

DOES YOUR MOBILE CHECKOUT TICK THESE SEVEN BOXES?



FIND OUT NOW

PayPal's Chris Ponton shares the top features a business may wish to consider to help improve conversion rates.

1

SHOW ALL COSTS UPFRONT

This includes shipping and transaction fees. Don't leave this to the last step, as customers don't like nasty surprises and are more likely to abandon their carts if this information is presented towards the end of the journey.

2

OFFER A GUEST CHECKOUT EXPERIENCE

Forcing account creation can have a negative impact on conversion. The option to create an account after purchase allows for a more seamless checkout process the next time customers shop.

3

REDUCE THE AMOUNT OF FIELDS OR FORMS A CUSTOMER IS REQUIRED TO ENTER

Make this the bare minimum. If you can get away with asking for just an email or mobile number, then do it.

4

ENSURE KEYBOARDS ARE FIELD SENSITIVE

Where credit card numbers need to be entered, present the numeric keypad. Don't force customers to toggle between keypads. Where an email address is required, present a keyboard optimised to enter emails, where the @ sign is displayed along with the .com button.

5

HAVE A FAST PAGE LOAD TIME

For every second delay, you lower conversion by seven per cent.¹ Fifty three per cent of mobile customers will abandon a site if a page takes three or more seconds to load.²

6

HANDLE ERRORS SMOOTHLY

If a customer encounters an error, where does the screen readjust to? It should pop back to the field with the error, and it should be clearly marked. A lot of business sites will say there is an error at the top of the screen, forcing customers to scroll down to find it.

7

HAVE UNIQUE, MOBILE-ONLY CONTENT

Think about the context that mobile is being used, and design around the context rather than repurposing content from your desktop experience onto a mobile screen. Consider where customers are accessing your mobile site from and their goals in doing so.

¹The Performance of Web Applications: Customers are Won or Lost in One Second." Aberdeen Group. 2015

²The need for mobile speed. DoubleClick. 2017

If you'd like to learn more, contact your
PayPal representative or visit [PayPal.com.au/business](https://www.paypal.com/au/business)