

# Shopify's Store Trust Checklist

New research shows what customers care about when shopping online

## What is the online store trust checklist?

Shopify's research team conducted a series of in-depth interviews with North American shoppers to learn how customer trust is formed in online stores. This checklist is a summary of their findings, created to help business owners understand what essential aspects of their online store experience creates trust among customers, along with the trust-busting mistakes to avoid.

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## How to use this checklist?

This checklist is divided into five areas that cover the full purchase. Each statement is ranked according to its impact on building trust:

### Must have

Crucial for customers' trust

### Should have

Important but not crucial for customers' trust

### Could have

Desirable but less important for customers' trust

# 1. Ace the first impression on your homepage

**Goal:** Create a homepage that invites customers to stay and look around—and that establishes what your store is about at a glance.

## Must have

Content should consist of [high-quality photography](#) and error-free copy

The layout should be clean and uncluttered (important for North American shoppers)

Category navigation is easy to use across all devices

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## Should have

Category names in your navigation are clear and easy to discern (e.g. Shop, Women, Men, About, Contact, etc.)

When [selling internationally](#): Copy and content is translated into the shopper's language and with prices in local currency

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## Could have

All pages across your store load fast without any errors (shoppers usually only notice when pages are slow or broken)

## 2. Put the essential information up front

**Goal:** Make product information easy to discover with detailed product pages, accurate search results, and collection pages.

### Must have

A variety of product photos can be found on each product page

The [product description](#) is broken down into distinct sections for readability

Each product page includes a 'Back in stock' email form for sold-out products

When appropriate, the product page contains a size chart, preferably with size conversions

The product page contains recent product reviews

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### Should have

Stores with over 50 products have filters present on product collections and on search result pages

[Return policy](#) and shipping information are included on the product page

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### Could have

A product video included on the product page

Desktop only: A "quick view" option on collections that allows customers to view the product without opening the product page

### 3. Tell customers about your business

**Goal:** Share your brand story and why the business was started.

#### Must have

The store has an [About Us page](#)

The store has a [Contact page](#)

Contact page includes a phone number

The content of the About Us page includes a detailed story of the brand

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#### Should have

The contact page includes a professional email associated with their store domain (e.g. info@yourstore.com and not yourstore@outlook.com)

The store offers an option to contact support via an [online chat](#)

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#### Could have

When appropriate, the contact page includes the address of the merchant's physical location(s)

## 4. Showcase satisfied customers and social proof

**Goal:** Provide customers with the [social proof](#) they're looking for about your brand and its products.

### Must have

Product reviews are [positive](#) and have a rating of 70% or more on product pages

Product reviews outside of the online store are mostly positive (when applicable)

Product reviews are descriptive and with customer ratings on product pages

The store has a social media following on Instagram, Facebook, or other platforms

Store reviews are positive on external websites like Google, Facebook, Yelp, Trust Pilot, Amazon, eBay, etc.

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### Should have

Product reviews on product pages include photos

Product reviews for clothing/accessories/health and beauty include the reviewer's description of the product

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### Could have

Product reviews include a video of the product

Links to the store's social media profiles are easily visible in the store

## 5. Ensure transactions are transparent and easy to complete

**Goal:** Alleviate the customer's doubts, lower their perception of risk, and avoid surprises throughout the checkout process.

### Must have

Return policy is clear and easy to understand

[When shipping internationally](#): taxes and duties are surfaced before checkout

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### Should have

Discount code can be applied in the cart

The shopper can edit the cart's content

Familiar payment methods are available (such as PayPal and [Shop Pay](#))

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### Could have

Order status tracking is optional

[Rewards and discounts](#) for future sales are surfaced on the order confirmation page

Easy access to the contact page in case order editing is needed

For international stores, a language and currency switcher is available

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To learn more about the research, and see visual examples for each criteria, [check out the full report here](#)