



SELF-ASSESSMENT

# Is your website selling as much as it can?

Take this commerce self-assessment and uncover opportunities to improve conversion rates.

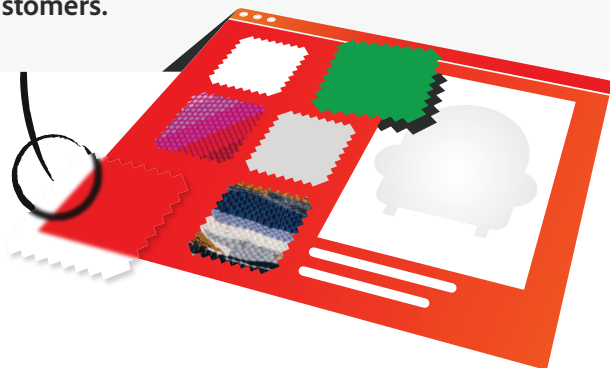


# It's hard to get visitors to your website. And even harder to get them to click the buy button.

Today's consumers have thousands of options. And your competitors are only a click away. It's no surprise, then, that the average conversion rates for commerce websites is just 2.36% as of December 2021, according to the latest data from IRP Commerce.

But you don't have to settle for average. You can do better—maybe even a lot better. Commerce technology has been evolving rapidly over the past couple of years, becoming both more advanced and more personalized. You may think your site is optimized for conversions, but you're probably leaving money on the table.

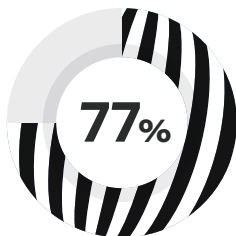
**This self-assessment can help you understand if your commerce site has all the features it needs to turn website visitors into customers.**



## CONVERSION DRIVER #1:

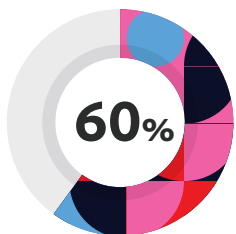
# Customer experience and usability.

Generally speaking, the better your website experience, the higher your conversion rates. In fact, over 77% of brands agree that delivering a great online customer experience is a competitive differentiator. A user study of more than 500 online shoppers suggests that 60% will leave a site and go to a competitor if the site delivers a poor customer experience.



of CEOs now see user experience as a competitive differentiator.

Source: IDC Research



will leave a site that offered a poor user experience and go to a competitor.

Source: Digital Commerce 360

A great user experience makes it easy for customers to interact with your site, whether they're using a desktop computer or mobile phone. But many merchants still struggle to deliver a usable mobile experience.

According to user research, **having to enlarge a mobile screen to touch a link or button is the most frustrating element** of the mobile user experience, which suggests that many websites are not as mobile friendly as they could be. Other common mobile-engagement issues include:

- Small text and images
- Limited functionality that requires mobile users to switch to desktop mode
- Tiny forms
- Insufficient product information

Meanwhile, artificial intelligence (AI) is playing a greater role in online shopping. It often powers customer support chatbots and personalized product recommendations.

A great user experience—one that makes it easier for customers to buy—should include these key elements:

- An easy-to-use mobile design
- An accessible help center or knowledge base
- Live chat
- Social sharing capabilities
- Personalized product recommendations
- Support for subscription products
- Dynamic product configuration (for complex products)



# Does your overall user experience help you sell?

Ask yourself these questions:	Yes	No
• Can customers easily shop on their mobile devices?	<input type="checkbox"/>	<input type="checkbox"/>
• If so, can they view product information without zooming and pinching?	<input type="checkbox"/>	<input type="checkbox"/>
• Can they fill out payment forms easily?	<input type="checkbox"/>	<input type="checkbox"/>
• Is text large enough for them to read easily?	<input type="checkbox"/>	<input type="checkbox"/>
• Can they access all website functions without switching to desktop view?	<input type="checkbox"/>	<input type="checkbox"/>
• Do you have a knowledge base on your website?	<input type="checkbox"/>	<input type="checkbox"/>
• If so, is it clearly labeled?	<input type="checkbox"/>	<input type="checkbox"/>
• Is it searchable or easy to navigate?	<input type="checkbox"/>	<input type="checkbox"/>
• Can users find what they're looking for in two clicks or fewer?	<input type="checkbox"/>	<input type="checkbox"/>
• Does your website offer live chat?	<input type="checkbox"/>	<input type="checkbox"/>
• If so, is it easy to start?	<input type="checkbox"/>	<input type="checkbox"/>
• Is it powered by humans or intelligent AI rather than a manual script?	<input type="checkbox"/>	<input type="checkbox"/>
• If chat cannot resolve a user's question, can the user escalate it easily?	<input type="checkbox"/>	<input type="checkbox"/>
• Can the user get a record of their chat conversations?	<input type="checkbox"/>	<input type="checkbox"/>
• Does your website offer social sharing capabilities?	<input type="checkbox"/>	<input type="checkbox"/>
• If so, can you share content with one or two clicks?	<input type="checkbox"/>	<input type="checkbox"/>
• Are shared links formatted attractively for all major social platforms?	<input type="checkbox"/>	<input type="checkbox"/>
• Can users follow your brand easily?	<input type="checkbox"/>	<input type="checkbox"/>
• Does your website offer personalized product recommendations?	<input type="checkbox"/>	<input type="checkbox"/>
• If so, do you use machine learning or AI to generate recommendations?	<input type="checkbox"/>	<input type="checkbox"/>
• Do you provide recommendations in real time?	<input type="checkbox"/>	<input type="checkbox"/>
• Do your recommendations perform well with both new and existing customers?	<input type="checkbox"/>	<input type="checkbox"/>

