



CULTURA
INTERACTIVE

ECOMMERCE CHECKOUT OPTIMIZATION

WooCommerce Checkout Optimization for Conversion



Checkout optimization is vital for companies selling online. The cumbersome user experience in the WooCommerce Checkout procedure can be highly improved. **Recent checkout optimization research reveals that 26% of users have abandoned the checkout process because the checkout flow was too long or too complex.** For a company selling \$10,000 worth of goods online a month, that equates to a recoverable loss of \$3,513 a month or \$42,156 per year.

WooCommerce is, in our opinion, the best choice for any company wanting to sell online. It's free, highly customizable, open-source, and you get to keep 100% of the profits you make instead of having to pay a cut to a service provider.

But first—understanding checkout abandonment versus cart abandonment

Checkout abandonment is when the user has already initiated the payment process. Cart abandonment is when the user is still browsing.

The mindset of a user at the cart phase versus checkout phase is usually quite different. Cart abandonment statistics are staggeringly high, **as much as 96% in the automotive industry and nearly 95% in the Baby & Child sector.** A large reason for this is that many users in the cart phase are still shopping around, saving items for later.

The most immediate gains can be gotten from optimizing the checkout process first because a user in that phase is usually ready to buy.



Problems with the WooCommerce Checkout Process



The WooCommerce checkout feels too busy and has too many fields. A regular WooCommerce checkout page has 18 fields. [Baynard's checkout optimization research](#) found that the average number of fields on a checkout page is currently 12.8, but that successful guest checkouts can be achieved with as little as 6 – 8 fields.

Too many fields can make the checkout process overly complicated, so can fields positioned in the wrong place. Confusions between shipping address and billing address are also factors that might lead to checkout abandonment.

Checkout

🔗 Have a coupon? [Click here to enter your code](#)

Billing details

First name

Last name

Company name (optional)

Country / Region

Street address

Apartment, suite, unit, etc. (optional)

Town / City

State / County

Postcode / ZIP

Phone

Email address

Create an account?

Your order

Product	Total
Lowepre Slingshot Edge 250 AW x 1	\$109.95
Subtotal	\$109.95
Total	\$0.00

Check payments

Please send a check to Store Name, Store Street, Store Town, Store State / County, Store Postcode.

[Place order](#)

Additional information

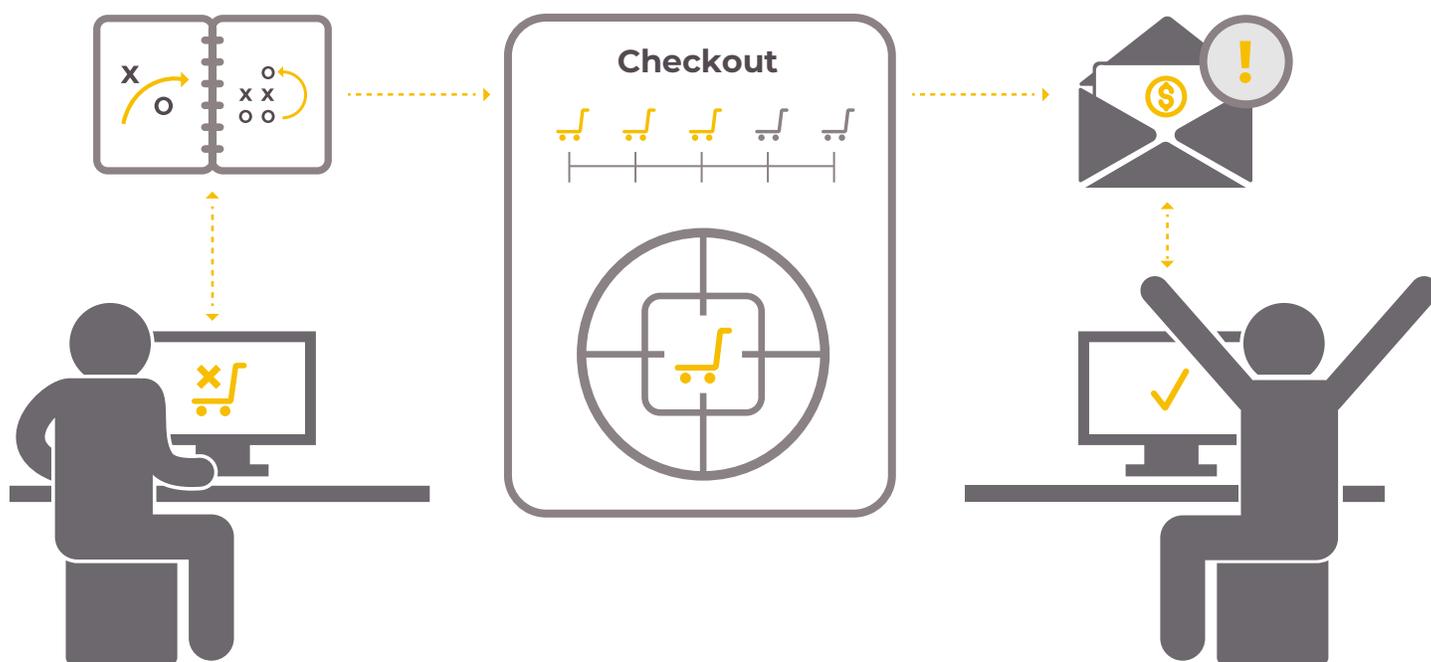
Order notes (optional)



Coupon Code Field at the Top

Placing a coupon code at the start of the checkout procedure may cause some users to abandon the checkout process while they go off hunting for codes on Internet. Even when a coupon can influence shoppers for taking advantage of some savings, ideally coupon fields should come at the end of the form or in a later step of the checkout process, but definitely after you have obtained the user's email address.

