

State of Checkouts

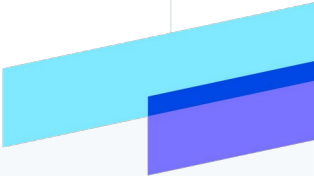
4 steps to optimizing your checkout

This checklist is designed to guide you as you review your existing ecommerce checkout process. It identifies common pain points and offers best practices in four main areas to help you create the best possible checkout experience for your customers.

1 Designing an optimized checkout form

- Error messaging:** Highlight payment information errors in real time.
- Number formatting:** Add spacing to card numbers, displaying them in blocks of four to six digits for easier data entry.
- Default address:** Use the same billing and shipping address by default unless customers want to add a different shipping address manually.
- Address auto-complete and auto-fill:** Optimize address collection by supporting both native autofill (which uses information saved in a customer's browser) as well as address autocomplete (which enables type-ahead completion).
- Saved payment information:** Allow customers to save their payment information for future use so they can check out with just one click.

2 Optimizing for mobile

- Responsiveness:** Ensure your form automatically resizes to the smaller screen.
 - Keypad:** Display a numerical keypad when customers are prompted to enter their card information.
 - Wallets:** Offer mobile wallet payment methods. Ideally, you should only surface these if you know they have been set up by your customer and are usable on their current device.
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3 Localizing your checkout

- ❑ **Language and currency:** Identify the top countries into which you want to sell, then localize the checkout experience by translating the page and displaying local currency.
- ❑ **Dynamic fields:** Change the payment fields to capture the right information for each country. For example, if your form recognizes a UK card, you should dynamically add a field for postcode.
- ❑ **Local payment methods:** Dynamically surface the right payment methods in your checkout depending on your customer's location or device.
- ❑ **Installments:** Consider offering buy now, pay later services if you have a high average order value and if they're popular where your customers are based.

4 Building buyer trust

- ❑ **Security visuals:** Display security visuals, such as a padlock, to reinforce that the page is secure.
- ❑ **Cart recaps:** Show a summary of all items ordered to instill confidence.
- ❑ **Card brand:** Automatically display an icon for the card brand after the card number is entered.
- ❑ **Guest checkout:** Allow customers to check out as a guest.
- ❑ **Account creation:** Let customers create an account by connecting to their social media profile.