

CHECKOUT AUDIT CHECKLIST

Checklist: 44 places where checkout loses customers

Every point here is a real reason for an abandoned cart. Not textbook UX theory: these are the problems people actually run into buying online. Work through it section by section. For each point you get three things: what to check, why it hurts, and how to fix it. Check items off honestly. "Probably works" is an unchecked item.

01 Cart

☐ Cart summary is readable on one screen, no horizontal scrolling.

WHY IT HURTS: an unclear list of products and prices raises the fear of a mistake, and the customer backs out of a transaction that now feels risky.

FIX PATTERN: single column with line items and a clear total at the bottom, no layout breaks.

☐ Shipping cost (or an estimate) is visible in the cart, not first revealed at checkout.

WHY IT HURTS: the customer goes through the whole process and only learns the shipping price at the end, which triggers frustration and abandonment.

FIX PATTERN: shipping calculator in the cart after the customer enters a postal code.

☐ Progress bar toward free shipping is visible in the cart.

WHY IT HURTS: no visibility into the free-shipping threshold is a missed chance to raise cart value and reassure the customer.

FIX PATTERN: progress bar showing the amount left to reach free shipping.

☐ "Checkout" button is visible without scrolling, at every screen width.

WHY IT HURTS: a hidden or hard-to-reach CTA on smaller screens stalls the customer right there.

FIX PATTERN: sticky CTA at the bottom of the cart screen on mobile.

☐ Discount code field shows the specific reason for an error, not just "invalid code".

WHY IT HURTS: the customer pastes a code from an email, gets a generic error, and has no idea if it was a typo or an expired code.

FIX PATTERN: error message names the cause (expired / not applicable to this cart / already used).

☐ Quantity can be changed or a product removed without reloading the whole page.

WHY IT HURTS: a full page reload on every change slows the process and adds a sense of chaos.

FIX PATTERN: AJAX quantity updates, no reload.

☐ Cart contents persist between sessions, including for guests.

WHY IT HURTS: a store that treats a returning customer like a stranger, with no memory of their choices, lowers cart value and loyalty.

FIX PATTERN: save the cart in a cookie or local storage for 30 days.

02 Checkout form

☐ **Guest checkout is available without forcing account creation.**

WHY IT HURTS: forced account creation at checkout is one of the most commonly cited reasons for cart abandonment.

FIX PATTERN: guest checkout as the default option, account creation offered only after the order is placed.

☐ **The form asks only for fields the order actually needs.**

WHY IT HURTS: requesting unnecessary data and long forms drag out the transaction and irritate the buyer.

FIX PATTERN: audit every form field, remove anything beyond address, contact, and payment details.

☐ **Address validation runs in real time while typing, not only after clicking "Place order".**

WHY IT HURTS: address checks that only fire after submission surface errors too late to fix easily.

FIX PATTERN: inline validation with address suggestions as the customer types.

☐ **If an account is required, password rules stay reasonable and do not block an impulse purchase.**

WHY IT HURTS: requiring an uppercase letter, a number, and a special character at checkout produces visible frustration and drop-off.

FIX PATTERN: a simplified password policy or a magic-link login instead of a password.

☐ **Checkout is a single screen, or clearly labeled steps with a progress counter.**

WHY IT HURTS: an outdated, multi-step checkout with no progress indicator frustrates customers used to modern standards.

FIX PATTERN: cut it down to one screen, or add a clear "Step 2 of 3" indicator.

☐ **Error messages attach to the specific field, not grouped at the top of the form.**

WHY IT HURTS: unclear validation lengthens the transaction and makes the error hard to find.

FIX PATTERN: display the error directly under the field it refers to.

☐ **Data from a previous order auto-fills for logged-in customers.**

WHY IT HURTS: no personalization and no memory of the customer's preferences lowers cart value and loyalty.

FIX PATTERN: auto-fill fields from the customer's saved profile.

☐ **The form does not clear entered data after a validation error.**

WHY IT HURTS: having to retype everything after one mistake is a pointless, irritating waste of time.

FIX PATTERN: preserve field state on error, highlight only the field that failed.

03 Shipping and costs

☐ Total order cost (product + shipping + tax) is visible before the final payment step.

WHY IT HURTS: unexpected shipping costs revealed at the last step is the single most commonly cited reason for cart abandonment.

