Health & Beauty 100: Ecommerce Report

A benchmark report of 100 health and beauty retailers

How are mid-market health and beauty retailers performing in ecommerce across speed and security, mobile UX, search and navigation, payment and checkout, community and loyalty, delivery and returns, and more?

2020 Magento & Shopify Edition

Fluid
DIGITAL

Health and Beauty 100: Ecommerce Report

A benchmark report of 100 health and beauty retailers

This report was created by **Fluid Digital**, an ecommerce growth agency based in Manchester working with online brands to build and grow successful ecommerce stores.

All research was implemented in Manchester, UK over ten days between Tuesday 12 May 2020 and Thursday 21 May 2020. All research is reported and scored based on the researcher's judgement but does relate to documented guidelines.

Due to the current coronavirus pandemic, there are some areas of ecommerce that have been undeniably affected. Points for delivery were given based on usual delivery policies, despite any delays expected during the pandemic. Click and collect trends are not reported here for this reason too.

Points were given generously, but if a policy was unclear, no scoring point was given.

Introduction

Welcome to the first edition of our **Health and Beauty 100: Ecommerce Report**, a benchmark report analysing 100 retailers in the health and beauty industry across retailers built both on the Magento and Shopify ecommerce platforms.

The primary aim of this report is to analyse the industry and identify key trends that other retailers can benchmark against. How many health and beauty retailers have a higher than average site speed? How do health and beauty retailers use loyalty programmes? How many health and beauty retailers offer Klarna as a payment method? These trends present a clear picture of where customer expectations lie, but also where the key opportunities are for retailers both in the health and beauty industry and others.

The secondary aim of this report is to understand which health and beauty retailers are performing well at ecommerce and which meet the latest in best practice guidelines. Who can we look to for inspiration?

Each retailer in this report has been given **a benchmark score**, based on a number of scoring criteria with foundations in ecommerce best practices. The highest performing retailers were in the cosmetics and makeup sub-vertical, whilst hair and grooming retailers were amongst the lowest performing. Full retailer rankings can be found in this report, along with the full scoring criteria.

It is clear that retailers in the health and beauty industry are trendsetters and adopt ecommerce technologies early. This is evident when we see how many retailers offer payment technologies such as Klarna and Apple Pay, but also when we see how many offer loyalty and rewards programmes.

However, there are many health and beauty retailers who are also not mastering the basics and offering standard functionality such as sorting and filtering or category breadcrumbs - often due to a larger focus on design and aesthetic. Could these retailers be missing out on stronger conversion rates?

In order to continue to experience growth, retailers will need to balance the adoption of new technologies and the understanding of basic expectations for functionality.

Contents

Retailers

- 111Skin
- 4Beauty Group
- Akoma Skincare
- Alyaka
- Apothecary 87
- ARK Skincare
- Aromatherapy Associates
- ARRAN
- Augustinus Bader
- Baie Botanique
- Be Beautiful Online
- Beauty from the Sea
- Beauty Kitchen
- Beauty Works
- Bens Natural Health
- BetterYou
- Black Label Grooming
- Blackburn Distributions
- Boadicea Perfume
- Bodybuilding Warehouse
- Bombay Hair
- Bootea
- Bulk Powders
- Clamanti Cosmetics
- CODE Beautiful

- Content Beauty Wellbeing
- Cowshed
- Crabtree & Evelyn
- Crownbrush
- CurrentBody
- Cute Nutrition
- Cytoplan
- delilah
- Dermacare Direct
- Discount Supplements
- Eldora
- ELEMIS
- EVO Nutrition
- Executive Shaving
- facetheory
- FalseEyelashes.co.uk
- Functional Self
- Fushi Wellbeing
- Gooseberry Shop
- Hairburst
- HD Brows
- Health Rack
- Hellenia Healthfoods
- Iconic London
- James Read Tan

