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| **THE FIRST IMPRESSION** | [✓](https://emojidictionary.emojifoundation.com/heavy_check_mark) |
| Logo |  |
| Multi-Resolution Test |  |
| Professional Graphics of Similar Size |  |
| Clear CTAs |  |
| Search bar and Product Filters |  |
| Trust Badges |  |
| Link to Blog |  |
| Recent Sales Notification |  |
| Multi-lingual Support |  |
|  |  |
| **OVERALL ECOMMERCE STORE LOOK AND MANAGEMENT** | [✓](https://emojidictionary.emojifoundation.com/heavy_check_mark) |
| Trusted SSL |  |
| Minimalistic Professional Design |  |
| Easy Navigations |  |
| Speed Test |  |
| No-broken links |  |
| 404 Customized Page |  |
| Product Categories |  |
| Newsletter and other Popup |  |
| Other pages- T&C, FAQs, Privacy Policy, Contact Us, Refund & Returns, About Us, Disclaimer, Shipping, other Media and Advertising pages |  |
| Social Media accounts |  |
| Sharing Buttons |  |
| Login/Registration |  |
| Cart, Wish list, Checkout and My Account page |  |
| Live-chat |  |
| Breadcrumbs |  |
| Support Center |  |
|  |  |
| **PRODUCT PAGES** | [✓](https://emojidictionary.emojifoundation.com/heavy_check_mark) |
| Well defined CTA’s |  |
| Customer Reviews |  |
| Related Products |  |
| Timers |  |
| 360 degree View |  |
| Product Zoom functionality |  |
| Product Features and Specifications |  |
| Quantity Selector |  |
| Optimized and Unique Product Title |  |
| Previous views, sales etc |  |
| Shipping/Tax Calculator |  |
| Product variants- Color, Size, Weight |  |
| Other product instructions |  |
| Sort and Filter Customer Reviews |  |
| Professional pages with Branded logos |  |
| Price comparisons |  |
| Product Page SEO |  |
| Avoid pop-up’s |  |
|  |  |
| **ECOMMERCE BLOG AND MEDIA PAGES** | [✓](https://emojidictionary.emojifoundation.com/heavy_check_mark) |
| Keyword focused Content |  |
| Product tutorials  |  |
| Company collaborations & news |  |
| Social sharing  |  |
| Guest Blogging Opportunities |  |
| Case studies and Interviews |  |
|  |  |
| **CART, CHECKOUT AND WISHLIST PAGES** | [✓](https://emojidictionary.emojifoundation.com/heavy_check_mark) |
| Avoid prior Customer Account setup |  |
| Multiple Payment Gateways |  |
| Low/No shipping methodology |  |
| Discount on next Shopping |  |
| Suggest Wish list during checkout |  |
| Integrate multiple shipping methods |  |
| EMI Support |  |
| Test purchase |  |
|  |  |
| **CUSTOMER FOLLOWUPS** | [✓](https://emojidictionary.emojifoundation.com/heavy_check_mark) |
| Automated Confirmation Call |  |
| Email invoice |  |
| Tracking information |  |
| Grab product reviews |  |
| Loyalty & Affiliate programs |  |
| Promotional email automation |  |
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