homepage

- ☐ Stand alone all reviews page is setup

- ☐ Top bar shows your hot offer

- ☐ Stock quantity bar is enabled

- ☐ Sales notification pop-up is enabled

- ☐ Offer count down is active on product pages

- ☐ User generated content added on product pages

- ☐ Gurrantee section is displayed on product pages

- ☐ Top bar shows your hot offer

- ☐ Stock quantity bar is enabled

- ☐ Sales notification pop-up is enabled

- ☐ Minimum one upsell funnel is setup

- ☐ Offering free shipping

- ☐ Frequently purchased together bundle is active

- ☐ Exit intent pop up is setup

- ☐ Live chat option is setup

- ☐ Shipping & Return pages clearly state your store policies

- ☐ Checkout process has minimum steps

- ☐ Use checkout progress bar

- ☐ Use wishlist system & display on every page.

- ☐ Use "get notified" system for out of stock products

- ☐ Account creation is optional

- ☐ Using 5+ dynamic product images

Of course, as a founder, entrepreneur, and especially as a marketer, you should always be doing your own testing. Every business and product is different so you may get different results than others in some areas…but… DON'T REINVENT THE WHEEL! Look at what the multimillion-dollar e-commerce businesses are doing and know that they have done the heavy lifting, testing, and spending for you!

what next.

Want to learn more about the ins and outs of running a successful e-commerce business? Want to learn what's in the expensive e-commerce courses shown on other platforms, and even the expensive masterminds that sell the same information for thousands of dollars?

Well, because we wanted to know the same things, and because we wanted to share the same information to good people with creative and ambitious minds, we've curated the same information from those courses and masterminds.

But this time... instead of sitting through 10-20 hours worth of video to learn the key points, and instead of spending thousands of dollars, we've created a PDF guide version.

That means you can swipe the notes with the key strategies, tactics, checklists, and templates, for a fraction of the price that you would pay for the same information elsewhere. We use these notes ourselves so we can quickly find, consume, understand, and take effective action to implement the tactics.

You can access them by hitting the button below...