

"People add to cart... but they never check out" 🙄

Demoralising, I know 💔
Here are 32 things you can do about it:

1 1-page checkout

Switching over to this on Shopify CAN be a game changer. If the perceived distance is shorter, more visitors will complete their checkout.

2 Cart drawer

Waiting for another page to load, just to view cart items isn't ideal, when it can just pop up instantly. Test changing from a cart page to a side cart.

3 Free shipping

It's 1 less thing for customers to worry about in cart/checkout. You may find the uplift in conversion from free shipping makes more sense. If you must charge, be transparent about costs early.

4 Remove tax and fees

A sudden +10% to the price in checkout is a sure conversion killer. Remove any hidden fees and add them to the price instead.

5 Skip the Cart stage

Have the "Buy Now" on PDPs send visitors straight to checkout using Shopify Permalinks. No need for a cart at all - especially if you have under 5 products or so.

6 More payment options

Customers love Apple Pay, Google Pay, Shop Pay, Klarna, PayPal... double check you have as many activated as possible as well as express checkout options. Also, show those payment logos.

7 Abandoned cart email

If they gave their email in checkout before bouncing or are a returning customer, it means you have their info. So as in any type of sales, follow up with them with email or SMS too.

8 Reminder pop-up

If they show exit-intent or prolonged inactivity, while having items in their cart... create an on-site pop-up to remind them to finish their purchase.

9 Stop bot traffic

Sometimes it's bots or click farms hurting your site metrics, not real humans. They'll obviously never buy. Find ways to block them.

10 Segment organic traffic

Your paid traffic may be converting brilliantly but organic sucks (or vice versa). They're not the same. Design separate funnels/journeys and then educate the organic visitors.

11 Remove "View Cart" button

If you have a "View Cart" button next to your actual "Checkout" button in your cart drawer, remove it. It makes no sense in most cases. Also, remove the "Continue shopping" type buttons.

12 Use a Cart App

Sometimes there's a tradeoff here, but any average Cart App is more likely to be set up to convert better than your native theme one.

13 Cart items reminder

Use a bright header notification bubble to remind customers they have items in their cart. If true, then highlight the urgency to check out. But at least keep the cart items in sight.

14 Shipping info beforehand

Customers may go in and out of the checkout just to see the true price of shipping... if you haven't been clear enough about the price. Also, show estimated delivery timelines clearly.

15 Address auto-completion

Turn on any settings that help customers save or recall their info or type quicker in checkout. This just makes things a little easier, so checkout is as pain-free as possible.

16 Use Preselect and defaults

New decisions in checkout can lose conversions. Pre-choose options for them - default based on what's most common. So they just go "next, next, next" and only changing an option if need be.

17 Basic Branding and settings

Ensure you have your logos, colors, shipping options.... etc, set up correctly. Small one, but make sure the basics are done well.

18 Require fewer details

Unless you really need it, require as few details as possible. You don't need Account creation, Phone number, separate addresses for shipping/billing, first and last name, etc.

19 Currency and language

Your other markets may be secondary, but ensure visitors see their desired local currency on the site and also checkout. Or have the option to change easily.

20 Add contact info

Underrated one here. Test putting your contact phone number or email inside the cart/checkout in case anyone gets stuck. Especially if your product/checkout is complex or priced high ticket.

21 Add copy/banner elements

Reinforce brand social proof, revalidate the offer, give guarantees/warranty reminders, address doubts... tastefully - just the highlights to stack trust. Extra points if it relates to the checkout or shipping experience.

22 Policies

Double check your Shipping policy, return & refund policy, T&Cs and privacy policy are written and visible in the footer. Fill these out inside Shopify settings.

23 Focus. Remove distractions

Upsells & progress bars boost AOV but cause decision fatigue. It's hard to have both AOV and cart-to-checkout rate optimised - pick 1. Does it help them go from cart to checkout ASAP? No/maybe? Get rid of it.

24 Utilise post-purchase page

Move post-purchase info to the post-purchase page. Future-pacing is generally good, but strike a healthy balance here. Don't have a flooded cart/checkout and an empty post-purchase page.

25 Trustworthy, reputable site

You'd be surprised that customers may get relief when seeing a "Powered by Shopify" badge. About us pages and social media links on the site help people trust you're real. Also domain appearance and SSL security.

26 Make discount codes easy

Important one. Start by managing your discount codes effectively internally. The ideal situation is to auto-apply discount codes. Showing the discount box in the Cart CAN help - 1 less thing to do in checkout.

27 Optimise desktop and mobile

Spend time making sure BOTH are great. Of course, whichever is most popular is higher priority, but if you want to max conversions, both should be elite experiences.

28 Reduce load time

Don't skip this. As soon as the page loads, the cart needs to be clickable and working. Not having to wait 1 or 2s. Reduce the number of apps and use default fonts in checkout so loading isn't cumbersome.

29 Ask your visitors

Yes, research. Put out a survey on your site. Call or email people who abandoned checkout. You may learn something or see a new perspective straight from your almost-customers.

30 Create urgency to purchase today

Limited time offers on their cart CAN make visitors take action quicker. If it's for an additional item/bundle, then it's a distraction. Only on things in their cart already. Beware: false urgency harms trust.

31 Fix errors and UX bugs

Basic one, but make sure it's covered. Use a checklist & dummy card to test your checkout flow. If you're using Shopify, then you're probably good on this already. If you're not using Shopify, then...

32 Use Shopify Checkout

A 3rd party checkout inside really complex funnels isn't ideal. I can reason with you using a separate landing page experience, but the Shopify checkout has been used a trillion+ times.

Bonus: Accept that not everyone will convert

James got distracted by Netflix and forgot. Katie's still deciding. Victor was just randomly checking out your funnel 🤔. The average dropoff is 70%. Use every trick in the book, you'll get close, but it'll never be 100%.



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I help Shopify brands improve their Conversion Rate