



# Home & Garden Top 60 Ecommerce Report

2021 Magento Edition



SILVER MAGENTO COMMERCE  
Solution Partner

# Home & Garden Top 60 Ecommerce Report

## A benchmark report of 60 Home & Garden ecommerce retailers

This report was created by Fluid Commerce, an ecommerce growth agency working with ambitious retailers to build and grow successful ecommerce stores.

All research was conducted in February 2021. Analysis and scoring was based on the researcher's judgement, but does relate to documented guidelines. Points were given generously. If a policy was unclear, no scoring point was awarded.

*If you wish to use any of the data contained in this report, please credit the agency by citing 'Fluid Commerce' with a link to [www.fluidcommerce.co.uk](http://www.fluidcommerce.co.uk).*



## Adam Hindle

Managing Director - Fluid Commerce



**Welcome to the second edition of our annual Home & Garden report, a benchmark report analysing 60 of the sector's leading retailers. The aim of this report is to analyse the industry and identify key trends that other retailers can benchmark against.**

This report provides readers with insights into which home and garden retailers are performing well at meeting the latest in best practice ecommerce guidelines. Retailers were marked against the following themes:

- Speed & Security
- Trust
- Navigation
- Product Page
- Checkout & Payment
- Delivery & Returns
- Community

Inside, you will discover the top scorers, the top scorers by theme, plus best practice examples.

### **Covid 19 and Ecommerce**

It would be remiss to not discuss the impact of Covid 19. The 2020 report was completed in January 2020, and the data for this report was collected in February 2021. This means our report not only gives a benchmark score, but also demonstrates how retailers have reacted since the pandemic began.

One indication of this is a few notable new entries to our top 20 who have leapt up dramatically from their 2020 ranking:

- Rockett St George moved up from #71
- Best4Flooring moved up from #45
- Pimpernel moved up from #40
- Charles Bentley moved up from #39

Nearly every brand featured in the top 20 has made improvements to their online store in the last twelve months, increasing their overall score. This shows the importance of continually investing in your ecommerce store if you want to stay at the top of your game.

It is hard to say for sure that the pandemic encouraged retailers to invest in their online stores, or whether these updates would have occurred anyway. However, it is clear that with brick and mortar stores unavailable for large chunks of the past twelve months, providing an enjoyable, intuitive and fast online shopping experience is now an essential part of a brand's retail offering.

We hope you find the Fluid Commerce Home & Garden Top 60 Report useful in discovering exemplary examples of ecommerce best practice. If you have any questions, our contact details are available on the back page of this report.

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# Benchmarking

## Average Score



The average 2021 score for all home & garden retailers in this report is **67 out of 100**

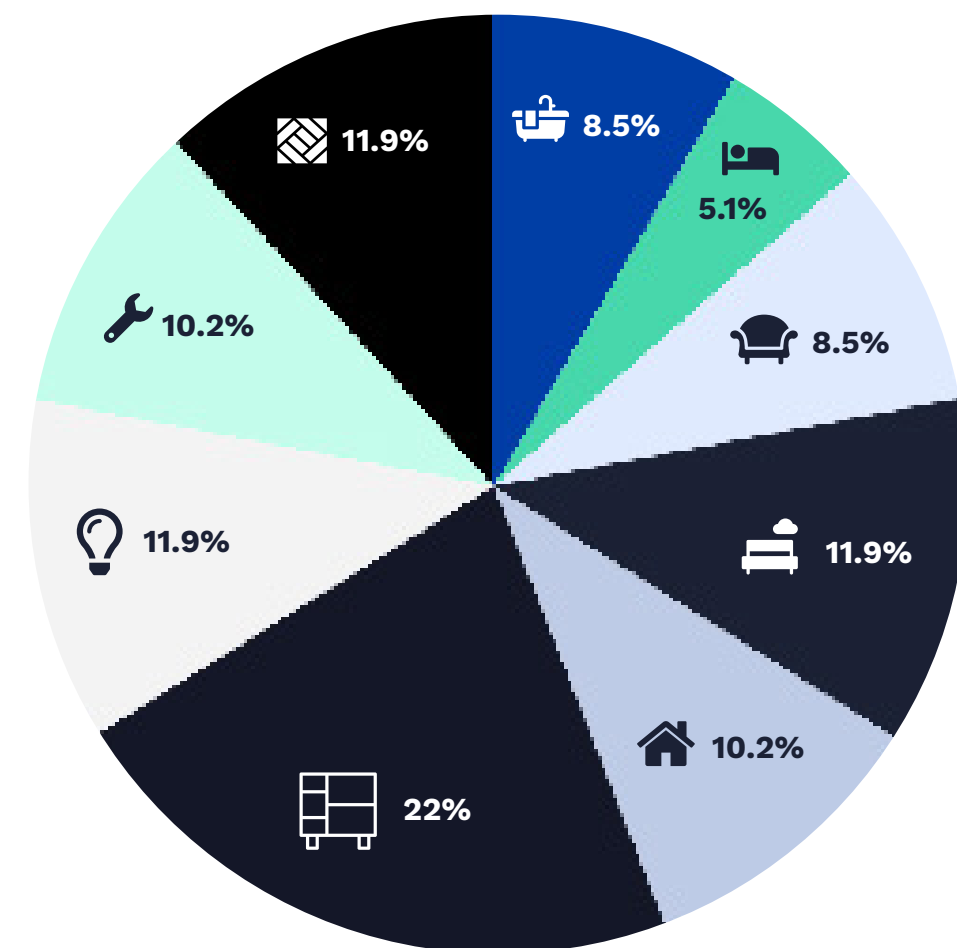
**67**/100

## Average Score per Sector

	<b>Lighting</b>	<b>70</b> /100
	<b>Bedroom</b>	<b>69</b> /100
	<b>Homewares</b>	<b>68</b> /100
	<b>General</b>	<b>65</b> /100
	<b>Garden &amp; Outdoors</b>	<b>64</b> /100
	<b>Furniture</b>	<b>64</b> /100
	<b>Bathroom</b>	<b>62</b> /100
	<b>Walls, Floors &amp; Doors</b>	<b>62</b> /100
	<b>Tools &amp; Trade</b>	<b>61</b> /100

## Retailer Overview








We included a range of sub-verticals in this report to ensure a diverse yet fair representation of Home & Garden Magento retailers.















# The Home & Garden Top 20 Retailers

# Top 20 Retailers

		2021 Score	2020 Score			2021 Score	2020 Score
	<b>Big Bathroom Shop</b> bigbathroomshop.co.uk	84/100	↑ 80/100		<b>Moda Furnishings</b> modafurnishings.co.uk	78/100	↑ 67/100
	<b>Soak&amp;Sleep</b> soakandsleep.com	80/100	↑ 68/100		<b>Dusk</b> dusk.com Luxury bedding for less	77/100	New Entry
	<b>Best4Flooring</b> best4flooring.co.uk	79/100	↑ 60/100		<b>Tile Giant</b> tilegiant.co.uk	75/100	↑ 68/100
	<b>Simple Lighting</b> simplelighting.co.uk	78/100	↑ 73/100		<b>LampShopOnline</b> lampshoponline.com Lighting solved	74/100	↑ 65/100
	<b>Iconic Lights</b> iconiclights.co.uk	78/100	↑ 75/100		<b>Silentnight</b> silentnight.co.uk	74/100	↑ 64/100

# Top 20 Retailers

		2021 Score	2020 Score			2021 Score	2020 Score
	<b>Rockett St George</b> rockettstgeorge.co.uk	74/100	↑ 54/100		<b>Made.com</b> made.com	71/100	New Entry
	<b>Lancashire Lighting</b> lancashirelighting.co.uk	72/100	New Entry		<b>Rose and Grey</b> roseandgrey.co.uk	71/100	↓ 74/100
	<b>Charles Bentley</b> charlesbentley.com	72/100	↑ 61/100		<b>WoodBlocX</b> woodblocx.co.uk	70/100	↑ 68/100
	<b>Bean Bag Bazaar</b> beanbagbazaar.co.uk	72/100	New Entry		<b>Pimpernel</b> pimpernelinternational.co.uk	70/100	↑ 61/100
	<b>AllFinishes</b> allfinishes.co.uk	71/100	New Entry		<b>French Bedroom Company</b> frenchbedroomcompany.co.uk	70/100	↑ 66/100



# Home & Garden Retailers

The Lower Rankings

# Lower Rankings

	2021 Score	2020 Score
Robert Dyas	70/100	↓ 74/100
Wood Floor Warehouse	69/100	New Entry
Lighting Direct	69/100	New Entry
Notcutts	69/100	↑ 61/100
Great Furniture Trading Company	69/100	New Entry
Dormeo	68/100	New Entry
Bedeck	67/100	↓ 71/100
Cox & Cox	67/100	↓ 68/100
Dip & Doze	67/100	↓ 69/100
lampanlight.co.uk	67/100	New Entry

	2021 Score	2020 Score
Heals	66/100	New Entry
Christy	66/100	↑ 60/100
Jane Clayton & Company	66/100	New Entry
Tom Dixon	64/100	New Entry
C. P. Hart	64/100	New Entry
Wood and Beyond	64/100	↓ 66/100
Trading Depot	64/100	↓ 69/100
Housing Units	64/100	New Entry
Logspan	64/100	New Entry
bathshop321	64/100	New Entry

# Lower Rankings

	2021 Score	2020 Score
<b>TW Tool Superstore</b>	<b>63</b> /100	New Entry
<b>The Conran Shop</b>	<b>63</b> /100	New Entry
<b>Peter Nyssen</b>	<b>62</b> /100	↑ <b>61</b> /100
<b>The Holding Company</b>	<b>62</b> /100	↓ <b>67</b> /100
<b>Grazz 247</b>	<b>62</b> /100	New Entry
<b>Builder Depot</b>	<b>61</b> /100	New Entry
<b>Richard Haworth</b>	<b>61</b> /100	↑ <b>56</b> /100
<b>Light Mirrors</b>	<b>60</b> /100	New Entry
<b>MP Moran</b>	<b>60</b> /100	New Entry
<b>Primrose</b>	<b>59</b> /100	New Entry


	2021 Score	2020 Score
<b>House of Enki</b>	<b>57</b> /100	New Entry
<b>BathroomsByDesign</b>	<b>57</b> /100	New Entry
<b>Beds Are Uzzz</b>	<b>56</b> /100	New Entry
<b>Cousins Furniture Stores</b>	<b>56</b> /100	↑ <b>53</b> /100
<b>Luxsale</b>	<b>56</b> /100	New Entry
<b>Porcelain Superstore</b>	<b>56</b> /100	↑ <b>53</b> /100
<b>KayBee Doors</b>	<b>55</b> /100	↓ <b>58</b> /100
<b>Bradfords Building Supplies</b>	<b>55</b> /100	New Entry
<b>Scotsdales Garden</b>	<b>53</b> /100	New Entry
<b>Craig &amp; Rose</b>	<b>51</b> /100	New Entry



 **Speed & Security**

# Speed & Security: Top Brands

## Speed




C. P. Hart



House of Enki

## Security



Dusk



LampShopOnline



AllFinishes



Notcutts



Dip & Doze



Lamp and Light



Wood and Beyond



Beds Are Uzzzz

# Speed

A fast site is one of those things that if it's there, you don't notice. But if your site is slow, then it can have serious repercussions. A site that takes too long to load will lead to frustrated users giving up and shopping elsewhere.

We measured retailers' site speed scores using Google PageSpeed Insights, which provides a score out of 100. Overall, the speed for Home & Garden retailers was slow, with mobile speed proving a particular issue. Just two stores scored highly, and C.P Hart and House of Enki should be delighted with their achievement.

