



HOW TO STREAMLINE YOUR WEBSITE'S CUSTOMER EXPERIENCE

Your Stationery Website Checklist

SEO

MOBILE
OPTIMIZATION

Checkout

Page Speed

Clear Calls to Action and
Visible Next Steps

Brand

Navigation

Add to Cart

Design and Messaging
Consistency Across the
Site =

Fonts and Specs

Width: 35
Height: 48
Depth: 28

Colors



Product

Introduction

Have you ever typed in the web address to one of your favorite online stores only for it to show . . . nothing? You try reloading the page, you check your internet signal to make sure it's strong, but no matter what you do, the site just won't load? There's only a certain amount of waiting future customers will do before they abandon their search altogether.

Maybe they found themselves on your site from your recent Google Ad and your page just crashed. Or maybe they spent time filling up their online cart and the checkout button just wouldn't work. No matter what the issue was, it's time to dig in before it costs you even more business.

Use this checklist below as you audit your shop's website.

Once you've done the audit, you'll be on your way to serving your stationery customers better than ever. So, go ahead, get your computer, a notepad, a pen, and let's get started.

01

NAVIGATION

- ☐ Do you have a navigation on your website?
- ☐ Is it easily accessed or do you have to search for it?
- ☐ Do all the links within the navigation take you to where they should?

QUICK TIP

If you answered “no” to any of these questions, it's time to go in and fix it. Making sure your website navigation is clear, easy to read, and works as it should will go a long way in helping your customers have a seamless shopping experience!

02

PAGE SPEED

- ☐ When you go to your website, does it load quickly or does it take a little while to load?
- ☐ If you can, time the amount of time it takes for the page and images to load.

QUICK TIP

If your page takes longer than 2.5 seconds to load, it's time to optimize your site for speed! Images that are too large can often be a major culprit of slow loading speeds. By optimizing and compressing them down, you'll save a lot more space and your site could load more easily. Another culprit could be where you've chosen to host your website. If you're utilizing a shared hosting service, you might want to start researching some better options.

03

OPTIMIZE FOR MOBILE

- ☐ How does your website look on a phone?
- ☐ Is it hard to see your content, product pages, or cart?
- ☐ Do you have to zoom in or zoom out to see your site?

QUICK TIP

Most of the world utilizes their mobile phones for everything these days. With many people choosing to shop from their phones, it's extremely important that your website seamlessly adapts to their screen size of choice. This is called mobile optimization. If your website is only built for desktop views, it's time to adapt!

04

PRODUCT LISTING PAGES

- ☐ When you pull up your stationery products, what do you see?
- ☐ Are the images clear, bright, and detailed?
- ☐ Do your descriptions match the images?

QUICK TIP

Product photography can either make or break your stationery product pages. A good product page highlights your stationery in the best light, shows texture, accurate colors, and other intricate details through beautiful photography. Then, the rest of your product listing page shares everything they need to know about what you're selling.

05

CALLS TO ACTION

- ☐ When you pull open your product page, can you see a clear call to action?
- ☐ Is there a call to action on your home page?
- ☐ Do the calls to action take them to the right place? Are they linked properly?

QUICK TIP

As you look at your shop, think about what action you want them to take. Don't make your customers search for an "Add to Cart" button. You want it to be easily seen and differentiated from other content. Creating a "next step" on each page, front and center is the key to helping your customer get to the checkout page without any barriers.

06

SEO OPTIMIZATION

- ☐ Do you utilize any keywords for your site?
- ☐ Did you optimize your site at the back end, making sure to add key words?
- ☐ Do your titles and headings make sense with the products you're selling?

QUICK TIP

SEO optimization can be a little tricky sometimes, and we're not asking you to spend hours per day trying to find the perfect keyword. But we do hope that you name your files on your website, add image titles, and make sure you fill out the meta data for each page. Many website builders have a simple section that helps you do just that. We know it can be tempting to skip over it, but don't! SEO helps future customers find your stationery more easily and gets them to your site.

07

BRANDING

- ☐ Is your shop's name front and center?
- ☐ Are your colors, logo, fonts, and voice consistent across your entire site?
- ☐ Are there any distracting images, fonts, or colors that take away from your experience?

QUICK TIP

Your brand consists of your logo, your name, your fonts, colors, voice, and stationery products. Branding is extremely important because it helps set your stationery apart from all the other brands out there. If you have confusing branding, your customer's experience on your site will be confusing too.

08

CHECK-OUT EXPERIENCE

- ☐ Does your checkout page work?
- ☐ Do you ask your customer to create an account before they purchase?
- ☐ Is the experience seamless?

QUICK TIP

The checkout page is the most important page on your site! If it's not loading or if you're asking your customers to jump through too many hoops to purchase your stationery, then they may decide it's not worth the time spent trying to make the purchase. Making sure your checkout process is as smooth as possible will help your sales and ensure that your customers have a great user experience in your shop at the same time.

Great Work!

Now that you've done a full checkup on your stationery website, it's time to start fixing. Use your detailed notes and get to work. Once you fix these top issues, you'll hopefully start seeing your customers check out more seamlessly, stay on your product pages, and return more often.

If you want more stationery business help just like this, visit **PrintsWell University** and become the stationery business expert we know you can be. And if you're looking for a printing partner who sets the standard for stationery printing, look no further.

We'd love to bring your beautiful designs to life!