

## Ecommerce best practice benchmark study

The study was carried out in October 2021 by the Growth and Conversion agency Conversionista. In the study we investigated how the top 100 Swedish e-commerce site followed 3 selected E-commerce Best practices for effective design on the product detail page and in the checkout.

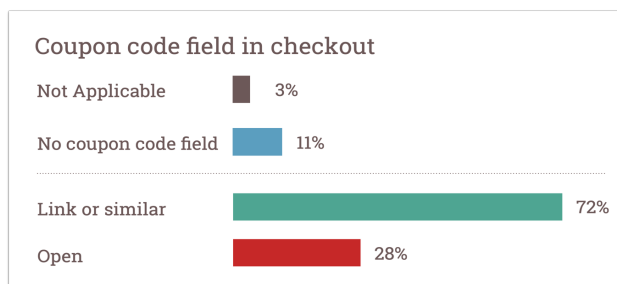
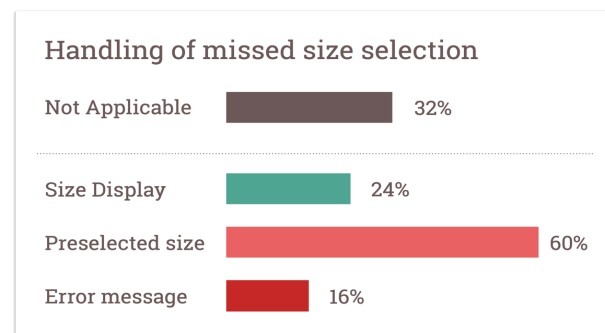
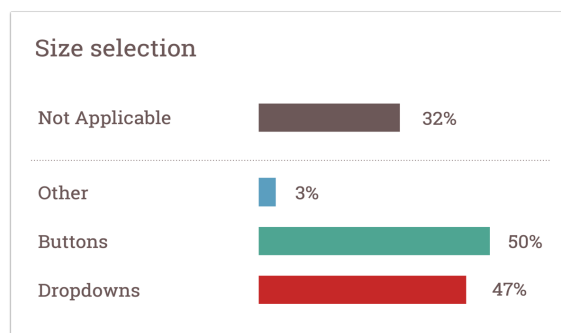
### Most Swedish e-commerce sites do not follow established best practices

Overall, most sites were failing on one or several of the selected best practices. In fact only four of top Ecommerce sites succeeded on all three.

When it comes to showing available sizes 50% followed best practice. But if the user would forget to choose a size before clicking the "add to cart" button, only 24% followed best practice.

Finally in the checkout, the situation was a little bit better. 72% of the web shops followed the best practice for displaying the field for a discount code

*\*Please note that the numbers show the percentage where the criteria was applicable. Not all web shops have products with sizes or use discounts.*



[Read the full article and explanation of the best practices here >>](#)