**31.7%** of retailers scored over 50 Google PageSpeed Insights.

**14**  
/100

AVERAGE MOBILE  
SPEED

**44**  
/100

AVERAGE DESKTOP  
SPEED

**C.P. HART**

C. P. Hart

**33**  
/100

MOBILE SPEED

**87**  
/100

DESKTOP SPEED

**HOUSE OF ENKI®**  
BATHROOMS | KITCHENS | LIVING

House of Enki

**35**  
/100

MOBILE SPEED

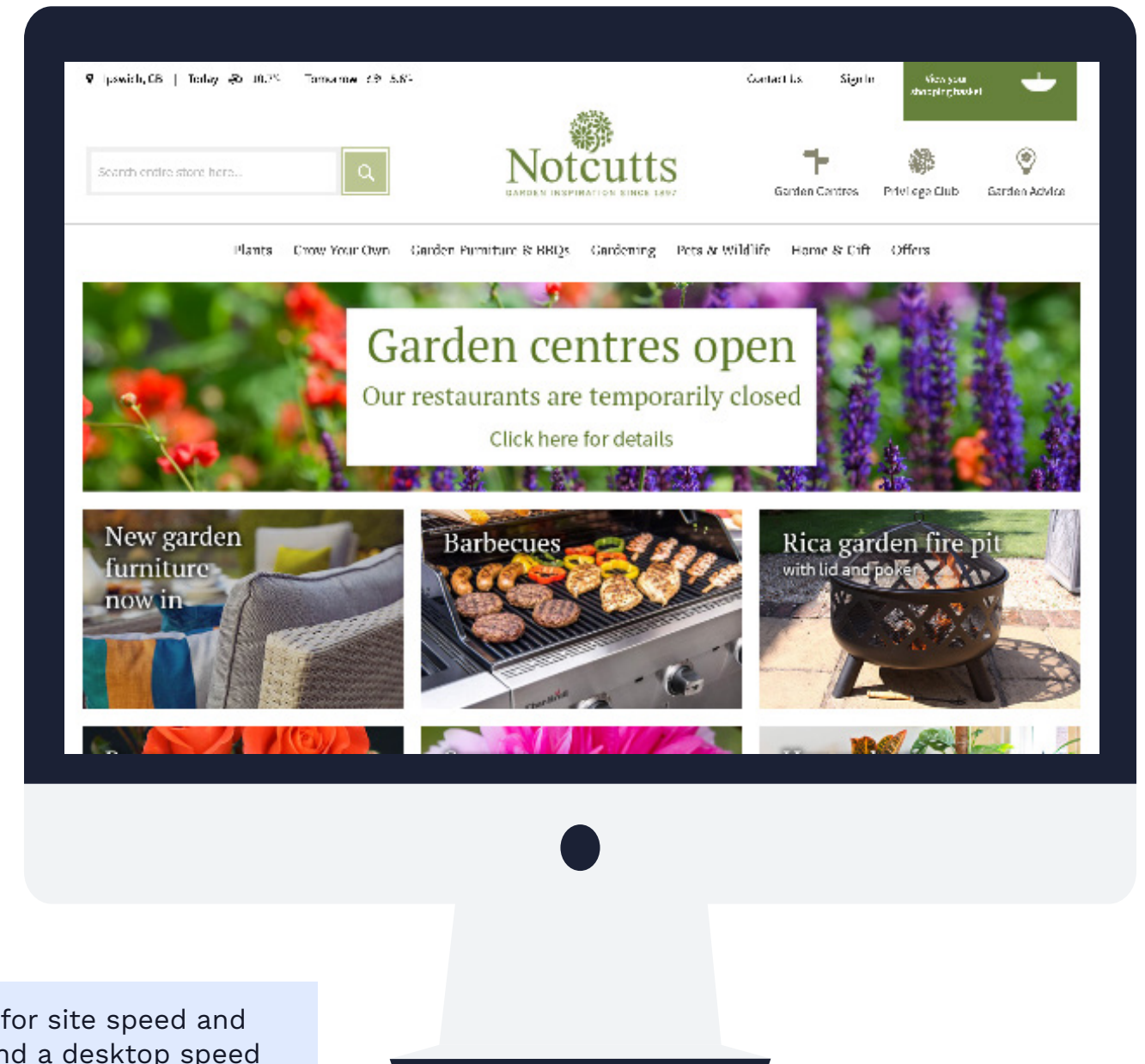
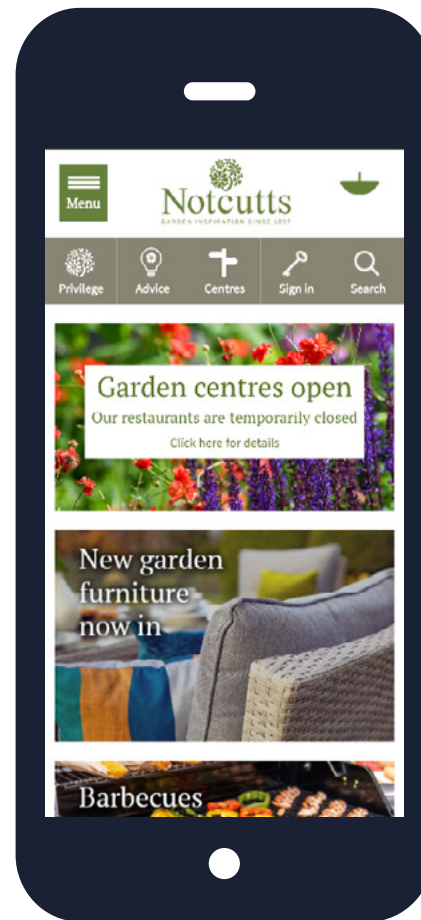
**84**  
/100

DESKTOP SPEED

# Speed

Security is also an important factor to consider when optimising user experience. All of the retailers included in this report had invested in SSL certificates. Just **13.3%** of home and garden retailers had EV (Extended Validation) SSL, the highest form of SSL certificate available.

Retailers with EV SSL include Dusk, LampShopOnline, AllFinishes, Notcutts, Dip & Doze, Lamp & Light, Wood and Beyond and Beds Are Uzzz.



**Notcutts** performed best overall for site speed and security, with an EV certificate and a desktop speed of **69**.

 **Trust**



# Trust: Top Brands



Bradford's Building Supplies



Best4Flooring



French Bedroom Company



Light Mirrors



Richard Haworth



Wood and Beyond



Bean Bag Bazaar



Charles Bentley



Grazz 247



Moda Furnishings



Simple Lighting



WoodBlocX



Big Bathroom Shop



Dip & Doze



House of Enki



Porcelain Superstore



Tile Giant



Wood Floor Warehouse



Dusk



KayBee Doors



Primrose



TW Tool Superstore

# Trust

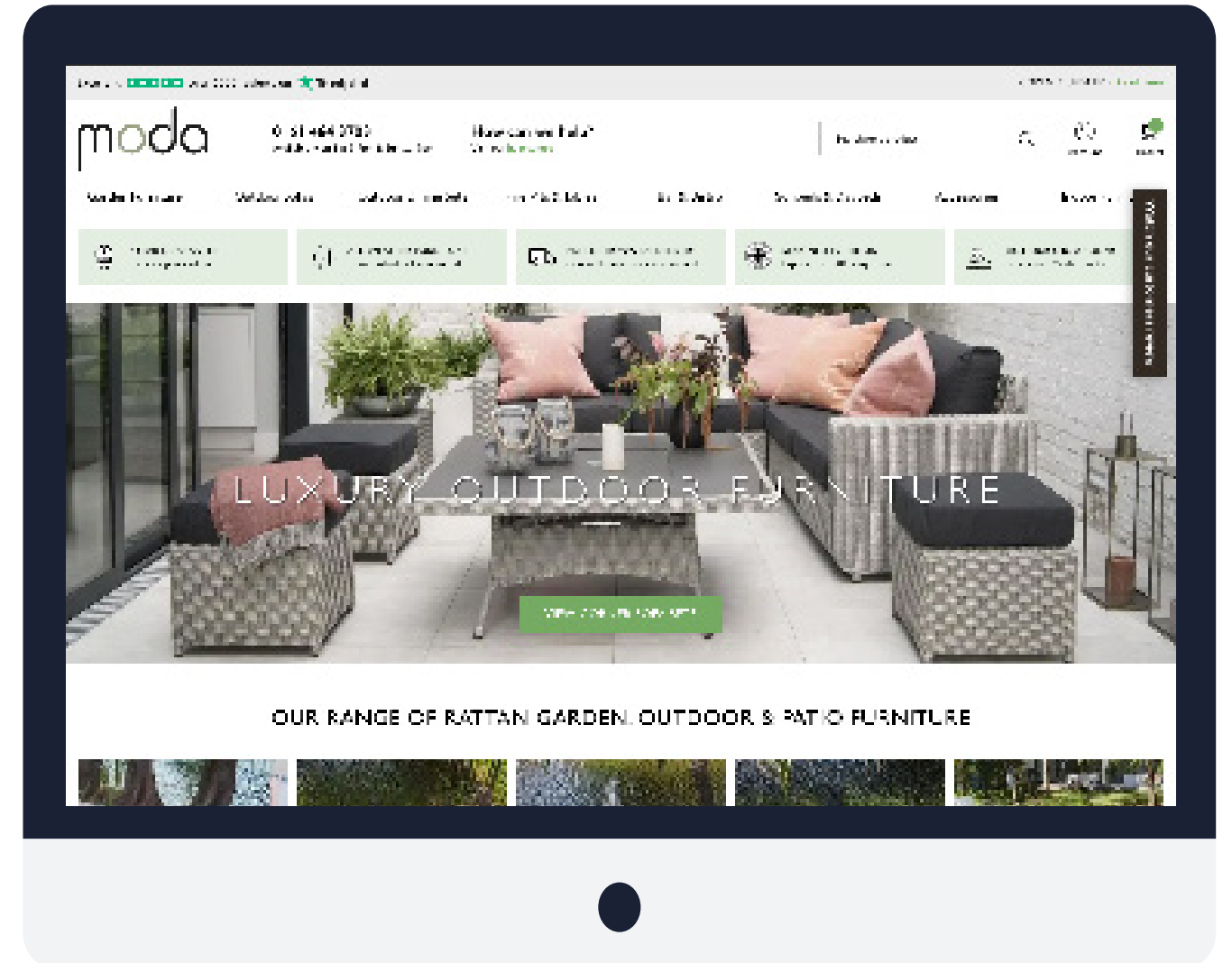
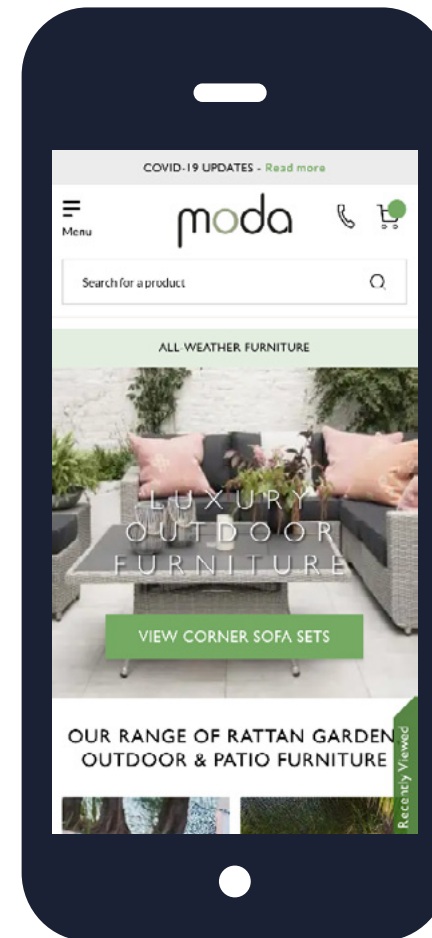
The mark of a good website is its trust factor - a UX element looked for, valued and ranked by Google. Customers look for and appreciate trust signals such as reviews and clear reassurance messaging. Both of these can help to encourage users along the sales funnel, taking them from the mentality of a casual shopper into becoming an active buyer.

The importance of trust was understood by our Home & Garden retailers. The vast majority had some form of trust signalling: reviews on the home page, product-specific reviews on the product page or reassurance messaging on the homepage hero banner.

**36.7%** of our retailers included all three elements to score maximum points for Trust, including Big Bathroom Shop, Best4Flooring and Simple Lighting.

Excluding reviews and delivery information, great examples of reassurance messaging included:

- '7 Year Guarantee'
- '60 day trial'
- 'UK's lowest prices'
- 'Award-winning designs'
- 'Price-match promise'