FIX PATTERN: show the full total earlier than the payment screen, ideally already in the cart.

☐ Pickup point or parcel locker delivery can be selected directly in checkout, not only after the order is placed.

WHY IT HURTS: not being able to pick a pickup point at checkout time blocks the sale for customers who prefer that delivery option.

FIX PATTERN: integrate pickup-point selection into the shipping step of checkout.

☐ Estimated shipping and delivery time is shown next to every carrier option.

WHY IT HURTS: uncertainty about delivery timing, combined with a lack of a convenient delivery option, is a common and underrated reason for drop-off.

FIX PATTERN: add a delivery-time label to each shipping method.

☐ Free-shipping threshold is visible on the product page, not first shown in the cart.

WHY IT HURTS: a customer who learns about the free-shipping threshold too late has no chance to adjust their order.

FIX PATTERN: banner showing the free-shipping threshold on the product card and in the cart.

☐ Shipping cost, once calculated, stays the same between the cart and the order summary.

WHY IT HURTS: a shipping amount that changes mid-process looks like a system error and undermines trust in the transaction.

FIX PATTERN: lock the shipping value for the rest of the checkout session after the first calculation.

☐ Automated abandoned-cart emails actually land in the customer's inbox.

WHY IT HURTS: cart-recovery tools are often misconfigured on SPF/DKIM and land in spam, delivering no result at all.

FIX PATTERN: configure SPF/DKIM/DMARC and run a deliverability test (e.g. mail-tester) after every email provider change.

☐ A delivery day or time window can be chosen on higher-value orders.

WHY IT HURTS: the lack of a convenient delivery option or timing flexibility is one of the small things that tips a customer toward abandoning.

FIX PATTERN: optional delivery-window selection for courier shipping above a chosen order value.

04 Payment

- ☐ **At least one native local payment method is available with no redirect to an outside operator (one-click wallet or a buy-now-pay-later option like Klarna or Afterpay).**

WHY IT HURTS: being bounced off the store to an external payment operator raises abandonment compared to completing payment inline.

FIX PATTERN: integrate a native in-checkout payment method (one-click wallet or embedded BNPL flow) that never leaves the store.

- ☐ **At least one digital wallet is available (Apple Pay or Google Pay).**

WHY IT HURTS: offering only card entry, with no digital wallet, produces a sharp drop in conversion, especially among younger customers who avoid typing card details on a small screen.

FIX PATTERN: add Apple Pay/Google Pay as a one-tap option.

- ☐ **PayPal or another recognizable method is available alongside card payment.**

WHY IT HURTS: some customers do not trust entering card details on an unfamiliar site and abandon the purchase with no alternative on offer.

FIX PATTERN: add PayPal as an alternative payment method.

- ☐ **Recurring payments (if the store offers subscriptions) work through a wallet or saved card, not a single fragile integration.**

WHY IT HURTS: a subscription flow that only supports one narrow payment path creates a real gap for recurring-revenue models.

FIX PATTERN: confirm the payment gateway supports recurring wallet or card charges, and add an alternative if it does not.

- ☐ **A payment error shows a clear status, not a generic "error" message.**

WHY IT HURTS: the customer does not know if the transaction went through or if they were charged, and ends up contacting support to find out.

FIX PATTERN: the message states the payment status and next step, e.g. "payment failed, your card was not charged".

- ☐ **Payment on mobile devices, including Safari, actually completes successfully, tested on a real phone.**

WHY IT HURTS: payment integrations can be invisibly broken on one specific mobile browser, blocking the purchase entirely.

FIX PATTERN: test the full payment path on iOS Safari and Android after every gateway change.

- ☐ **A discount code from an email campaign works without typos on the store's side (end-to-end test).**

WHY IT HURTS: a misconfigured discount code frustrates a customer who copied it exactly and still gets an error.

FIX PATTERN: automated test of the promo code right after every campaign goes live.

- ☐ **The submit button is not covered by the mobile keyboard while entering card details.**

WHY IT HURTS: a "Place order" button hidden behind the mobile keyboard causes large conversion drops on impulse traffic.

FIX PATTERN: sticky CTA above the keyboard, or auto-scroll to the button once a payment field gets focus.

05 Trust

- ☐ **Company contact details (address, registration number, phone or email) are visible in the footer and on a contact page.**

WHY IT HURTS: unclear contact information raises suspicion and pushes the customer to back out of the transaction.