Retailers

- Jan de Vries
- Josh Wood
- Jus Hemp
- London Lash Pro
- LullaBellz
- Manuka Doctor
- Mental Hamster
- Miller Harris
- Murdock London
- mylee
- mypure
- Mystic Moments
- NEOM Organics
- Pai Skincare
- Perfume Direct London
- Perfume Plus Direct
- Perricone MD
- PhD Nutrition
- Pink Cloud Beauty Co.
- Pixi Beauty
- PowerBody.co.uk
- Protein Deals
- Protein World
- pureclinica
- REN Clean Skincare

- Revital
- Roar Ambition
- Rodial
- Roxie Cosmetics
- Saint Nails
- Salon Skincare
- Science in Sport
- skinChemists
- STYLIDEAS
- Swisse Me
- Tangle Teezer
- Tatti Lashes
- Terence Paul Online
- TheGroomedMan
- This Works
- Toppik
- Tropic Skincare
- Unineed
- Vice Nails
- Vivderma
- Vivo Life
- War Paint
- Wild Nutrition
- Zest Beauty
- Zipvit

Benchmarking

60/100
Average Score

The average score for all health and beauty retailers is 60 out of 100.

63/100
Cosmetics & Makeup

Retailers selling cosmetics and makeup products are the highest performing.

62/100
Fragrances & Perfumes

Retailers selling fragrances and perfumes are the second best performing.

62/100
Body & Skincare

Retailers selling skincare products were also the second best performing.

61/100
Miscellaneous

Our miscellaneous retailers also tend to have an above average benchmarking score.

59/100
Vitamins & Nutrition

Retailers selling vitamins and supplements tend to have a below average benchmarking score.

55/100
Hair & Grooming

Retailers selling hair and grooming products are the lowest performing vertical.

Retailer Overview

We strive for an equal balance in the types of retailers we include in our report, and this page documents the retailer makeup of those included in our report. This includes the split of retailers on Magento and Shopify, and a split of sub-verticals too.