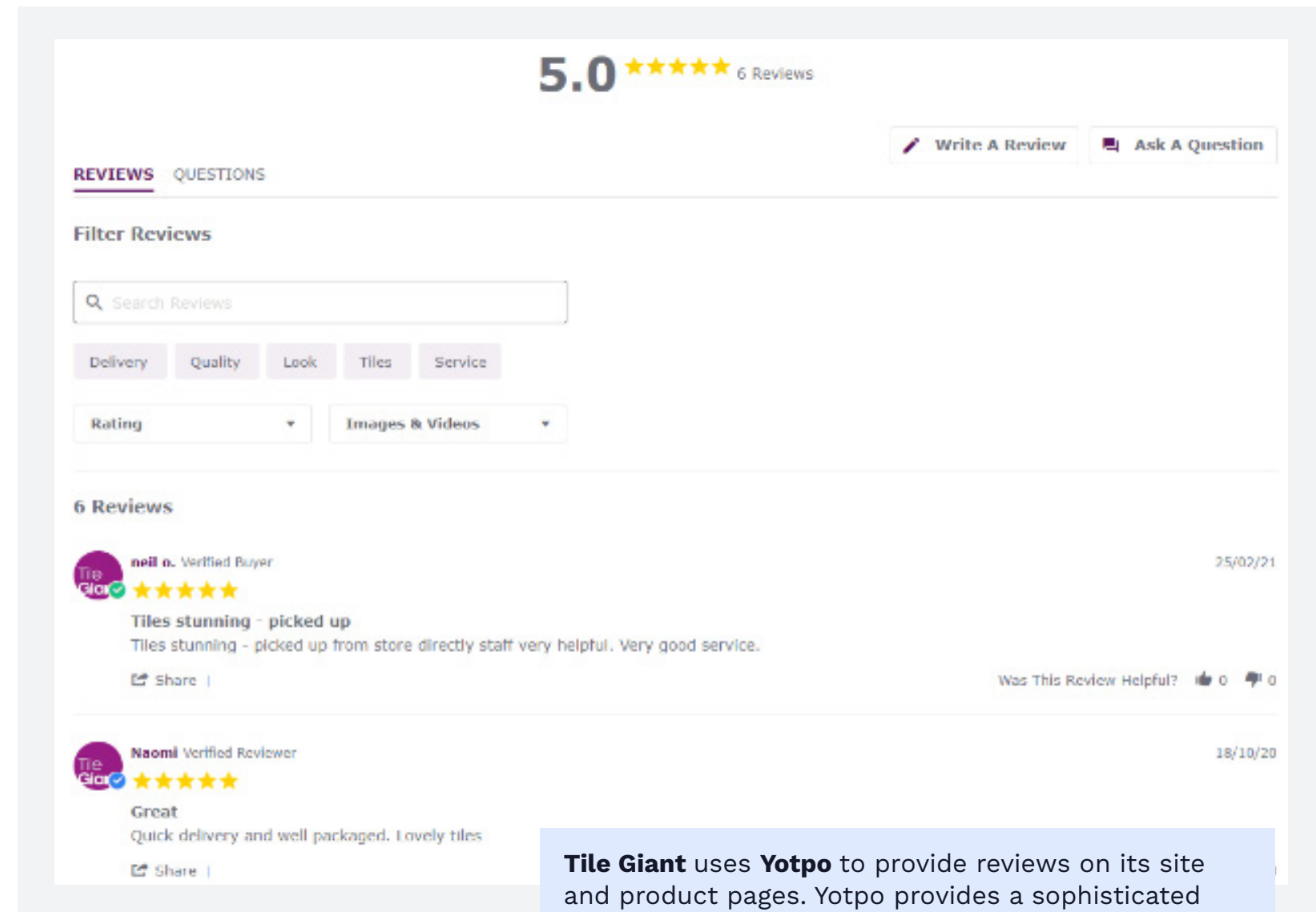
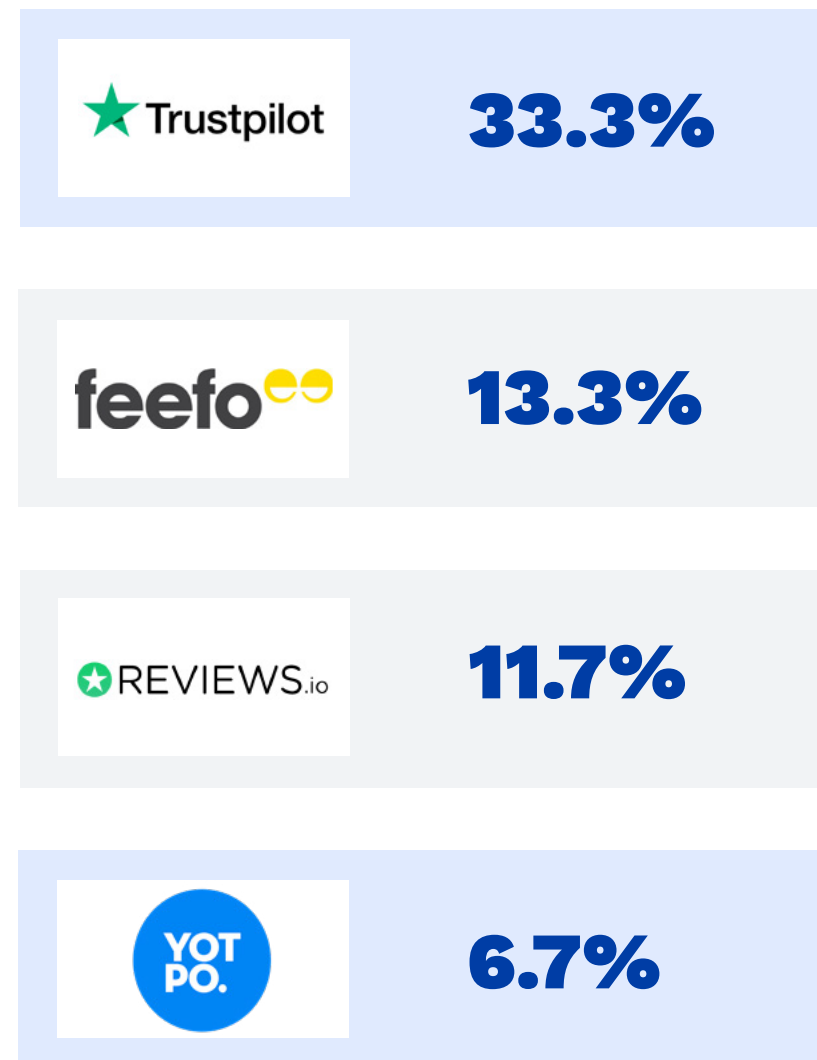


**Moda Furnishings** delivers a great example of reassurance messaging on their homepage. They don't rely on their delivery and reviews to sell themselves to a customer, but demonstrate their unique selling points. Using USPs is a great way to provide trust signals and give customers a compelling reason to choose you over your competitors.

# Trust

## Review Tech

Trustpilot was the most popular review platform



**Tile Giant** uses **Yotpo** to provide reviews on its site and product pages. Yotpo provides a sophisticated review experience in that it **allows users to search, filter and sort** through reviews so they can find precisely what they want.



# Navigation

# Navigation: Top Brands

CHARLES BENTLEY  
EST. 1860

Charles Bentley

hu  
housing  
units

Housing Units

MADE.COM®

Made.com

 Robert Dyas

Robert Dyas

C.P. HART

C. P. Hart

ICONIC  
LIGHTS

Iconic Lights

Notcutts  
GARDEN INSPIRATION SINCE 1897

Notcutts

SimpleLighting

Simple Lighting

DUSK

Luxury bedding for less

Dusk

Jane Clayton  
& COMPANY

Jane Clayton & Company

Peter Nyssen

Peter Nyssen

# Navigation

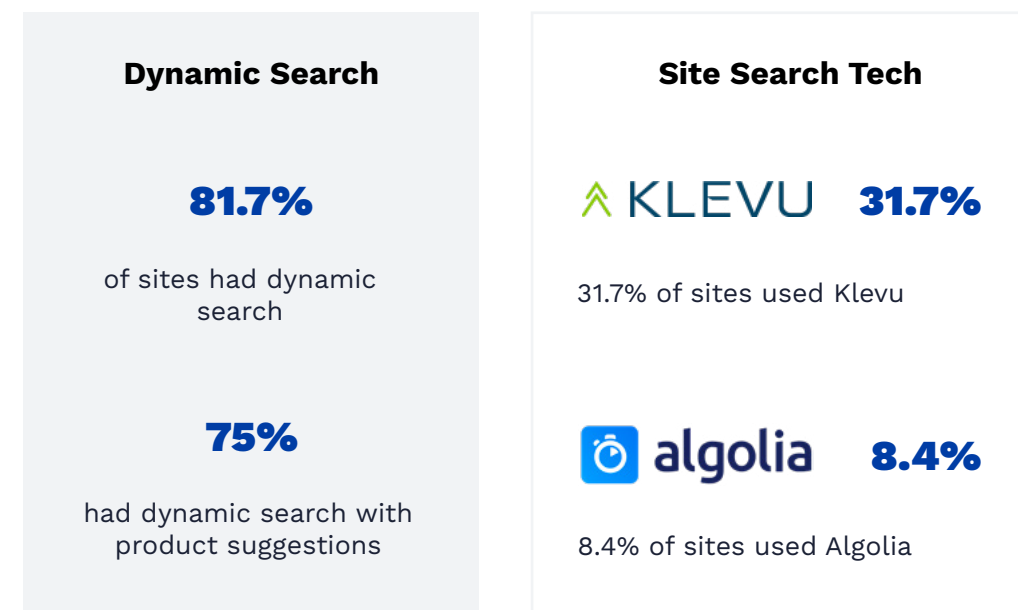
Being able to easily find your way around a website to discover the products that you want quickly is a fundamental part of UX. It is the ecommerce store's job to help customers find what they are looking for with the minimal amount of impediment - navigation must be intuitive, fast and helpful.

We scored brands on:

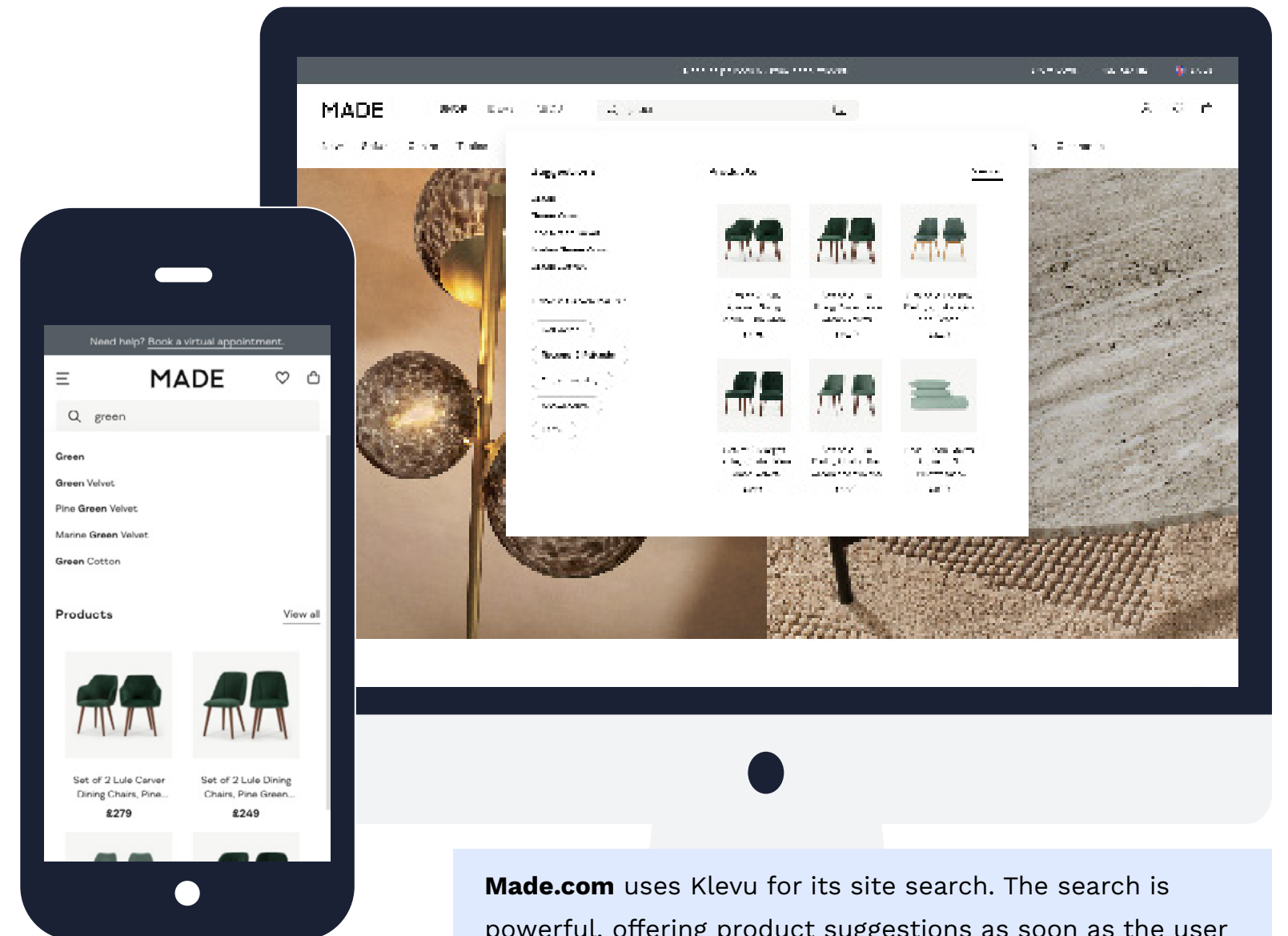
- Site search sophistication
- Breadcrumbs on category pages and product pages
- Sorting and filtering tools
- Live chat

## Site Search

Search is a big area where ecommerce stores can really excel and set themselves apart. 100% of our retailers offered a search function, but there was a wide range in terms of sophistication. Many stores pulled ahead of their competitors by using the services of dynamic search tools such as Klevu and Algolia.



While many searches offer search term recommendations, others offer specific products, and others go even further to offer suggested categories, articles or guides as well as products with product images.

