Cart optimization
checklist

1. Cart setup and design

- [ ] Use a clear and simple cart page layout
- [ ] Show detailed product summaries
- [ ] Make sure the cart is mobile-friendly

2. Pricing and shipping

- [ ] Display clear pricing information
- [ ] Offer strategic free shipping
- [ ] Show shipping costs upfront
- [ ] Use a rewards bar for incentives
- [ ] Offer personalized discounts or incentives

3. Urgency and scarcity tactics

- [ ] Display low stock warnings
- [ ] Use countdown timers for offers
- [ ] Highlight limited quantity items

4. Upselling and cross-selling

- [ ] Add relevant product recommendations
- [ ] Offer complementary products or bundles
- [ ] Suggest popular items in empty cart spaces
- [ ] Limit the number of upsell suggestions

AfterSell
Powered by **ROKT**

Cart optimization checklist

5. Trust and credibility

- [ ] Display trust badges and certifications
- [ ] Show customer reviews or ratings
- [ ] Provide clear return and exchange information
- [ ] Use social proof indicators

6. Abandoned order recovery

- [ ] Set up abandoned cart email sequences
- [ ] Offer time-limited discounts for recovery
- [ ] Use exit-intent popups

7. Copy and messaging

- [ ] Use urgency-focused copy
- [ ] Clearly communicate promotions or discounts
- [ ] Highlight value propositions

8. Testing and optimization

- [ ] Regularly A/B test cart page elements
- [ ] Monitor key metrics
- [ ] Collect and analyze customer feedback

AfterSell
Powered by ROKT