Shopify **45%** **55%** Magento

Body & Skincare

Vitamins & Nutrition **31%** **29%**

Miscellaneous **7%** **17%** Cosmetics & Makeup

Hair & Grooming **11%** **5%**

Fragrances & Perfumes
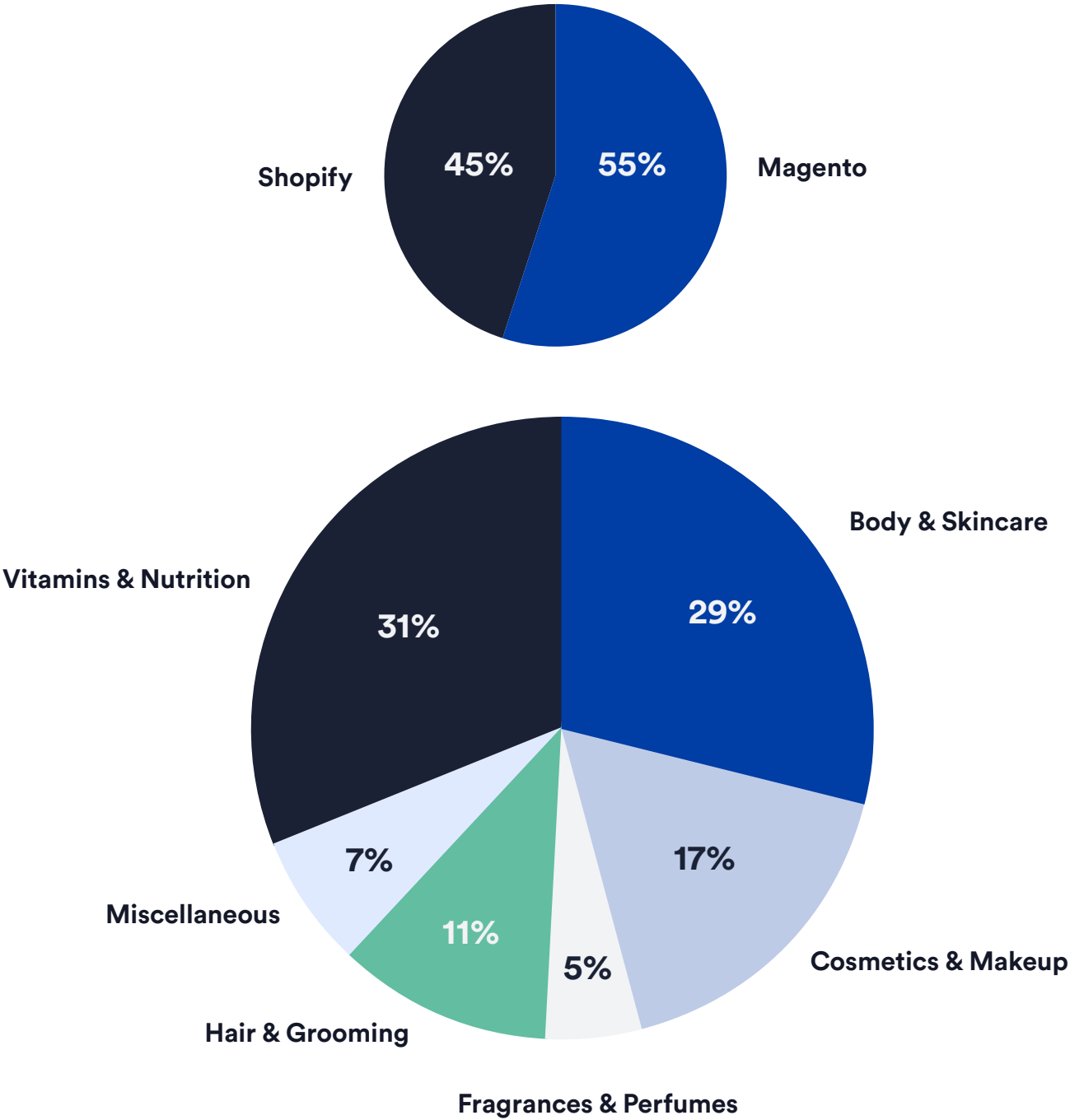
Top 20 Retailers

CurrentBody currentbody.com		**79**/100
Baie Botanique baiebotanique.com		**77**/100
Science in Sport scienceinsport.com		**76**/100
War Paint warpaintformen.com		**76**/100
Alyaka alyaka.com		**74**/100

Top 20 Retailers

Crownbrush crownbrush.co.uk		**74**/100
Mystic Moments mysticmomentsuk.com		**74**/100
ARK Skincare arkskincare.com		**73**/100
PhD Nutrition phd.com		**72**/100
Roxie Cosmetics roxiecosmetics.co.uk		**72**/100

Top 20 Retailers

facetheory
facetheory.com
71/100

FalseEyelashes.co.uk
falseeyelashes.co.uk
71/100

Iconic London
iconiclondoninc.com
71/100

REN Clean Skincare
renskincare.com
71/100

Discount Supplements
discount-supplements.co.uk
70/100

Top 20 Retailers

Crabtree & Evelyn
crabtree-evelyn.co.uk
68/100

Miller Harris
millerharris.com
68/100

mylee
mylee.co.uk
68/100

Pink Cloud Beauty Co.
pinkcloudbeauty.co
68/100

Augustinus Bader
augustinusbader.com
67/100

Retailer Rankings

111SKIN	54/100	CODE Beautiful	66/100
4Beauty Group	50/100	Content Beauty Wellbeing	56/100
Akoma Skincare	49/100	Cowshed	52/100
Apothecary 87	62/100	Cute Nutrition	62/100
Aromatherapy Associates	63/100	Cytoplan	63/100
ARRAN	63/100	delilah	55/100
Beauty from the Sea	62/100	Dermacare Direct	59/100
Beauty from the Sea	62/100	Eldora	55/100
Beauty Kitchen	63/100	ELEMIS	67/100
Beauty Works	67/100	EVO Nutrition	66/100
Be Beautiful Online	54/100	Executive Shaving	63/100
Bens Natural Health	50/100	Functional Self	62/100
BetterYou	55/100	Fushi Wellbeing	60/100
Blackburn Distributions	54/100	Gooseberry Shop	50/100
Black Label Grooming	50/100	Hairburst	56/100
Boadicea Perfume	49/100	HD Brows	60/100
Bodybuilding Warehouse	60/100	Health Rack	61/100
Bombay Hair	55/100	Hellenia Healthfoods	56/100
Bootea	55/100	James Read Tan	67/100
Bulk Powders	55/100	Jan de Vries	39/100
Clamanti Cosmetics	56/100	Josh Wood	56/100