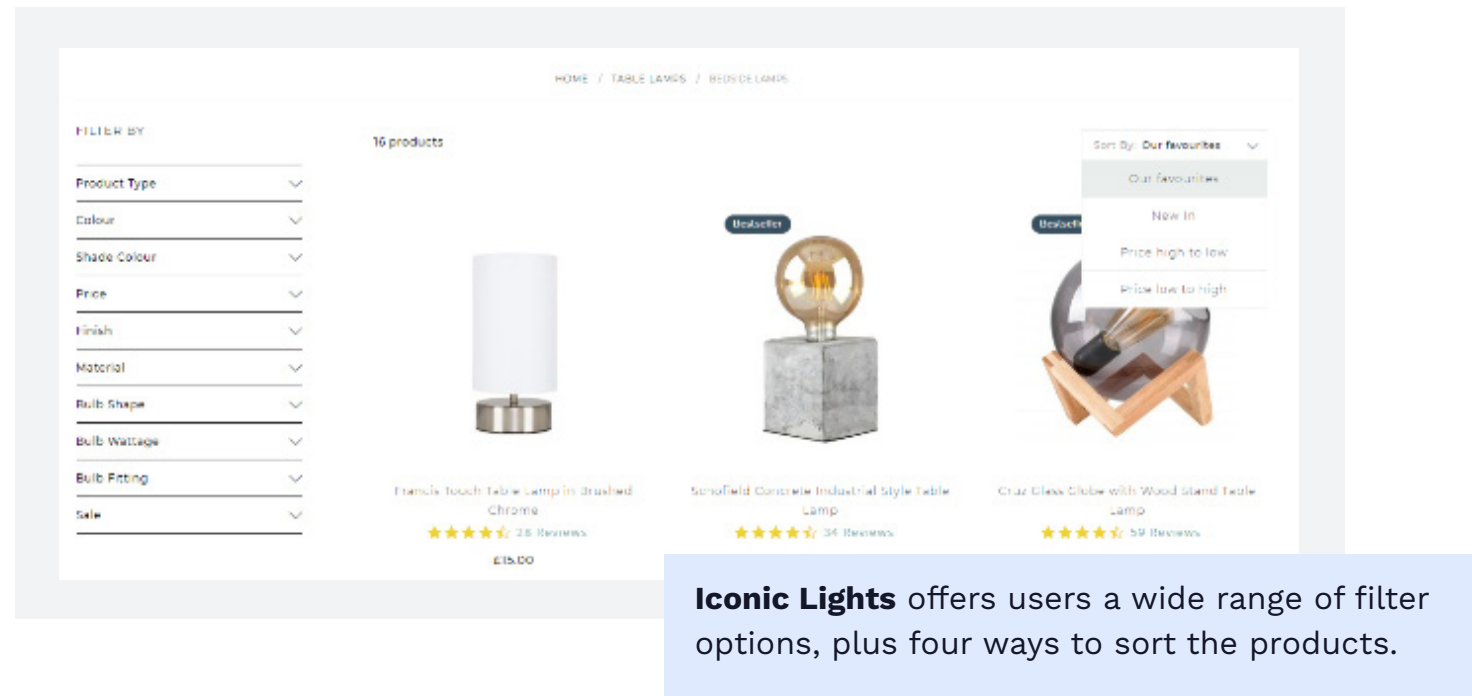


**Made.com** uses Klevu for its site search. The search is powerful, offering product suggestions as soon as the user clicks into the search bar. Once the user begins typing, the brand offers suggested search terms, specific products, and even customer service options.

# Navigation

## Filter & Sort

Only one retailer, Dip and Doze, didn't provide a filter on their category pages. **93%** offered a sort by price, but only **35%** allowed users to sort by 'best seller', 'most popular' or 'top picks'.



## Breadcrumbs

Essential for navigation, breadcrumbs help users move forward and backwards easily on a site - going back multiple steps in a single click if required. Without breadcrumbs, it can be cumbersome for a user to return to the previous page, which can be frustrating if they wish to browse through multiple products.

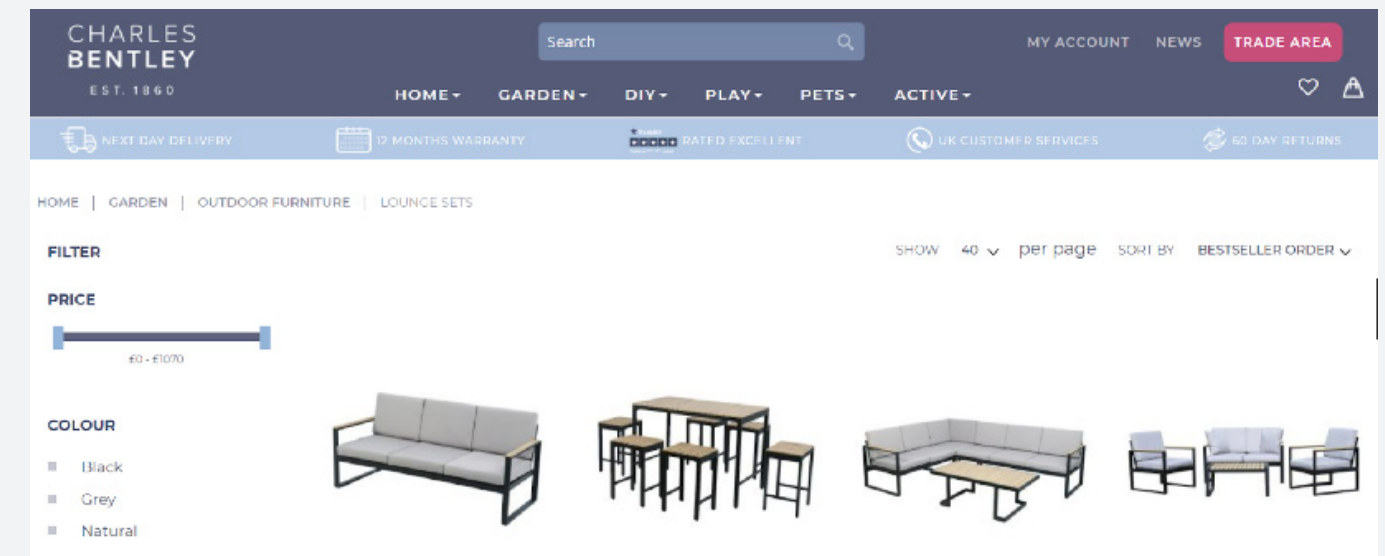
While most of our retailers included breadcrumbs on their category pages, this dropped for product pages.

Breadcrumbs on category page

86.7%

Breadcrumbs on product page

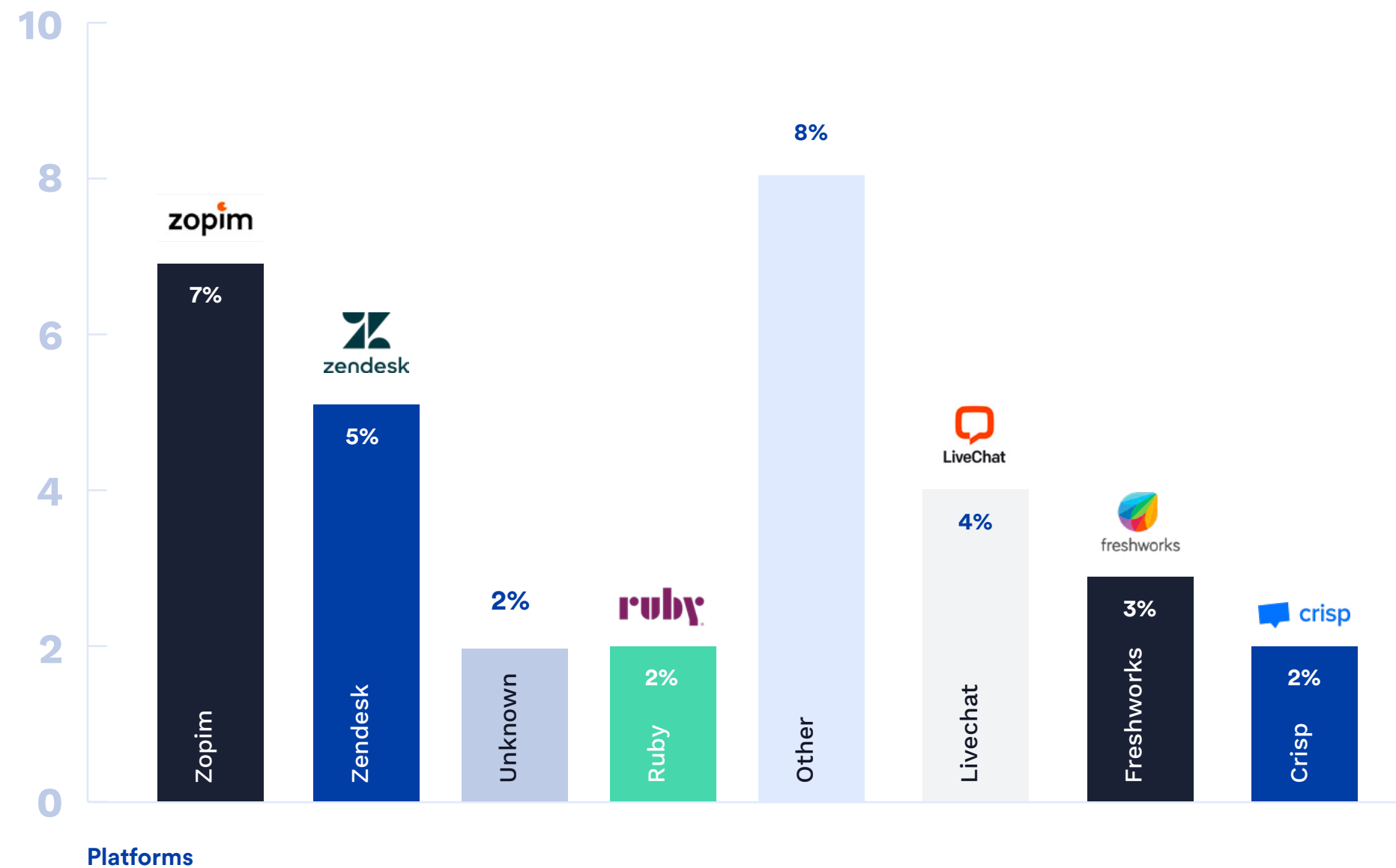
68.3%



# Navigation

## Live Chat

A live customer service is an excellent way to help users by answering their questions on demand. More than half of our retailers (**55%**) offered a live chat option.







# Product Page

# Product Page: Top Brands



Bean Bag Bazaar

**DUSK**

Luxury bedding for less

Dusk

**moda**

Moda Furnishings

**Soak&Sleep**

Soak & Sleep

**BUILDER DEPOT**

Builder Depot



Lancashire Lighting

**PIMPERNEL**

Pimpernel



The Holding Company

**DIP&DOZE**

Dip & Doze

# Product Page UX

Product pages are where the buying and selling happens. A well designed, UX-optimised product page can make a dramatic difference to your conversion rate and average order value, as well as your overall sales and revenue. Get it right by offering a gorgeous, interactive shopping experience that preempts any objections a customer might have by offering as much information as possible on the product page. We looked for brands that:

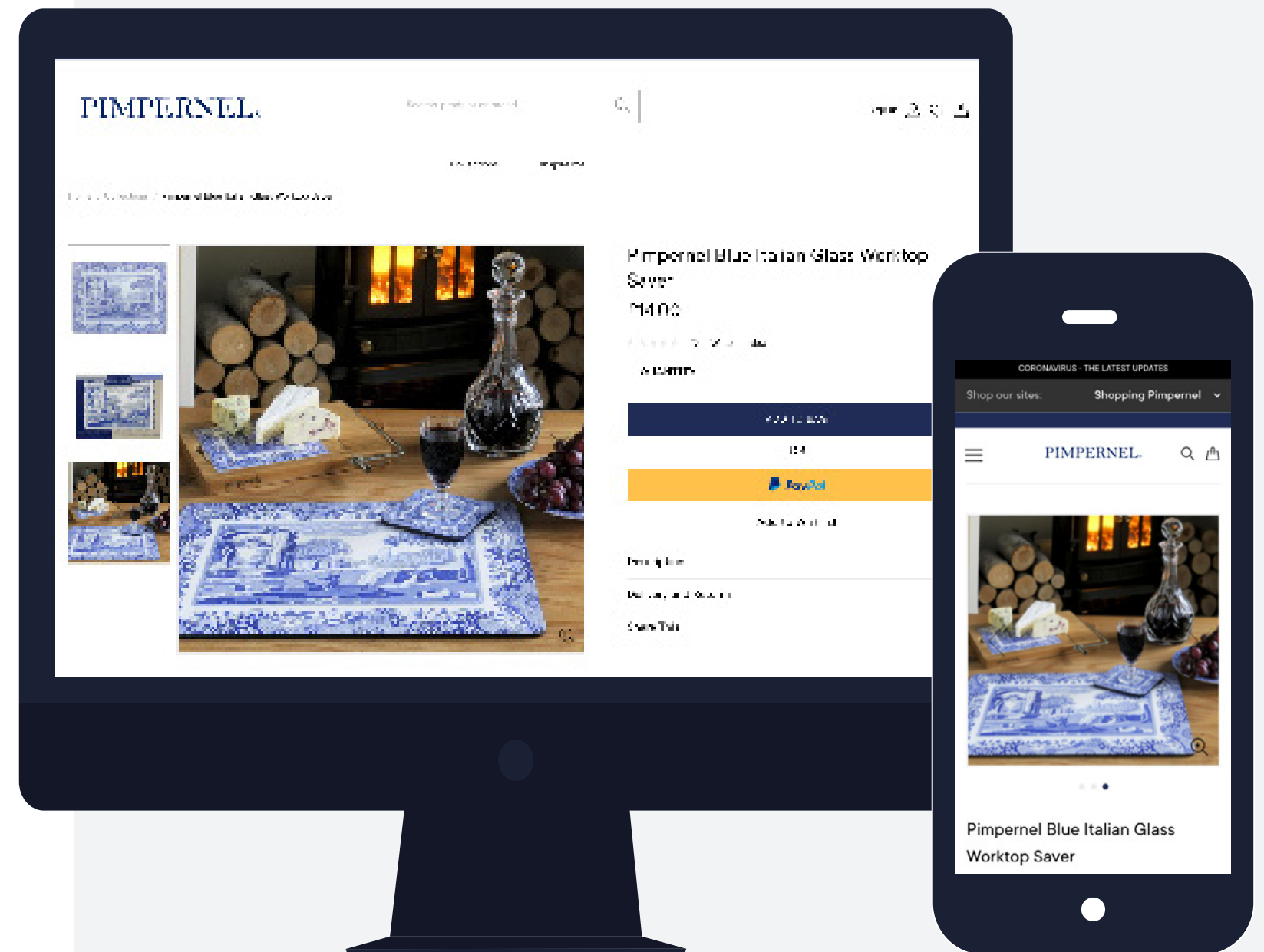
- Offered a range of images, including lifestyle photos
- Recommended other products
- Included zoom functionality on desktop and mobile

## Imagery

Across the board, retailers performed well in providing users with product imagery. **100%** provided at least one image. **86.7%** provided multiple images and **86.7%** provided lifestyle images.

