Yieldify

Does your e-commerce site deserve DOUZE POINTS?

While you might never grace the stage like Conchita Wurst, you might be able to claim glory for your e-commerce site. Evaluate your performance using the criteria below and see if you're more ABBA than Blue...

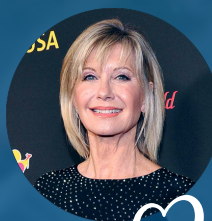|	A	B	C
I have mapped my customer journey	It's mapped and optimised!	I have a rough idea	If you mean my journey to the shops, then yes
Product discovery on my site is...	Easy - site search and optimised navigation	OK - we have plenty of filters	Like finding a needle in a haystack
I have product recommendations	You bet	I wish I could, but not sure how	You can do that?
My product content looks like...	Multiple photos, demo videos, how-to articles and detailed copy	Some strong photos in context	For photos taken on my phone, they're ok
I have multiple payment options at checkout	Yes, it's everything from Klarna to magic beans	Got a good few different options	It's credit cards or bust
My use of customer reviews and social proof is...	Leveraged throughout the site	Just on a couple of pages	Best avoided
My use of trustmarks is...	At each key stage of checkout	I have one	What's a trustmark?
I have cart abandonment emails	Drip sequences at key intervals	Not yet - working on it	I send a carrier pigeon
My site is fully optimised for mobile	We're totally mobile-first	It's good - maybe not as good as desktop, but getting there	As if people shop on mobiles...
My checkout has...	Guest options and several pointers to help customers through the funnel	Some well-tested forms	Ghosts
My customer journey is personalised	Yep, it changes based on each visitor's behaviour	We run a couple of tests	Cookies are for monsters

Mostly A

Congratulations! You're a winner, baby. Bask in your glory for at least 5 minutes before returning to your day job.

Mostly B

You might not be taking home the trophy, but there's potential in you yet. We can help with a lot of this, so drop us a line *makes phonehand sign*

Mostly C

Something here is a little bit off-key. Try to keep smiling when the camera pans to you in the green room.

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