Auditing Your Site to Help Reduce Buyer Friction

One of the best tools in a business's artillery for connecting with their customers is their website. However, shifts in consumer demands and expectations have made it imperative that you review your website. Take some time and begin working towards eliminating any friction that might be impeding a shopper from experiencing a smooth transition from discovery to purchase.

Below, we've outlined some steps you can take during your website audit to help eliminate friction for your customers.

User experience

☑	Action Item
☐	**Check Images:** Check your site for low resolution and inaccurate images, as well as images that don't have alt text by clicking through all web pages. Correct any bad links and any pages that might report an 404 "page not found" error message to customers. This would help streamline the visual component of the customer journey for consumers.
☐	**Confirm backlinks:** Confirm that you can access previous pages using backlinks. By doing so, you ensure that customers will have the ability to access anything they deem relevant to completing their purchases.
☐	**Conduct speed test:** Conduct a speed test on your site. Faster loading sites typically see higher conversion rates than sites with slow loading pages.[1]
☐	**Check privacy settings:** Ensure you have a security system or plugin in place to protect your site and your customer's data from unauthorized outside entities. Privacy is extremely important to consumers and knowing that their information is protected helps eliminate any discomforts that might arise from making an online purchase.
☐	**Conduct customer survey:** Learn what your customers like about your site and what they think could be better by conducting a customer survey. This feedback is instrumental in prioritizing what changes and enhancements you should prioritize on your site.

[1] "Milliseconds Make Millions," Deloitte Digital, 2020.

Content

✅ Action Item

☐ **Update keywords:** Understand your company from an SEO perspective. Update all keywords so that they are the most commonly searched terms for your brand and products, which will help your business rank higher in search engine results.

☐ **Review your site's tone of voice:** By ensuring that the language you're using to describe your business and products is understandable to your target audience, you present an accurate depiction of your brand to potential customers.

☐ **Check displayed information:** Take a look at your company's displayed information. Make sure that all calls to action and info is correct and clearly visible and that your privacy policy is up-to-date and displayed on every page on the site. If you don't have an info@email account set up for your business, we recommend you set one up as it makes it easier for customers to get in touch with you.

☐ **Audit your fill forms:** Make sure that they are easy to complete and only require relevant and necessary information. Shoppers don't want to dedicate too much time to filling out forms, which can lead to lower conversion rates.

Product Catalogue

✅ Action Item

☐ **Assess filters:** Check product filters to ensure that they are actually helpful in narrowing down a product search. Practice searching for a variety of products and if your searches do not lead to the correct product, tighten up those filters and introduce new ones.

☐ **Inspect all product content:** Confirm that all product information, such as names, pricing, images and stock levels, are accurate and up to date. If anything is missing or unsure, update it.

☐ **Check product offers:** Determine whether products are being offered as upsell and cross-sell items. By establishing these go-together items, your business has a better time in successfully hitting important KPIs such as the average value per transactions (AVT).

Conducting a website audit can seem like a daunting task. But the potential gains outweigh any possible difficulties. Work towards removing friction from your buyer's journey, and you'll position your business to remain relevant and profitable in this new, mobile-first world.