## Recommendations

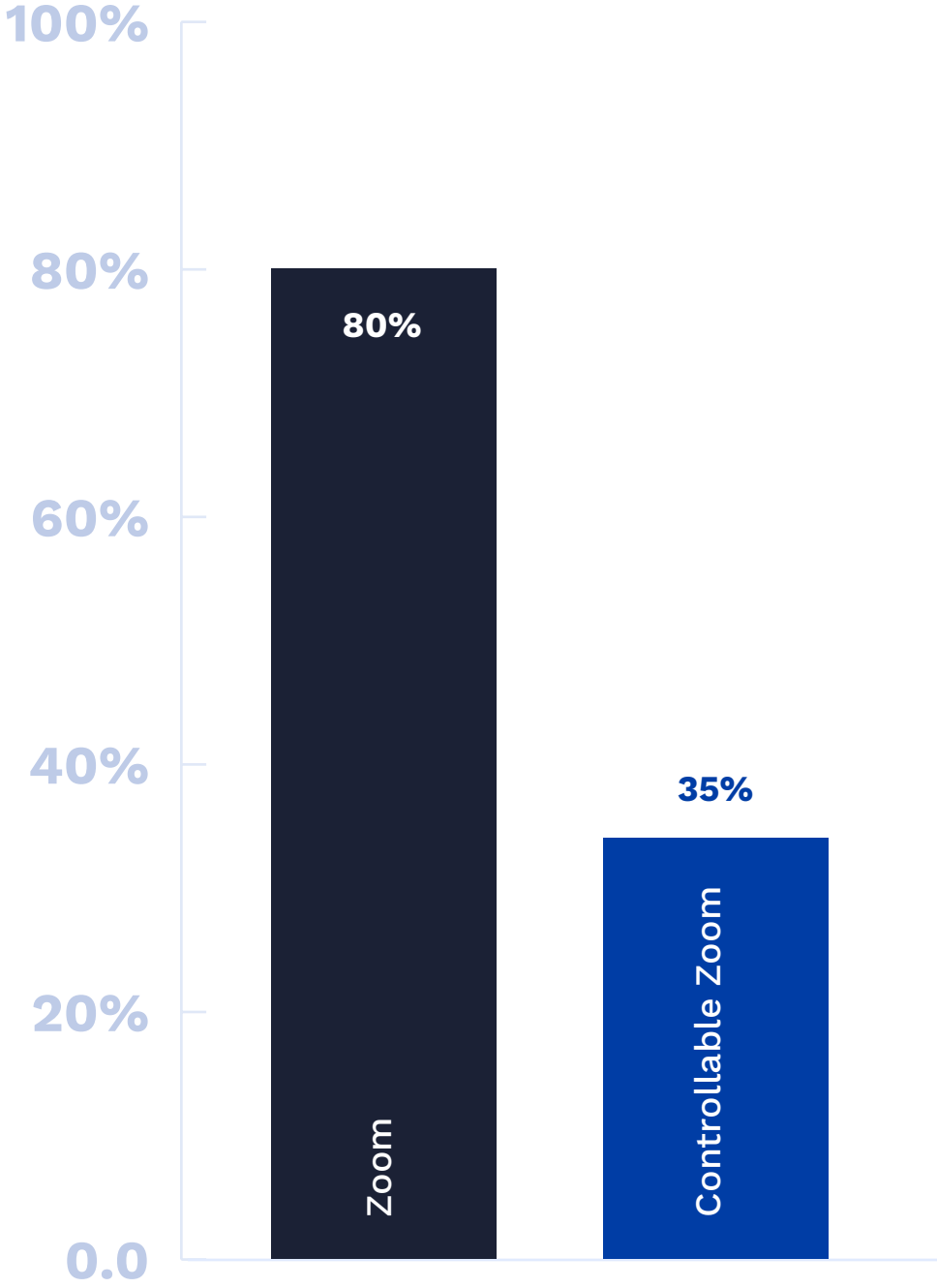
**76.7%** offered additional product recommendations, such as ‘You may also like...’ or ‘Other customers bought...’. Merchants who are struggling to increase their average order value should look to add in product recommendations as a quick and easy win.



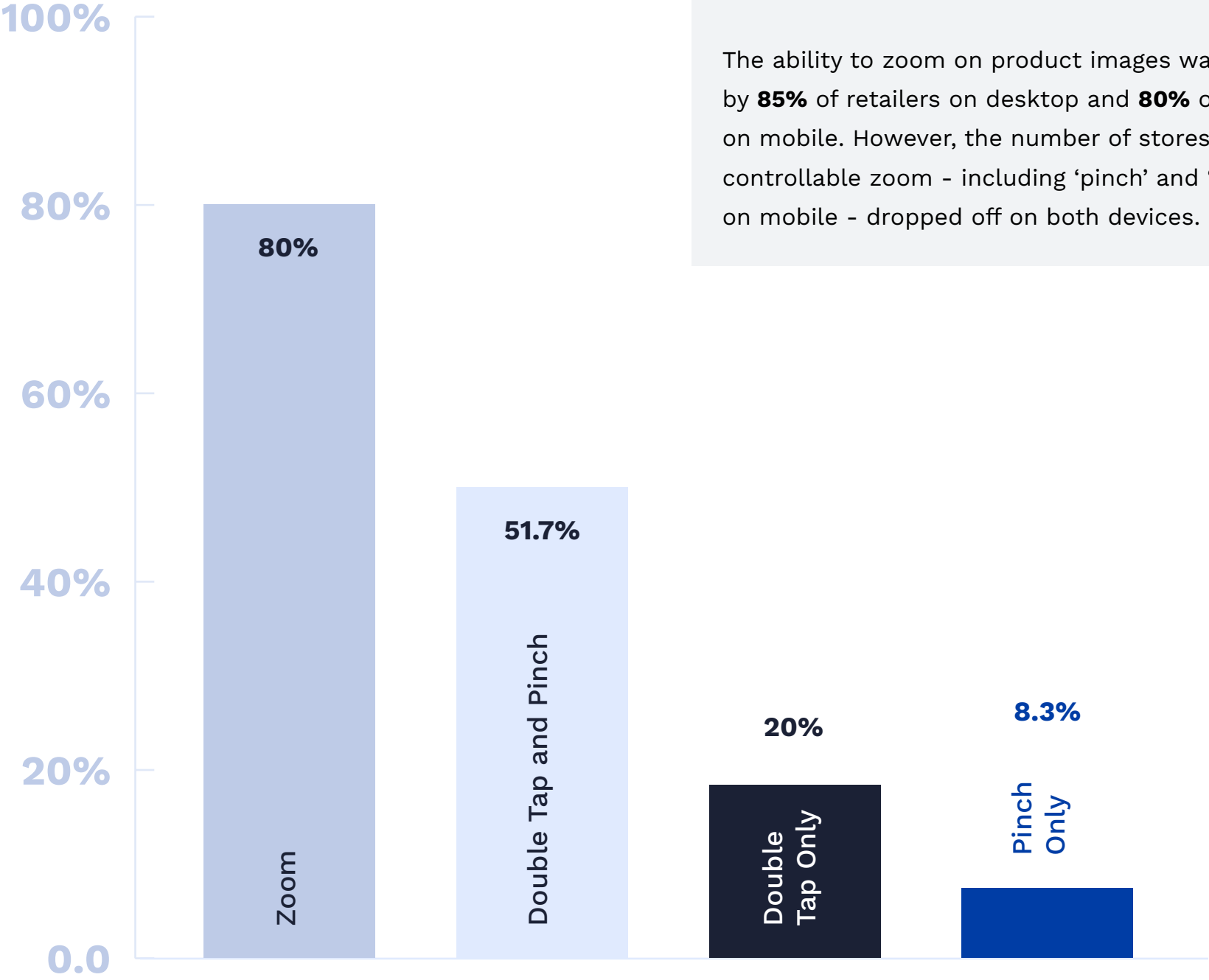
**Pimpernel** scored top marks for its product pages. It showed its products simply with a product image, lifestyle image, with a controllable zoom on both desktop and mobile.

# Product Page UX

### Desktop Image Zoom



### Mobile Image Zoom



**Zoom**

The ability to zoom on product images was offered by **85%** of retailers on desktop and **80%** of websites on mobile. However, the number of stores offering a controllable zoom - including 'pinch' and 'double tap' on mobile - dropped off on both devices.



# Checkout & Payment

# Checkout & Payment: Top Brands



Big Bathroom Shop



Great Furniture Trading Company



Pimpernel



Rose and Grey



Simple Lighting

# Checkout & Payments

Checkout & Payment is the final hurdle in the customer journey that retailers must overcome to ensure a purchase is made. Abandoned basket rates can skyrocket if checkout and payment is not a fast, streamlined and reassuring process on both desktop and mobile.

None of our retailers delivered on all of our scoring criteria. Big Bathroom Shop came the closest, missing out by just one mark: it did not provide a number keyboard on mobile.

## Checkout

- **88.3%** let customers stay on the page after adding an item to the cart
- **76.7%** notified customers that their item had been added to the cart

## Checkout

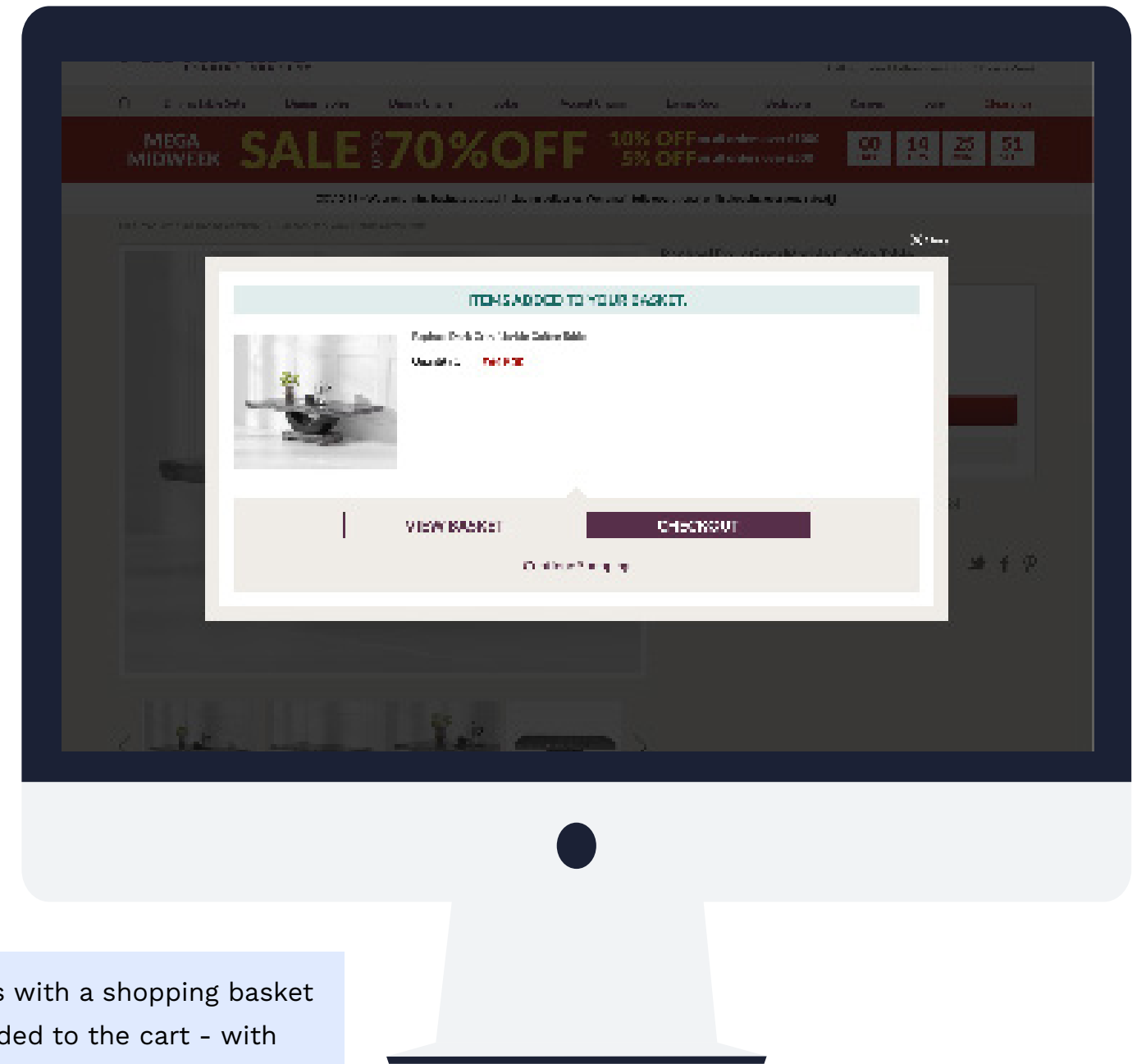
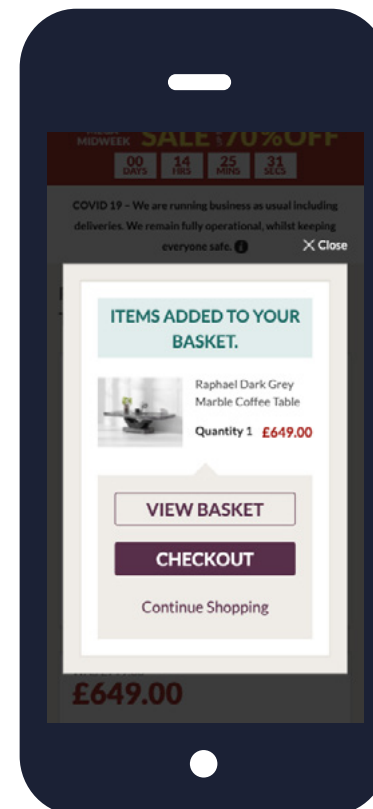
Product Image in the Basket

