What should be tested in an online shop before paid advertising?

For: Paušalni obrt · Obrtnici · j.d.o.o. · d.o.o.

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Applicability: Practical application according to the circumstances of the business

Walk through the actual mobile purchase journey: product, basket, delivery, payment and confirmation. Traffic won't fix a confusing process.

What does that mean in practice?

Complete the test as a new customer, without logging in as an administrator. Pay particular attention to the delivery cost, contact details and post-failure payment behaviour.

The content of the order message must correspond to the selected process. A test order does not demonstrate legal compliance with all conditions.

An example from everyday business

The customer only sees the unexpected delivery charge at the very last step. The team explains it more clearly before launching the advert.

Specific next steps

1. Check the price and terms before the final step.
2. Test the permitted trial mode for billing and confirmation.
3. Record every obstacle and fix the critical steps first.

Most common mistakes

• Measure only visits.

• Test only on your own large monitor.

Limits of application

Editorial business guideline. The example is illustrative; it is not a legal, tax or accounting calculation.

Original page

https://adriatrends.hr/poslovni-vodic/en/pitanja/webshop-kupnja-test-prije-oglasa