FIX PATTERN: full company details in the footer of every store page.

- ☐ **Customer reviews are visible on the product page or in checkout.**

WHY IT HURTS: missing or invisible reviews is one of the biggest trust barriers for an unfamiliar brand.

FIX PATTERN: a review widget (e.g. Google Reviews, Trustpilot) on the product page and in the cart.

- ☐ **Terms and return policy are easy to find, with a link visible next to the final payment button.**

WHY IT HURTS: no visible return information and an unclear terms page raise anxiety right before the payment decision.

FIX PATTERN: link to terms and returns placed directly next to the "Pay" button.

- ☐ **A return can be started online, with no email or printed form required.**

WHY IT HURTS: having to email support, hunt for the terms page, and print a form makes a return feel like a chore.

FIX PATTERN: a self-service online return flow that does not require contacting anyone by email.

- ☐ **The checkout design looks current and professional, reviewed by someone outside the company.**

WHY IT HURTS: a page that looks dated or "cheap" creates instant psychological resistance, even with a strong offer behind it.

FIX PATTERN: refresh the checkout template to current visual standards (whitespace, consistent typography).

- ☐ **Payment security badges (SSL, processor logos) are visible near the payment form.**

WHY IT HURTS: worry about transaction security on an unfamiliar store pushes the customer to abandon at the last moment.

FIX PATTERN: visible secure-payment badges next to the card entry field.

- ☐ **Checkout has no dead links or visible technical errors.**

WHY IT HURTS: broken links and visible glitches raise doubt about the rest of the buying process.

FIX PATTERN: a monthly link audit of checkout with a broken-link checker tool.

06 Mobile

☐ **Every button in checkout is at least 44×44px and does not require pinch-zooming.**

WHY IT HURTS: small buttons and hard-to-read text on a phone are a direct reason for mobile customers to give up.

FIX PATTERN: bring touch targets up to the WCAG standard (44px minimum).

☐ **The mobile form requires no horizontal scrolling or pinch-zooming.**

WHY IT HURTS: having to pinch or swipe the screen just to select something effectively kills the purchase.

FIX PATTERN: responsive form layout with full-width fields.

☐ **Checkout loads in under 3 seconds on an average mobile connection, not only on office Wi-Fi.**

WHY IT HURTS: a page that takes longer than 3 seconds to load can lose up to half its potential customers, and an owner testing on a fast connection never sees it.

FIX PATTERN: measure load time on a throttled 3G/4G connection (e.g. Chrome DevTools) and optimize images and scripts.

☐ **The correct keyboard appears automatically for phone number, postal code, and card number fields.**

WHY IT HURTS: a standard alphanumeric keyboard on a number field slows down and complicates mobile input.

FIX PATTERN: ``inputmode="numeric"` / `type="tel"` attributes on the relevant form fields.`

☐ **Checkout has been tested on the real path from an ad (e.g. from social media), not only under lab conditions.**

WHY IT HURTS: on impulse traffic from ad campaigns, checkout bugs surface as a sudden conversion drop that standard testing never catches.

FIX PATTERN: a test session that mirrors the actual customer path from the ad (fresh session, phone, no cached state).

☐ **Product search on mobile offers auto-suggest and does not bury the customer in deep category trees.**

WHY IT HURTS: no auto-suggest and deeply nested categories mean the customer cannot find the product and leaves.

FIX PATTERN: add search auto-suggest and cap category depth at three levels.

☐ **Checkout has been load-tested before scaling ad spend, not after.**

WHY IT HURTS: scaling a campaign without first optimizing the page leads to a sharp conversion drop once traffic increases.

FIX PATTERN: a load test on checkout before every significant increase in ad budget.

Checked all 44? That's only half the story.

This checklist shows where stores typically lose customers. It does not show where yours does.

For that you need to walk your checkout through the eyes of a buyer: with their priorities, their objections, and the one moment where they say "no, thanks".

That is what BuyerEyes does. A simulated buyer goes through your page and comes back with a specific list: fix this first. The preview report is free, no card required, no commitment.

Check your site: https://buyereyes.ai/preview?utm_source=checklist&utm_medium=asset&utm_campaign=venture01

Because you ARE testing your checkout, right?