Your Guide to a
High-Converting Checkout Page

Want to keep your shoppers happy?

Check these boxes and you'll be well on your way to kissing cart abandonment good-bye.

Keep Checkout Uncomplicated & Intuitive

- ☐ Create an easy-to-navigate checkout page.
- ☐ Make checkout buttons easy to find.
- ☐ Make it clear of where to enter information like discount codes.
- ☐ Identify shipping costs, tax, and final price up front.
- ☐ Build clear product and order summaries.
- ☐ Give your checkout page a clean layout and design that aligns with your branding.

Deliver a Blissful Customer Experience

- ☐ Eliminate the need to create an account or login to make a purchase.
- ☐ Keep forms as short as possible.
- ☐ Include autofill options.
- ☐ Reduce the number of clicks required between the start and end of checkout.
- ☐ Include a "continue shopping" option on your checkout page.
- ☐ Create an easy return policy and offer shipping incentives.
- ☐ Follow up with personal emails, providing tracking info or further shopping incentives.

Make Payments Smoooth

- ☐ Give shoppers multiple payment options, such as
  - Instant financing
  - Pay after delivery
  - Deferred payments
  - Card payments
  - eWallets
  - ACH transfers
  - International payment options
- ☐ Develop an excellent mobile payment experience.
- ☐ Integrate one-click payment solutions.

Provide Top-Notch Security Features

- ☐ Choose a PCI DSS compliant payment provider.
- ☐ Use tokenization and point-to-point encryption.
- ☐ Eliminate redirects. Keep customers on your website at checkout.
- ☐ Include security seals and credit card logos on your checkout page.

Give your customers the checkout experiences they crave!

Learn how you can integrate Klarna into your checkout process for more conversions and higher AOV. **Connect with our team.**

Klarna.