**100%**

Product Image in Checkout

**68.3%**

**Great Furniture Trading Company** provides users with a shopping basket pop up that clearly highlights what has been added to the cart - with price, product description and image. The customer then has four easy and clear choices - view the basket, proceed to checkout, continue shopping, or click the 'x' button to return to the product page.

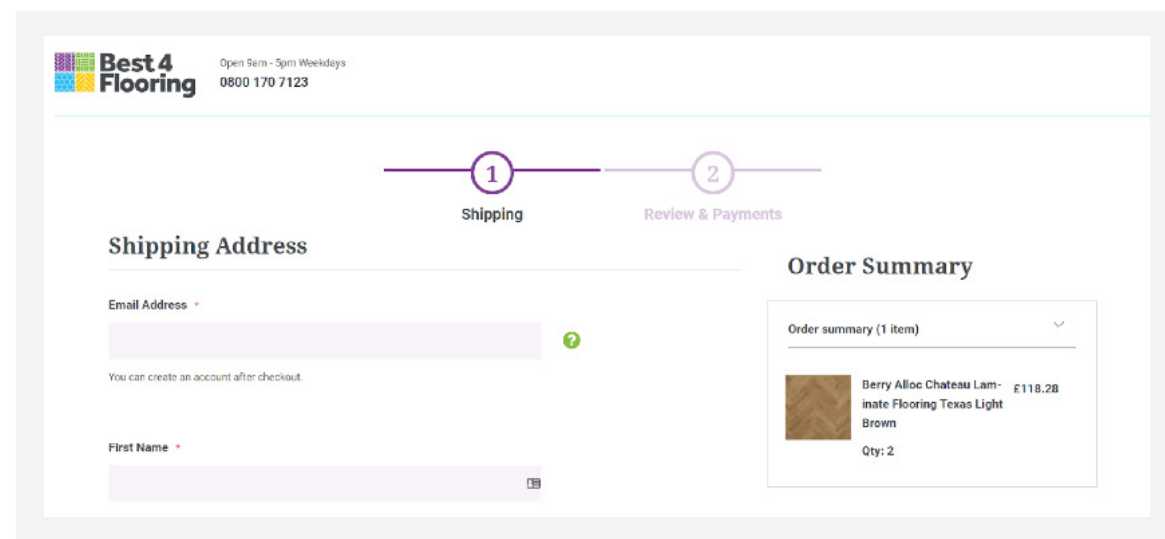
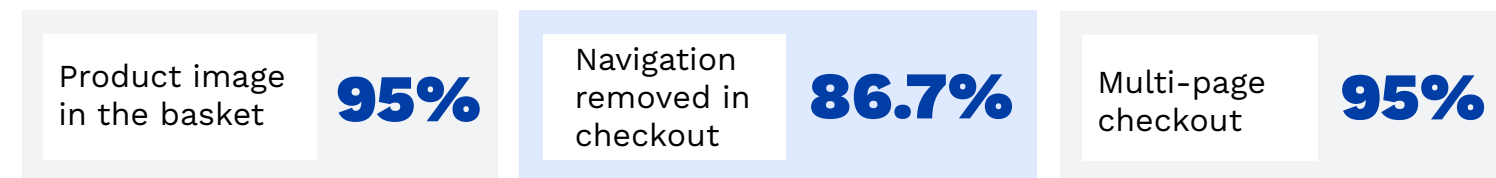


# Checkout & Payments

## UX at Checkout

Removing distractions is key to helping customers follow the checkout process smoothly, and prevent them from bouncing away. For example, including a guest checkout allows customers to avoid lengthy - and potentially irritating - account set ups.

Removing the main site navigation helps to keep customers focused on the task at hand. Spreading the different checkout steps over a few short pages stops the user from being overwhelmed, and also delivers a degree of engaging gamification with a progress bar.

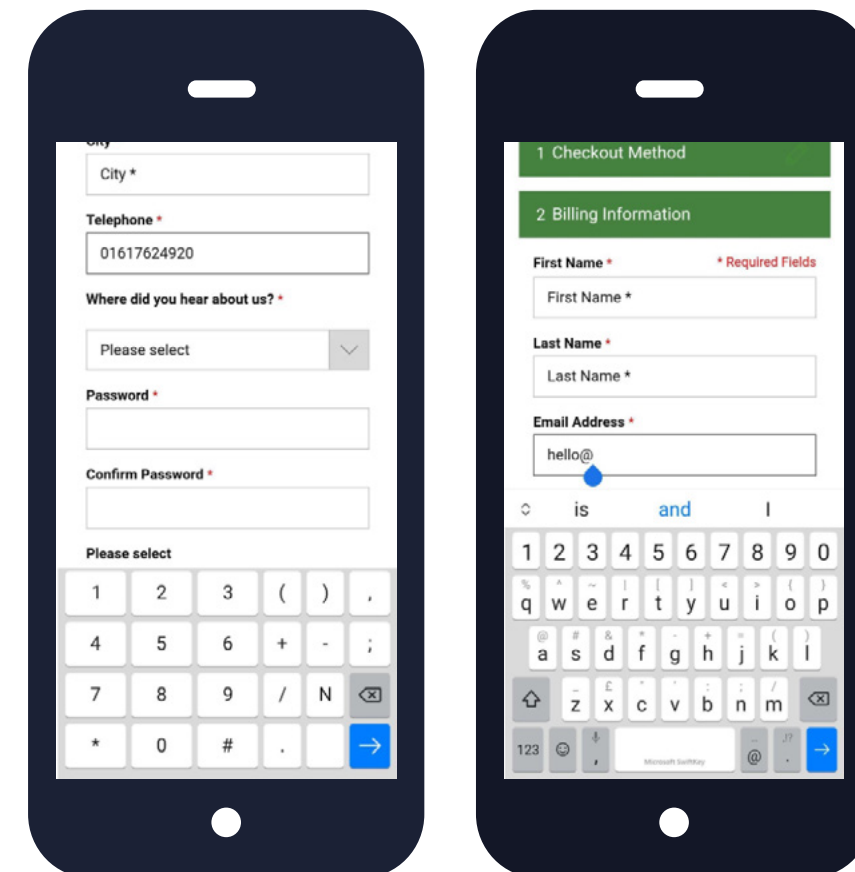


**Best4Flooring's** checkout is a perfect example - the navigation has been removed, it offers guest checkout, there is product imagery in the cart, there are two steps to the checkout, and customers track their progress through the checkout with the progress bar.

## Mobile Checkout

As so much of online shopping is now conducted on mobile, providing a mobile-friendly checkout experience is key. We scored merchants for offering users an input-specific email keyboard and an input-specific number keyboard.