Web site	Size selection	Size not chosen	Coupon field
1 <a href="#">Dustin.se</a>	Buttons	Preselected size	No coupon field
2 <a href="#">Boozt.com</a>	Buttons	Size display	Open
3 <a href="#">Apotea.se</a>	Not applicable	Not applicable	Open
4 <a href="#">Tingstad.se</a>	Dropdown	Error message	No coupon field
5 <a href="#">Adlibris.se</a>	Buttons	Preselected size	Link or similar
6 <a href="#">Bygghemma.se</a>	Dropdown	Error message	Link or similar
7 <a href="#">Nelly.com</a>	Dropdown	Size display	Link or similar
8 <a href="#">Mathem.se</a>	Other	Preselected size	Link or similar
9 <a href="#">Jollyroom.se</a>	Buttons	Preselected size	Link or similar
10 <a href="#">NA-KD.com</a>	Dropdown	Error message	Link or similar
11 <a href="#">24mx.se</a>	Dropdown	Error message	Link or similar
12 <a href="#">Komplett.se</a>	Buttons	Preselected size	Link or similar
13 <a href="#">CDON.com</a>	Dropdown	Preselected size	Open
14 <a href="#">Inet.se</a>	Not applicable	Not applicable	Link or similar
15 <a href="#">Ellos.se</a>	Dropdown	Size display	Link or similar
16 <a href="#">Footway.se</a>	Dropdown	Size display	Link or similar
17 <a href="#">Mediamarkt.se</a>	Dropdown	Preselected size	Open
18 <a href="#">Lyko.se</a>	Buttons	Preselected size	Link or similar
19 <a href="#">Royaldesign.se</a>	Dropdown	Preselected size	Link or similar
20 <a href="#">Babyshop.se</a>	Buttons	Size display	Link or similar
21 <a href="#">Gymgrossisten.se</a>	Dropdown	Preselected size	Link or similar
22 <a href="#">Outnorth.se</a>	Buttons	Preselected size	Link or similar
23 <a href="#">Scandinavianphoto.se</a>	Not applicable	Not applicable	Link or similar
24 <a href="#">Lensway.se</a>	Dropdown	Error message	Link or similar
25 <a href="#">Idealofsweden.se</a>	Dropdown	Preselected size	Link or similar
26 <a href="#">Bokus.se</a>	Not applicable	Not applicable	Link or similar
27 <a href="#">Desenio.se</a>	Dropdown	Preselected size	Link or similar
28 <a href="#">Teknikdelar.se</a>	Not applicable	Not applicable	Link or similar
29 <a href="#">Inkclub.se</a>	Not applicable	Not applicable	Link or similar
30 <a href="#">Ridestore.se</a>	Buttons	Size display	Open
31 <a href="#">Nordicnest.se</a>	Dropdown	Preselected size	Link or similar
32 <a href="#">Snusbolaget.se</a>	Buttons	Preselected size	Link or similar
33 <a href="#">Bagarenochkocken.se</a>	Not applicable	Not applicable	Open
34 <a href="#">Skanskabyggaror.se</a>	Dropdown	Preselected size	Link or similar
35 <a href="#">Willabgarden.se</a>	Dropdown	Preselected size	No coupon field
36 <a href="#">Proffsmagasinet.se</a>	Dropdown	Preselected size	Open
37 <a href="#">Engelsons.se</a>	Buttons	Size display	No coupon field
38 <a href="#">Gudrunsjoden.com</a>	Buttons	Size display	Link or similar
39 <a href="#">Cellbes.se</a>	Dropdown	Size display	Link or similar
40 <a href="#">Linasmatkasse.se</a>	Buttons	Preselected size	Link or similar
41 <a href="#">Bubbleroom.se</a>	Dropdown	Size display	Link or similar
42 <a href="#">Rugvista.se</a>	Dropdown	Preselected size	Link or similar
43 <a href="#">Skincity.se</a>	Dropdown	Preselected size	Link or similar
44 <a href="#">Lelo.com</a>	Not applicable	Not applicable	Open
45 <a href="#">Cyberphoto.se</a>	Buttons	Preselected size	Open
46 <a href="#">Skruvat.se</a>	Not applicable	Not applicable	Link or similar
47 <a href="#">Vetzoo.se</a>	Buttons	Preselected size	Link or similar
48 <a href="#">Matsmart.se</a>	Not applicable	Not applicable	Link or similar
49 <a href="#">Fyndiq.se</a>	Buttons	Preselected size	Link or similar
50 <a href="#">Yves-rocher.se</a>	Not applicable	Not applicable	Open
51 <a href="#">Tradera.se</a>	Not applicable	Not applicable	Not applicable
52 <a href="#">Nordicfeel.se</a>	Buttons	Preselected size	Link or similar
53 <a href="#">Lekmer.se</a>	Dropdown	Size display	Open
54 <a href="#">Junkyard.se</a>	Buttons	Error message	Link or similar
55 <a href="#">Telefonshoppen.se</a>	Not applicable	Not applicable	Link or similar