Every “no” answer is an opportunity to improve.

## CONVERSION DRIVER #2:

# Checkout processing and payments.

Checkout is a critical phase in the customer journey. Even when customers put items in their cart and begin to check out, there's no guarantee they'll complete their purchase. According to research from the Baymard Institute, nearly 70% of shopping carts are abandoned. Often that's because the checkout process is complex and requires too many steps, such as setting up a user profile or account.

Things can also go wrong during the payment process. Less sophisticated fraud detection systems can reject valid transactions based on customer location or other blunt criteria. A great checkout and payment experience will help users complete transactions quickly and easily, minimizing friction with these key elements:

- Guest checkout
- One-click checkout
- Intelligent fraud detection

**70%**

of shopping carts are abandoned.

Source: Baymard Institute

# Does your checkout and payment experience help you sell?

Ask yourself these questions:

Yes      No

- Does your site offer guest checkout?
- If so, is it easy to find?
- Does it display taxes and fees clearly?
- Can users skip creating a password?
- Does your site let users create an account and save checkout information?
- If so, can they check out quickly with third-party payment options like Amazon Pay or PayPal?
- Does your site offer one-click checkout?
- Can users check out without completing more than two forms?

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
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Every “no” answer is an opportunity to improve.



## CONVERSION DRIVER #3:

# Product availability and logistics.

One of the most frustrating experiences for customers is to get a product all the way to checkout, only to discover that it can't be shipped to their location or may take days to arrive. In contrast,

**79%**

of 1,600 US shoppers surveyed responded that free shipping would make them more likely to shop online.

Source: Walker Sands

listing free shipping prominently on product pages can dramatically increase conversions. In a survey of 1,400 consumers, 91% said they were likely to buy from a brand that offers free shipping. Similarly, out of 1,600 US shoppers, 79% said that free shipping would make them more likely to shop online.

Another way to smooth the path to purchase is to make sure customers know about fast shipping options.

In that same survey, 54% of US consumers under age 25 pointed to same-day shipping as their number one purchase driver.

Generally speaking, providing clear and actionable information about product availability and logistics can improve the customer experience—and your conversion rates. To promote sales, your website should include these important features:

- Accurate availability information
- Accurate shipping information
- Availability and logistics information that appears on the product page rather than only in the shopping cart



# Does your product availability and logistics experience help you sell?

## Ask yourself these questions:

	Yes	No
• Does availability information appear on your product pages?	<input type="checkbox"/>	<input type="checkbox"/>
• If so, do you include information on when out-of-stock products will become available again?	<input type="checkbox"/>	<input type="checkbox"/>
• Does product shipping and delivery information appear on your product pages?	<input type="checkbox"/>	<input type="checkbox"/>
• If so, is it displayed prominently?	<input type="checkbox"/>	<input type="checkbox"/>
• Are estimated shipping and delivery costs highlighted?	<input type="checkbox"/>	<input type="checkbox"/>
• Is it obvious whether shipping is free or not?	<input type="checkbox"/>	<input type="checkbox"/>
• Can users on your website check the status of their shipments easily?	<input type="checkbox"/>	<input type="checkbox"/>
• If users call customer service, will phone reps have the latest information about orders placed online?	<input type="checkbox"/>	<input type="checkbox"/>

**Every “no” answer is an opportunity to improve.**



## Promotions and offers.

Promotions and discounts can have an outsized impact on conversion rates. A survey of 1,018 shoppers shows that two-thirds of consumers have “made a purchase they weren’t originally planning to make solely based on finding a coupon or discount.” Similarly, 4 out of 5 (80%) reported that finding an offer or discount had encouraged them to make a first-time purchase with a brand that was new to them.

