

CHECKOUT FLOW OPTIMIZATION



Online Checkout is the final hurdle to closing the sale and is often where purchases are abandoned. This is where it pays to invest in the functionality needed to keep the process simple, short and intuitive for shoppers... cutting corners here inevitably leads to lower revenue and ROI over the long-term.

Consider The Following:

1. Is the **information collected at checkout** kept to a minimum and only what's necessary to complete the purchase?
2. Are **multiple shipping options** provided with clear price/time details for each?
3. Are **security/trust seals** prominently displayed for added user confidence?
4. Is there a clear, easy option to navigate back to shopping?
5. Are flexible payment options offered (e.g. Financing, Payment Plan, PO, CC, Alternative Payments)?



Want to learn more?

[Download the complete 60+ point B2B eCommerce Optimization guide.](#)

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