**100%** of our top 60 included an email keyboard, but only **23.3%** followed up with a number keyboard.



**WoodBlocX** was one of the few stores to offer both email and number keyboards.

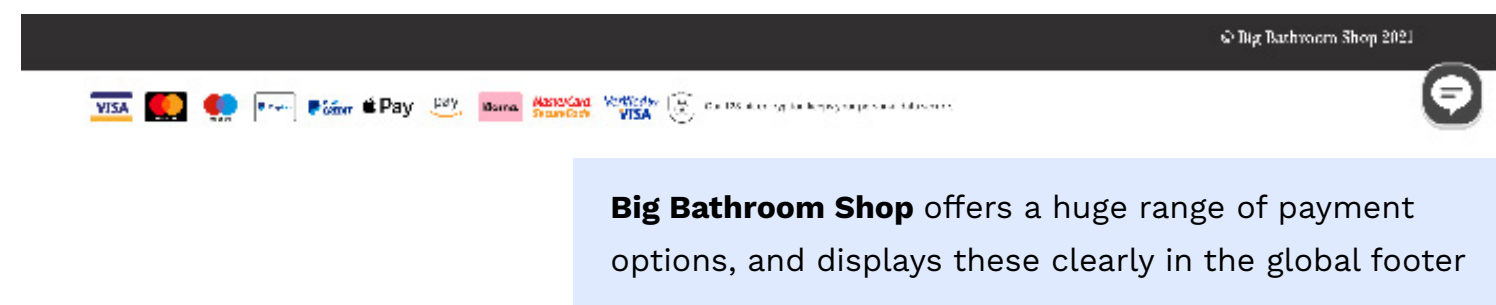


# Checkout & Payments

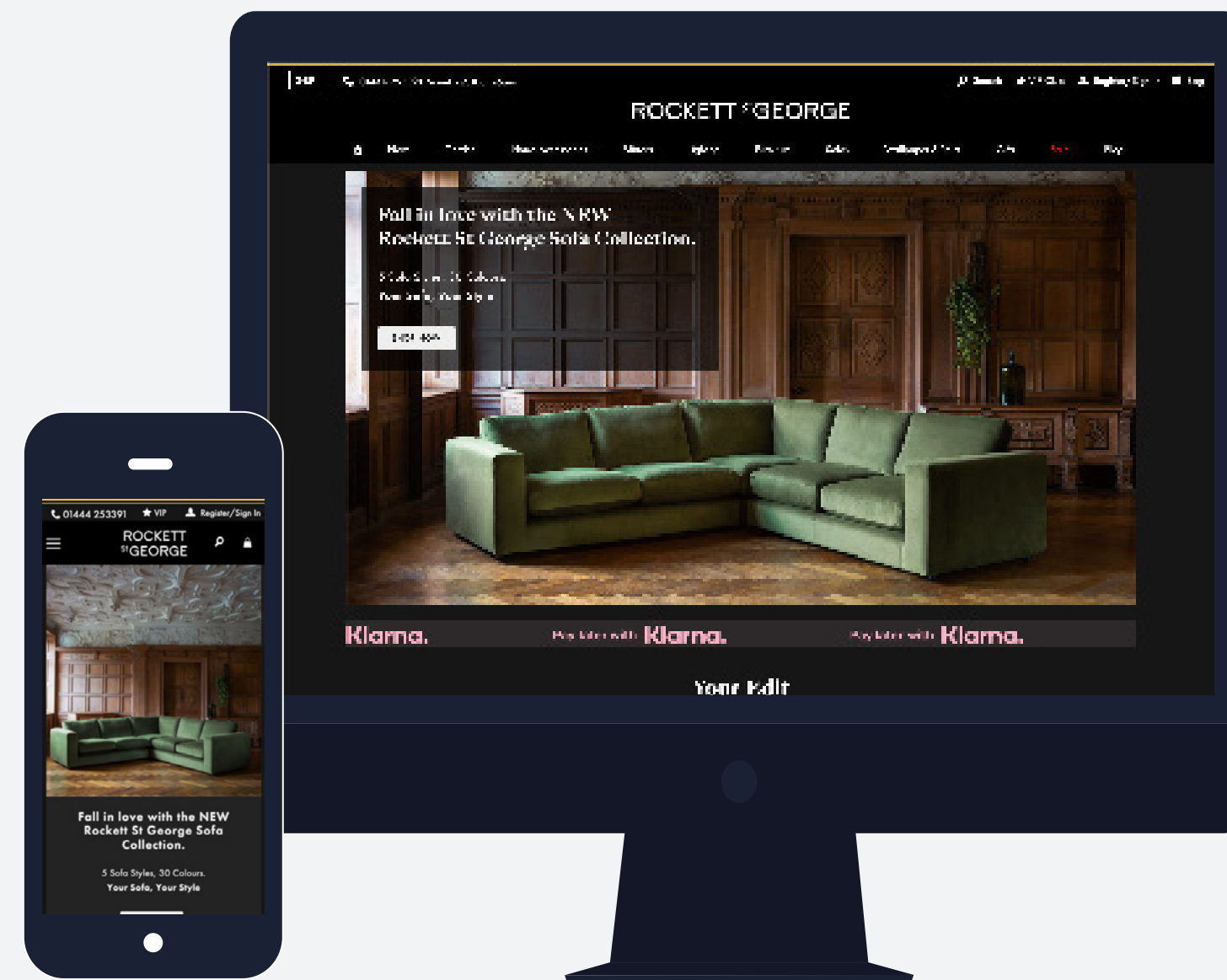
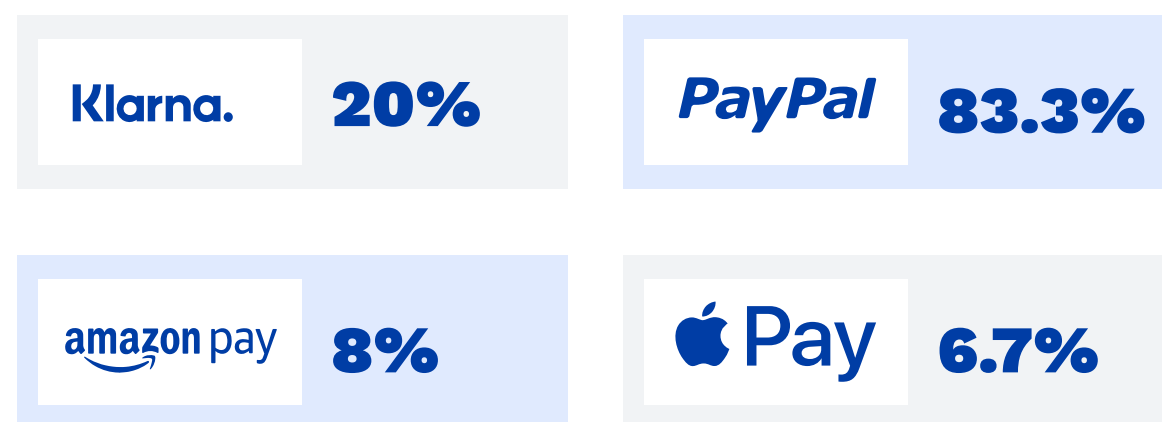
## Payment

Nearly every merchant offered a minimum of two payment options at checkout. A choice allows the shopper to choose the payment method that is most convenient, and also gives a trust signal to customers that their payment details will be safe and secure.

This trust factor is enhanced by many retailers, **68.3%**, displaying their payment options clearly on the site before customers even get to checkout.



Without doubt, PayPal rules supreme as the secure payment offering of choice. But what is exciting to see is the growth in payment providers such as Klarna, which helps customers to delay payment or spread the cost into a number of smaller installments.



**Rockett St George** included a rolling banner advertising Klarna immediately underneath the hero banner on the homepage. This signalling of the payment option provides an excellent trust signal to customers.



# Delivery & Returns

# Delivery & Returns: Top Brands



Best4Flooring



Robert Dyas

## Delivery & Returns: Runners up



Big Bathroom Shop



Great Furniture Trading Company



Lancashire Lighting



Soak&Sleep



Luxury bedding for less

Dusk



House of Enki



MP Morgan



Silentnight

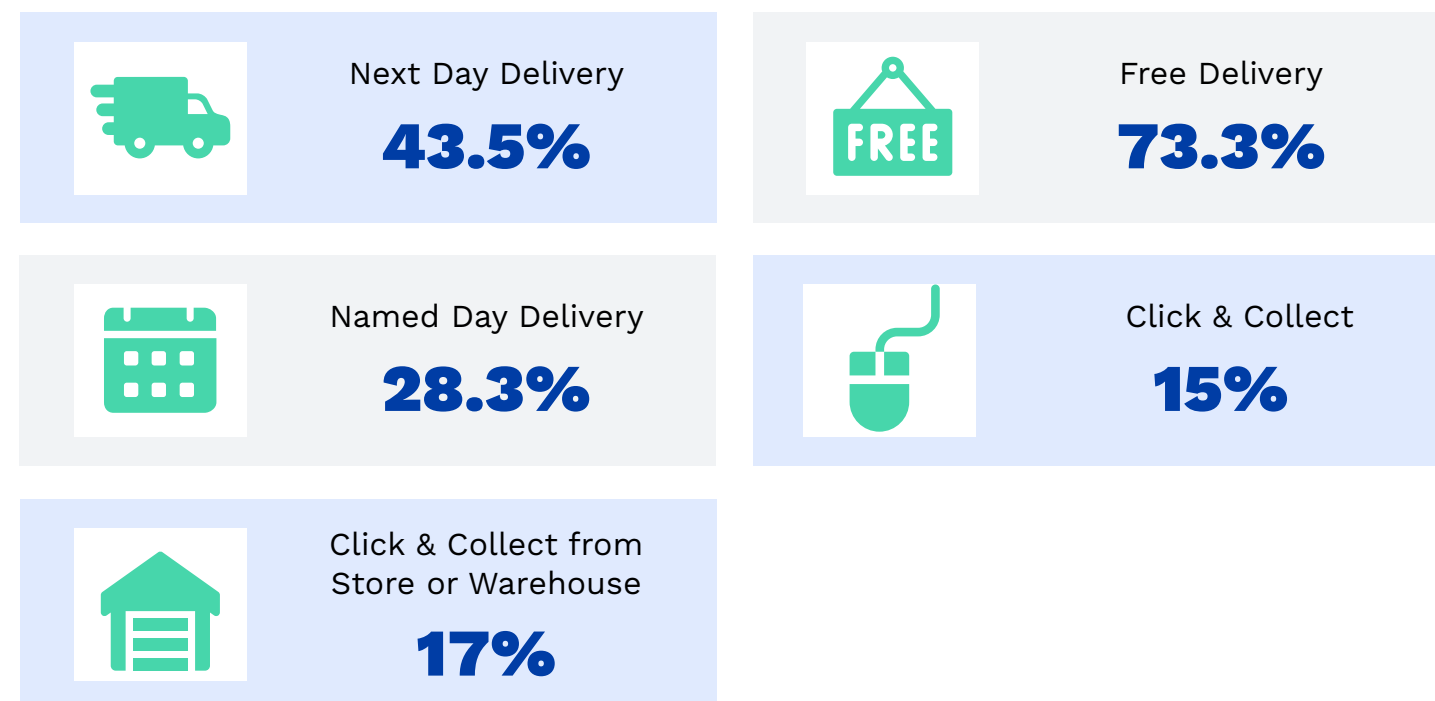
# Delivery

Delivery has been a challenging prospect due to the impact of the pandemic. None of the reviewed merchants scored the maximum amount of available points, although Best4Flooring and Robert Dyas came the closest with 2.25 out of a possible 2.5 points.

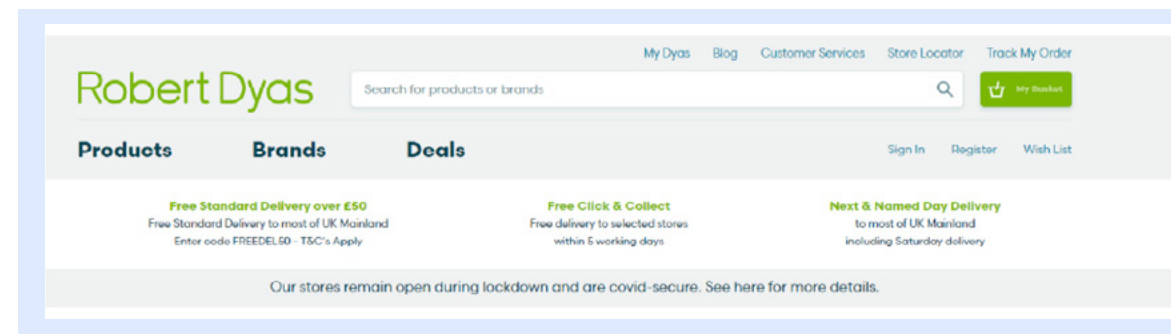
Delays with Royal Mail and overloaded courier services have caused many retailers to remove the option of next day delivery. However, to ensure fair scoring, retailers were given a point if they included clear messaging that stated next day delivery was not currently available due to Covid 19.

In general, most companies were doing a good job in providing a range of delivery options and communicating these clearly on their websites. Nearly all companies provided a dedicated delivery and returns page on their site, with the exception of just two retailers.

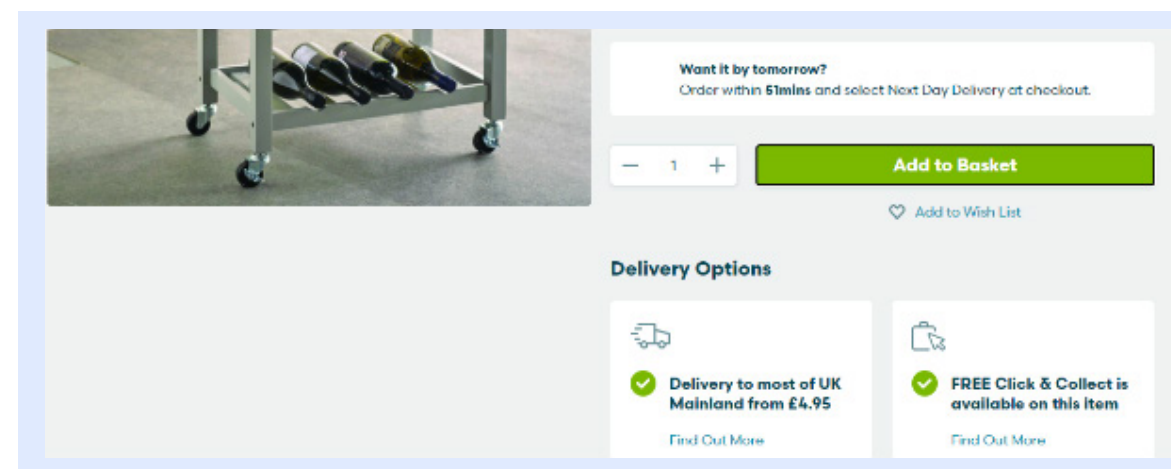
## Delivery Options



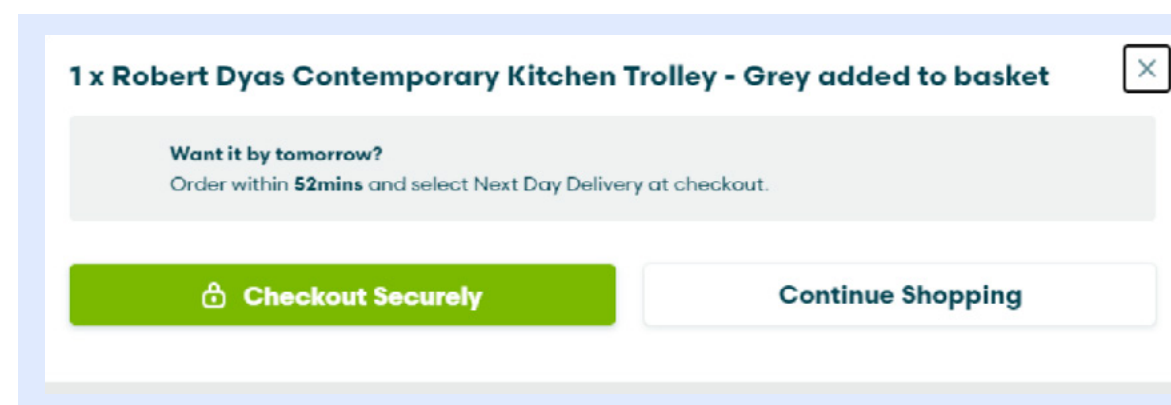
Robert Dyas signposts its excellent delivery options explicitly across its website.