Personalized offers work even better. According to Accenture Interactive, 91% of consumers are more likely to shop with brands that know them, remember them, and engage them through relevant offers and recommendations. Making sure customers see relevant promotions at the right stage of their buyer’s journey can prompt them to buy more. The following are important considerations when it comes to promotions and offers that increase conversions:

- Display relevant promotions and offers on the home page
- Display relevant promotions and offers at checkout
- Indicate the products currently on sale clearly

**Seeing relevant promotions at the right stage of their buying journey can prompt customers to buy more.**

# Do your online promotions and offers help you sell?

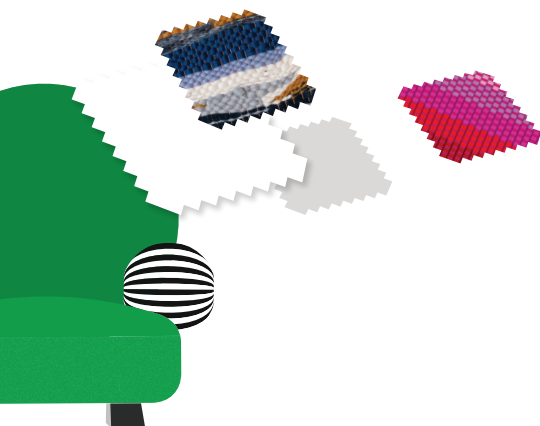
## Ask yourself these questions:

Yes      No

- Do you display offers and promotions on the home page?
- Do you display offers and promotions on the checkout page?
- Do you display offers and promotions on product detail pages?
- Are the offers and promotions you display personalized by geography?
- Are the offers and promotions you display personalized by past purchases?
- Are the offers and promotions you display personalized by real-time browsing behavior?
- Do you use AI and machine learning to continually improve personalization?

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Every “no” answer is an opportunity to improve.



## CONVERSION DRIVER #5:

# Analytics and learning.

Your website data—including customer behavioral data, campaign data, and sales—is essential input for business development reporting. Whether you run reports inside or outside of your commerce platform, analyzing seasonal purchase patterns, customer lifetime value, and the effectiveness of offers and promotions can help you plan for the future and grow faster.

## DID YOU KNOW?

Adobe Commerce is the only commerce solution that also provides data pipeline, warehouse, and visualization capabilities.

**Learn more about Business Intelligence in Adobe Commerce.**



# Do your analytics and learning capabilities help you sell?

Ask yourself these questions:

Yes      No

- |  |                          |                          |
|--|--------------------------|--------------------------|
| • Can you easily export website behavioral and transaction data from your commerce platform? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Can you easily analyze the performance of pricing strategies over time?                    | <input type="checkbox"/> | <input type="checkbox"/> |
| • Can you easily analyze the performance of promotional strategies over time?                | <input type="checkbox"/> | <input type="checkbox"/> |
| • Can you easily analyze the “stickiness” of different content types?                        | <input type="checkbox"/> | <input type="checkbox"/> |
| • Can you easily estimate customer lifetime value?   | <input type="checkbox"/> | <input type="checkbox"/> |
| • Can you forecast seasonal purchase trends?   | <input type="checkbox"/> | <input type="checkbox"/> |
| • Does your business intelligence solution include predictive analytics?                     | <input type="checkbox"/> | <input type="checkbox"/> |

Every “no” answer is an opportunity to improve.



# HOW DID YOU DO?

If you've completed this assessment, count how many "no" answers you accumulated. If you answered "yes" to everything, your website is probably a well-oiled conversion machine. However, if you have 5, 10, or more "no" answers, then you have many opportunities to improve—and that's good news!

You can use your assessment results to help you take action by researching commerce capabilities on your own—or you can contact the Adobe Commerce team. Our consultants can walk you through the site performance opportunities you've identified and develop strategies for adding commerce capabilities to your website that can dramatically boost your conversions and revenue.



## Adobe Experience Cloud

Adobe Experience Cloud is the most comprehensive suite of customer experience management tools on the market. With solutions for data, content delivery, commerce, personalization, and more, this marketing stack is created with the world's first platform designed specifically to create engaging customer experiences. Each product has built-in AI and works seamlessly with other Adobe products. And they integrate with your existing technology and future innovations, so you can consistently deliver the right experience every time.

## Adobe Commerce

Adobe Commerce is the world's leading digital commerce solution for merchants and brands. With Adobe Commerce, you can build engaging shopping experiences for every type of customer—from B2B and B2C to B2B2C. It's built for enterprise on a scalable, open-source platform with unparalleled security, premium performance, and a low total cost of ownership. Businesses of all sizes can use it to reach customers wherever they are, across devices and marketplaces. It's more than a flexible shopping cart system. It's the building block for business growth.

[Learn more](#)



# Sources

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