Once you have a user's email address, you can always send them an email later to get them back to your store. And you can even offer them a coupon in that recovery email.



Billing address versus shipping address—a common confusion

Many customers, particularly in B2C sales, can find the concept of a billing address frustrating. In the **vast majority of B2C sales**, billing and shipping address is always the same.

Autocompleting addresses

Providing an autocomplete function via a mapping API can highly reduce checkout abandonment. **Keep in mind that 27% of purchase's process are abandoned because the checkout page is too slow and generates frustration.** Google recommends and have slowly implemented in their Chrome browser auto-filled forms features which can increase form's filling up 30 times faster.



Now What?

How to Solve these WooCommerce Checkout Problems?

Initial buttons and email address

We removed the coupon and login buttons the user is first confronted with, and replaced them with an email input box. This allows us to capture the email address immediately, opening the door to recovery of the sale afterward through follow-up emails if necessary. Users with an account can click the discreet link above the email box for a faster checkout.

Billing information improvement – Shipping First

Instead of showing the user the billing address, we first show them the shipping address fields. Later in the checkout process, if there is a discrepancy in addresses when compared to the credit card, we offer the option to add a billing address.

Checkout

Cart • Information • Payment

Information

Already have an account with us? [Log in for a faster checkout experience.](#)

Email address
johndoe@ci-dd.com

If you do not have an account, we will create one for you.

Shipping address

First name

John

Last name

Doe

Street address

2900 N University Dr

Apartment, suite, unit, etc. (optional)

Suite 79

United States (US)

ZIP

33065

State

Florida

Town / City

Coral Springs

Phone (optional)

555555555

» [Return to cart](#)

[Continue to payment](#)



MaxiClimber Classic

\$179.99
every 4 weeks



MaxiSport Weight Vest

\$39.99
every 4 weeks

[Use a Store Credit or Coupon Code](#)

Enter Promo Code

Apply

Subtotal \$219.98

Shipping Free!

Tax \$1.75

Total \$221.73



Autocomplete Address

All address fields contain the respective HTML5 tags for auto-complete so that the user's browser can fill in the information for them if it exists. Additionally, we have programmed an autocomplete function utilizing Google Maps API calls, to make it easier to fill in shipping addresses for the user improving speed and accuracy.

Intuitive and friendly field validation

One of the most user experience (UX) issues from WooCommerce is the manage of field validations. They are listed on the top of the page and shoppers are not shown where they missed a field to proceed with their purchase. We added a smooth field validation code that triggers error messages in specific fields that were missed. The error messages are clear and easy to understand.

Information

Already have an account with us? [Log in for a faster checkout experience.](#)

Email address
johndoe@ci-dd.com

If you do not have an account, we will create one for you.

Shipping address

First name* Last name*

This Value is required

This Value is required

Street address*
2900

2900 West Cypress Creek Road Fort Lauderdale, FL, USA

2900 Prospect Road Fort Lauderdale, FL, USA

2900 West Sample Road Pompano Beach, FL, USA

2900 Northwest 60th Street Fort Lauderdale, FL, USA

2900 North University Drive Coral Springs, FL, USA

powered by 

Phone (optional)

[Return to cart](#)

[Continue to payment](#)



MaxiClimber Classic

\$179.99
every 4 weeks



MaxiSport Weight Vest

\$39.99
every 4 weeks

[Use a Store Credit or Coupon Code](#)

Enter Promo Code

Apply

Subtotal \$219.98

Shipping Free!

Tax \$1.75

Total \$221.73

Coupon code field

Finally, we've moved the coupon code on desktop screens to a more intuitive location, not mixed in with the shipping details but connected to the payment details. On mobile devices, the coupon code field is not visible unless users click the dropdown arrow on the left to view the order once again.

This was made to keep a clean user experience when allowing the user to maintain at hand detailed information about the transaction.

Why we will always love WooCommerce

WooCommerce is an extremely flexible e-commerce tool that offers a plethora of options and flexibility compared to proprietary solutions. The fact that it is also open-source means that WooCommerce specialists can modify anything that isn't perfect and so tweak the plugin to everybody's needs. By customizing the checkout process, WooCommerce can be brought up to par with proprietary giants such as Shopify and BigCommerce, and even made better than these competitors.

WOO COMMERCE



culturainteractive.com

2900 N. University Drive, Suite 79.
Coral Springs, Florida 33065

info@ci-dd.com

954.591.8832