

# How does your website stack up?

We compared awesome food ecommerce websites in three categories. Use this easy checklist to see where your website is thriving or lacking.

tazachocolate.com

pipsnacks.com

drinkuproot.com

bittermilk.com

deathwishcoffee.com

dibruno.com

YOUR BRAND

DESIGN							
layout naturally leads customers to buy	x	x	x	x	x	x	
multiple navigation options leading shoppers to buy	x	x	x	x	x	x	
push to purchase does not feel forced	x	x		x	x	x	
packaging front and center	x	x	x	x	x		
simple to differentiate between products	x	x	x	x		x	
clean website design		x	x	x	x		
thoughtful color pallet	x	x	x	x	x	x	
SHOPPER EXPERIENCE							
shop by category option	x	x	x		x	x	
option to purchase samples	x	x				x	
unique product description for each item	x	x	x	x	x	x	
nutrition info included for each product	x	x		x			
where to buy off-line	x	x	x	x		x	
PROMO OFFERS							
free shipping on orders of \$XX		x	x		x	x	
promo code offered upfront		x	x				
option to join mailing list	x	x	x	x	x	x	
monthly subscription option		x	x		x	x	
upsell or add-on promoted at checkout					x	x	
rewards program			x				
gift cards available for purchase		x	x	x			
gift set / option to ship as gift available	x		x	x	x		