Delivery information is seen in its global header



Delivery information is presented on each product page

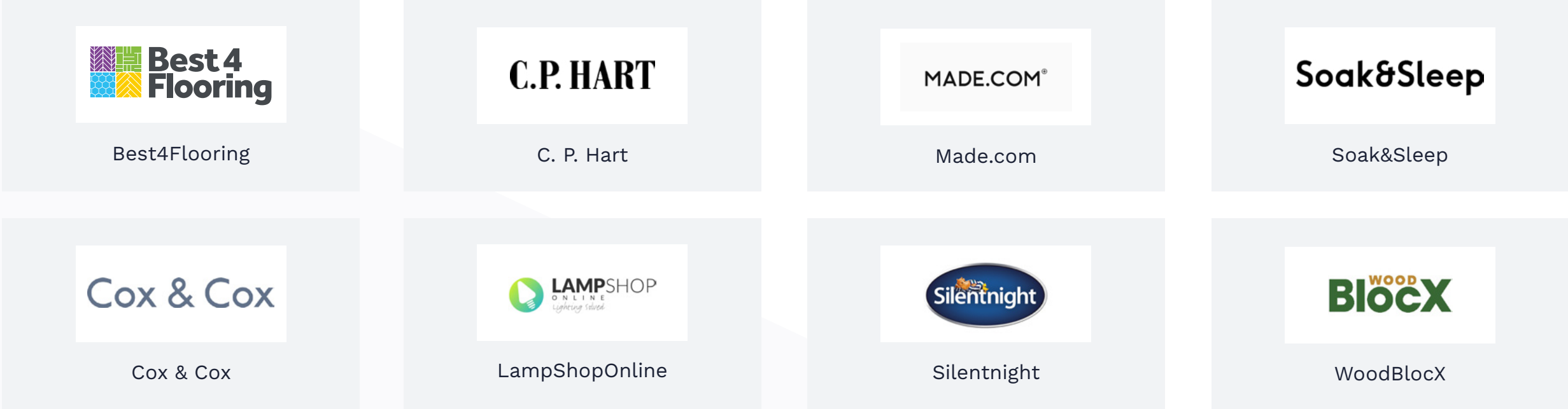


And a live countdown for next day delivery is given in the 'add to cart' notification - a great way to encourage commitment from the shopper



# Community

# Community: Top Brands



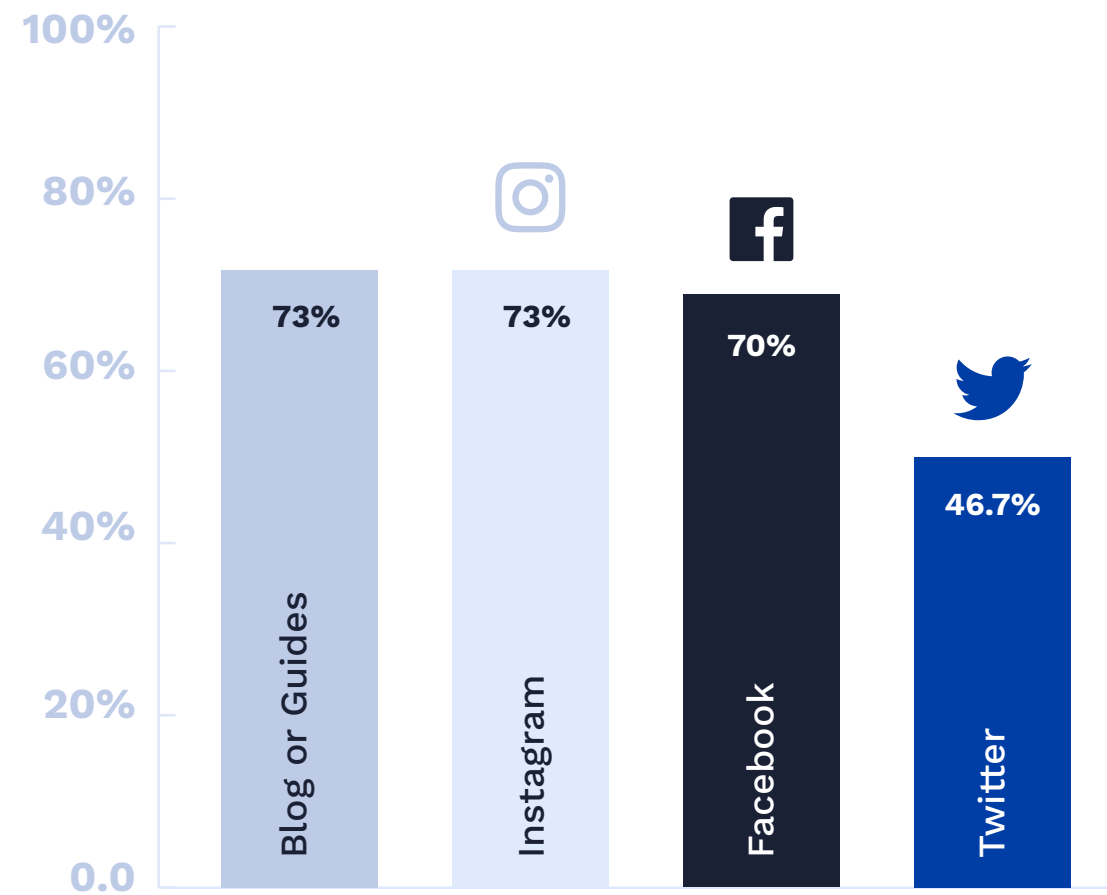
# Community

With shops shut, ecommerce retailers have had to go the extra mile to build and maintain an engaged community of customers. Loyal brand ambassadors are fantastic for making repeat purchases and in advocating for a store and its products.

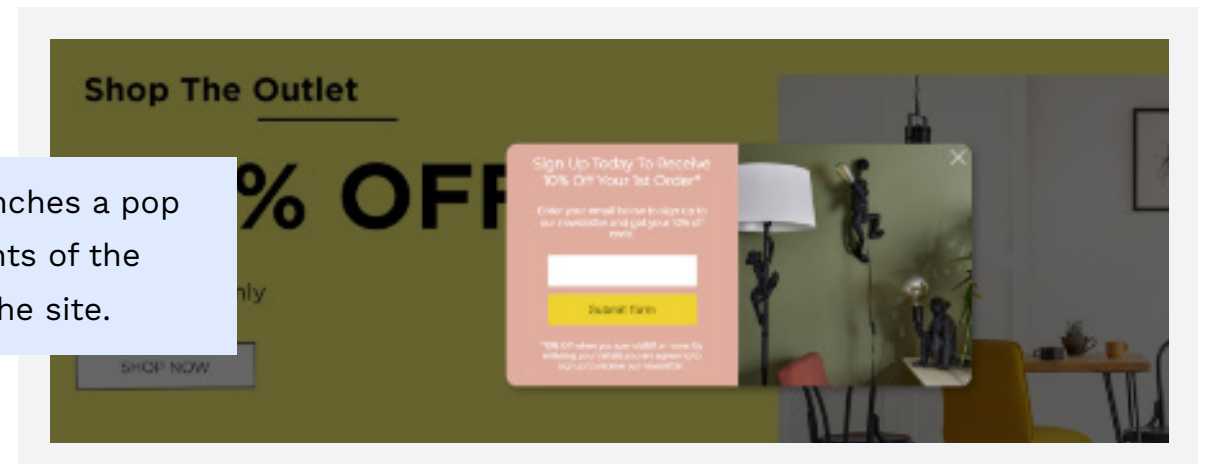
Most of our retailers rose to this community challenge through the use of their social media accounts and email marketing. We scored for an active Instagram, Facebook and Twitter, clear newsletter sign up form and newsletter sign up 'pop up'.

## Email

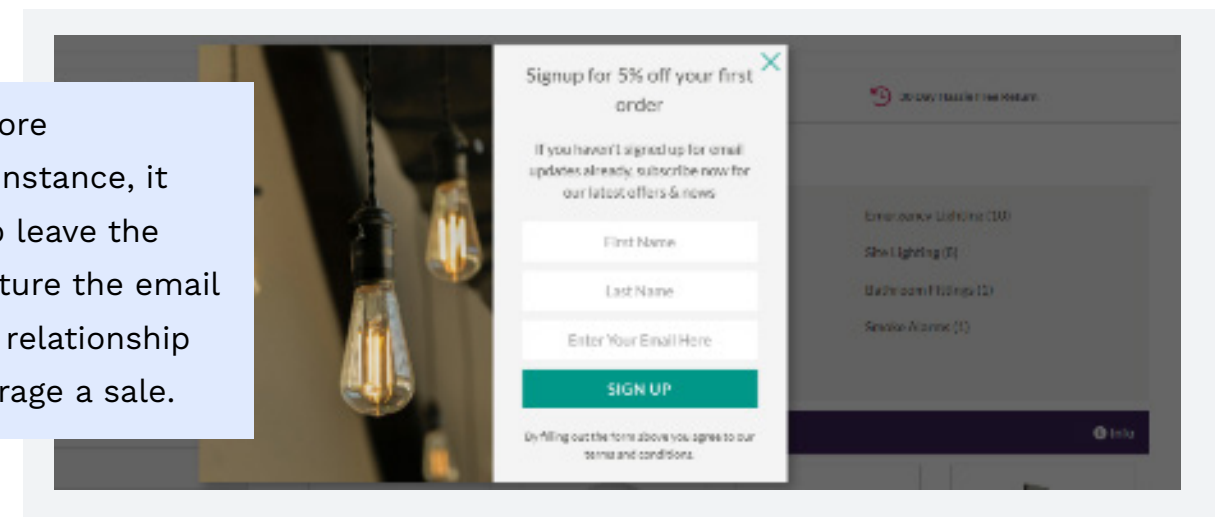
- **83.3%** of merchants had a clear newsletter sign up form on their website - typically in the global footer
- **36.7%** went the extra mile with an email signup pop-up form, usually with a discount offer to those who subscribed



**Iconic Lights** launches a pop up within moments of the user landing on the site.



**LampShopOnline** offers a slightly more sophisticated email pop up. In this instance, it kicks in only when the user looks to leave the site. This means not only can it capture the email address for the start of a long term relationship with the user, but it will also encourage a sale.



# Scoring Criteria

The Home & Garden merchants were chosen to represent the average Magento ecommerce retailer. The brands are located around the UK, across various sub-verticals. The final list of sixty merchants gives us a useful insight into the industry that other retailers can benchmark themselves against.

The scoring system is based on Fluid's view of ecommerce best practice, covering speed and security, user experience, search and navigation, community and loyalty, payment and checkout, and delivery and returns.

Scores are weighted across 56 criteria with 21.75 scoring points available. Retailers' final scores are converted to a percentage using the formula:  $=100/21.75*(Score)$ .

## Speed

Using Google PageSpeed Insights score (out of 100)

### Mobile speed:

- **0.25 pts** if scored between 25 - 50
- **0.5 pts** for 50 - 75
- **0.75 pts** for 75 - 100

### Desktop speed:

- **0.25 pts** if scored between 25 - 50
- **0.5 pts** for 50 - 75
- **0.75 pts** for 75 - 100

## Security

- 0.5 pts** for SSL
- 0.5 pts** for EV SSL

## Trust

- 0.5 pts** for reviews on the homepage
- 0.5 pts** for reviews on product pages
- 0.5 pts** for reassurance icons or messaging in the header

## Navigation

- 0.25 pts** for breadcrumbs on category page
- 0.25 pts** for breadcrumbs on product page
- 0.5 pts** for filtering options on category pages

- 0.25 pts** for offering a sort function
- 0.25 pts** for sorting by price
- 0.25 pts** for sorting by popularity

- 0.5 pts** for on-site search
- 0.25 pts** for dynamic search with suggestions
- 0.25 pts** for dynamic search with product suggestions
- 0.5 pts** for live chat

## Product Page

- 0.5 pts** for product imagery
- 0.5 pts** for lifestyle product imagery
- 0.5 pts** for multiple product images
- 0.5 pts** for product recommendations on product pages

- 0.5 pts** for product zoom on desktop
- 0.5 pts** for controllable zoom functionality on desktop

- 0.5 pts** for mobile responsive
- 0.5 pts** for mobile product zoom
- 0.25 pts** for Double Tap mobile product zoom
- 0.25 pts** for Pinch mobile product zoom
- 0.5 pts** for Double Tap and Pinch mobile product zoom



# Scoring Criteria

## Checkout & Payment

**0.5 pts** for staying on page after adding to cart

**0.5 pts** for add to cart messaging

**0.5 pts** for product imagery in the cart

**0.5 pts** for product imagery in the checkout

**0.25 pts** for mobile keyboard

**0.25 pts** for mobile number keyboard

**0.5 pts** for a multi-page checkout

**0.5 pts** for removed navigation in the checkout

**0.5 pts** for postcode lookup in the checkout

**0.5 pts** for guest checkout

**0.5 pts** for clear payment icons before the cart

**0.25 pts** for offering PayPal

**0.25 pts** for offering Klarna

**0.25 pts** for offering Apple Pay

**0.25 pts** for offering Amazon Pay

## Delivery & Returns

**0.25 pts** for clear, easy-to-find delivery information

**0.25 pts** for clear, easy-to find returns information

**0.5 pts** for next day delivery

**0.5 pts** for named day delivery

**0.5 pts** for free delivery (with or without a minimum spend)

**0.25 pts** for click and collect

**0.25 pts** for click and collect to store or warehouse

## Community

**0.25 pts** for an active Facebook, updated within the last two weeks

**0.25 pts** for an active Twitter, updated within the last two weeks

**0.25 pts** for an active Instagram, updated within the last two weeks

**0.25 pts** for a clear email newsletter signup

**0.25 pts** for email newsletter signup pop up

**0.25 pts** for a blog or helpful guides section



# Let's Get Started



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