

# 10 Tips

## Ensure Your Shopping Cart is Optimized for Conversion Success

Does your e-commerce site provide the secure and seamless transactional shopping cart experience your customers expect? Use this checklist to ensure your cart is optimized for conversion success and the ultimate destination along the shopper journey.



### 1 Safeguard consumer information.

This is priority No. 1 as your customers trust you with their private information. WebFronts® has you covered so you can automatically take these critical steps to protect customer data: Secure Socket Layer (SSL); Payment Card Industry Data Security Standards (PCI DSS); and credit card information encryption and purging.

### 2 Provide fast, easy and secure transactions.

PayPal integration ensures a frictionless checkout experience. PayPal, the leading online payment system for fast, easy and secure transactions, is available across all WebFronts levels.

### 3 Offer instant financing.

The latest payment method in the world of e-commerce, instant financing is another important tool in reducing friction at checkout, as well as increasing consumer buying power. A Wells Fargo "apply and buy" integration is available as a free extension of Level 4, as well as integration of instant financing from Synchrony Financial.

### 4 Feature delivery options.

A lasting effect of the pandemic, contactless delivery options are here to stay. Clearly display all the ways customers can receive products that include contactless options such as curbside pickup.

### 5 Display inventory status.

Consider a seamless shopper experience before they reach the cart. Display inventory tags to communicate the status of the products shoppers are interested in purchasing. An Advanced Availability feature in WebFronts allows retailers to create and adjust inventory filters, using automated rules, informing consumers of product availability levels such as "in stock," "out of stock," "special order" or "low inventory."

### 6 Confirm credit card information via Luhn validation.

This alleviates consumer frustration by immediately indicating if the card number is invalid (typos happen!). It also saves you from wasting time on orders that don't include valid payment information.

### 7 Use interactive delivery calculation.

Your cart should allow you to create rules that automatically vary delivery fees according to items purchased, delivery location, type of products and total order price. Also, make sure your cart features robust and variable distance restrictions. Some manufacturers only allow online transactions within a specific distance from your physical retail location. Make sure your cart can handle these restrictions and vary them by brand.

### 8 Prompt for add-ons.

Asking customers to add related accessories, warranties and/or complementary products to their order saves them aggravation and maximizes sales. Ensure they can see related items on product pages throughout the checkout process and can easily add them to the cart.

### 9 Provide auto-complete forms.

Your cart should auto-populate all information consumers have previously entered, even if that information was provided outside of the shopping cart.

### 10 Allow out-of-cart pricing.

Some manufacturers allow certain discounts inside the cart only. Make sure your site supports showing a different price outside vs. inside the cart and adds appropriate verbiage around these prices to make consumers aware of, and comfortable with, this variation.

Ready to see the industry's most secure, fully transactional cart?

Schedule a demo today with RWS to see everything you need in an e-commerce web presence PLUS marketing automation.