

Checkout friction audit

⌚ approx. 20 min

Module: Checkout Optimization

Type: mini-audit

Task: shipping costs shown no later than the cart page

Your audit result

Campaign	Ad copy / promise	Landing page	Click targets	Match score 1–5	ROI impact

Biggest mismatch & planned change

Next three actions

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1. Which of the eight checkout patterns is most underrated in your shop right now?

2. How would you explain the business case for express checkout to a decision-maker?

3. What's the biggest difference between mobile and desktop checkout in your shop?

How to use this worksheet: Print it out or fill it in digitally. Complete the fields during or right after the module - that turns theory into concrete action for your shop.