56	<a href="#">Jotex.se</a>	Other	Size display	Link or similar
57	<a href="#">Bythjul.se</a>	Not applicable	Not applicable	Link or similar
58	<a href="#">Revolutionrace.se</a>	Buttons	Error message	Link or similar
59	<a href="#">Originalbrands.se</a>	Not applicable	Not applicable	Not applicable
60	<a href="#">Babyland.se</a>	Buttons	Error message	Open
61	<a href="#">Campadre.se</a>	Not applicable	Not applicable	Not applicable
62	<a href="#">Careofcarl.se</a>	Buttons	Error message	Link or similar
63	<a href="#">Maxgaming.se</a>	Buttons	Preselected size	Open
64	<a href="#">Parfym.se</a>	Buttons	Preselected size	Link or similar
65	<a href="#">Packoplock.se</a>	Not applicable	Not applicable	No coupon field
66	<a href="#">Kellfri.se</a>	Not applicable	Not applicable	Link or similar
67	<a href="#">Coolstuff.se</a>	Buttons	Preselected size	Open
68	<a href="#">Partykungen.se</a>	Buttons	Preselected size	Open
69	<a href="#">Svensktkosttillskott.se</a>	Buttons	Preselected size	Link or similar
70	<a href="#">Zoovillage.com</a>	Dropdown	Size display	Link or similar
71	<a href="#">Lenson.se</a>	Dropdown	Preselected size	Link or similar
72	<a href="#">Euroflorist.se</a>	Buttons	Preselected size	Link or similar
73	<a href="#">Addnature.com</a>	Dropdown	Size display	Open
74	<a href="#">Sellpy.se</a>	Not applicable	Not applicable	Open
75	<a href="#">Citygross.se</a>	Dropdown	Preselected size	Open
76	<a href="#">Kitchentime.se</a>	Not applicable	Not applicable	Link or similar
77	<a href="#">Mmsports.se</a>	Buttons	Preselected size	Link or similar
78	<a href="#">Cocopanda.se</a>	Not applicable	Not applicable	Open
79	<a href="#">Out11.se</a>	Dropdown	Error message	No coupon field
80	<a href="#">Uret.se</a>	Not applicable	Not applicable	No coupon field
81	<a href="#">Bangerhead.se</a>	Buttons	Preselected size	Link or similar
82	<a href="#">Inviteurope.com</a>	Dropdown	Preselected size	Link or similar
83	<a href="#">Hemfint.se</a>	Not applicable	Not applicable	No coupon field
84	<a href="#">Conrad.se</a>	Not applicable	Not applicable	Open
85	<a href="#">Polarpumpen.se</a>	Not applicable	Not applicable	Link or similar
86	<a href="#">Margaretha.se</a>	Dropdown	Preselected size	Link or similar
87	<a href="#">Buysnus.com</a>	Not applicable	Not applicable	Open
88	<a href="#">Dack365.se</a>	Not applicable	Not applicable	Open
89	<a href="#">Ecoride.se</a>	Not applicable	Not applicable	No coupon field
90	<a href="#">Spelbutiken.se</a>	Not applicable	Not applicable	No coupon field
91	<a href="#">Fyrklovern.se</a>	Buttons	Preselected size	Link or similar
92	<a href="#">Rapunzelofsweden.com</a>	Buttons	Preselected size	Link or similar
93	<a href="#">24.se</a>	Not applicable	Not applicable	No coupon field
94	<a href="#">Ginza.se</a>	Not applicable	Not applicable	Link or similar
95	<a href="#">Maskinklippet.se</a>	Dropdown	Size display	Link or similar
96	<a href="#">Designorget.se</a>	Dropdown	Error message	Link or similar
97	<a href="#">Glossybox.se</a>	Not applicable	Not applicable	Open
98	<a href="#">Misterspex.se</a>	Buttons	Preselected size	Open
99	<a href="#">Outdoorexperter.se</a>	Buttons	Preselected size	Link or similar
100	<a href="#">Stronger.se</a>	Buttons	Size display	Link or similar

## Definitions

Size selection	Dropdown Buttons Not applicable	Size is selected by using a dropdown menu Size is selected by using buttons Webshop products do not have sizes
Size not chosen	Error message Size display Preselected size Not applicable	Error message is displayed if user does not select a size Sizes are displayed if user does not select a size A default size is selected if user does not select a size Webshop products do not have sizes
Coupon field	Open Link or similar	Field for discount is visible open and visible User needs to click link or similar to open the field

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