



Best Practices for Mobile Checkout

1. Create a smooth and user-friendly checkout. The mobile Web is no longer just for browsing. To best optimize for conversion, create an uninterrupted and user-friendly checkout, appreciating different usage contexts and making full use of all the advantages the medium has to offer.

2. Simplify the checkout process. This not only means an improvement in performance, but also reconsidering the information requested from the shopper during the process. Include only vital fields. Input elements should follow the general guidelines for mobile user interface, such as large and easy-to-read font sizes, touch-friendly elements with no hover states, and high-contrast colors to support readability in difficult outdoor lighting situations.

3. Remove distractions. It's a common best practice to remove the typical shop navigation once inside the checkout process, but it's even more critical on mobile. Users are likely interacting with your site during a fleeting "mobile moment," so increasing focus will increase conversion chances. This also applies to payment options, where mobile wallet solutions such as Apple Pay, Google Wallet, PayPal (Express), or Amazon Payments offer a significant advantage by requiring far less input and interaction from the user.

4. Offer guest checkout. Bearing in mind the complexity sometimes inherent in creating an account, especially on a mobile device, you should always offer an option to check out as a guest.

5. Make standard company information painless to find and access on mobile. For example, making use of the tel: protocol for phone number links provides a much easier experience than having to copy down a phone number. Also, providing a link to the closest physical store, leveraging Google or Apple maps, can help to secure a transaction and smooth omni-channel journeys.

6. Accelerate checkout with digital payment technologies like Apple Pay and PayPal.



Always offer an **option to checkout as a guest**

USE LINKS FOR:



Phone number



Closest physical store



Google or Apple maps

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