

SHOPPING CART OPTIMIZATION



The online Shopping Cart is an essential page communicating, and reinforcing, to shoppers that they're receiving everything as expected (e.g. products, pricing, discounts, etc.) It also presents a key cross-sell/upsell opportunity.

Consider The Following:

1. Are **delivery expectations** clearly communicated with "Ships within XX days" or "Get by XX date" messaging?
2. Is the **final price** shown before checkout (including discounts, tax and shipping)?
3. Are the **total savings** displayed prominently along with the discount per item?
4. Is **delivery time** clearly communicated prior to the order being placed?
5. Are **relevant cross-sells and upsells** displayed prominently?



Want to learn more?

[Download the complete 60+ point B2B eCommerce Optimization guide.](#)

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