Retailer Rankings

Jus Hemp	66/100	Salon Skincare	57/100
London Lash Pro	65/100	skinChemists	57/100
Lullabellz	62/100	STYLIDEAS	59/100
Manuka Doctor	59/100	Swisse Me	62/100
Mental Hamster	63/100	Tangle Teezer	66/100
Murdock London	66/100	Tatti Lashes	51/100
mypure	49/100	Terence Paul Online	55/100
NEOM Organics	63/100	TheGroomedMan	42/100
Pai Skincare	54/100	This Works	63/100
Perfume Direct London	62/100	Toppik	43/100
Perfume Plus Direct	59/100	Tropic Skincare	57/100
Perricone MD	60/100	Unineed	61/100
Pixi Beauty	65/100	Vice Nails	48/100
PowerBody.co.uk	63/100	Vivderma	49/100
Protein Deals	54/100	Vivo Life	54/100
Protein World	56/100	Wild Nutrition	51/100
pureclinica	60/100	Zest Beauty	56/100
Revital	65/100	Zipvit	66/100
Roar Ambition	38/100		
Rodial	50/100		
Saint Nails	55/100		

Speed and Security

Speed and security is the first area of ecommerce to look at when improving user experience and optimising your site for conversions. Customers may not recognise a fast site, but they will definitely recognise a slow loading site. Customers will also recognise security trustmarks and when selling health and beauty products (in an industry with many notable scams and inauthentic products), this is key.

We measured retailers' site speed scores using Google PageSpeed Insights. The average health and beauty site speed score for desktop was **53**, whilst the average health and beauty site speed score for mobile was a low **20**. This metric acts as a good benchmark for retailers to compare against, and gives us an idea of which retailers are focusing on improving site speed and which retailers are in need of some improvement.

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, whilst only **10%** of health and beauty retailers had EV (Extended Validation) SSL, the highest form of SSL certificate available. Retailers with EV SSL include REN Clean Skincare, Jus Hemp, Dermacare Direct, Manuka Doctor, delilah, PowerBody.co.uk, Swisse Me, Health Rack, Hairburst and Wild Nutrition.
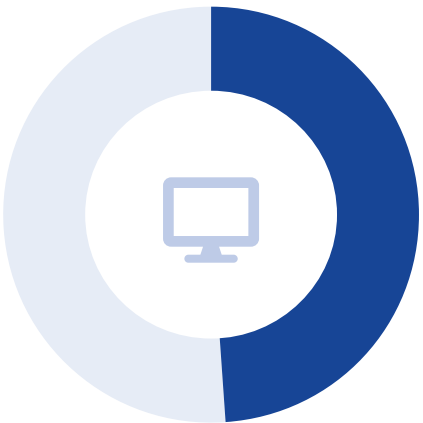
Manuka Doctor was a strong performer across speed and security. The retailer had EV SSL and an above average speed score on mobile and desktop.

Speed and Security

53
average speed on desktop
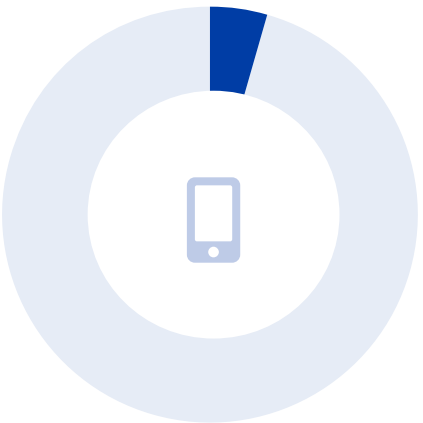
20
average speed on mobile

49% of retailers had a desktop speed score above 50

4% of retailers had a mobile speed score above 50

10% of retailers had EV SSL
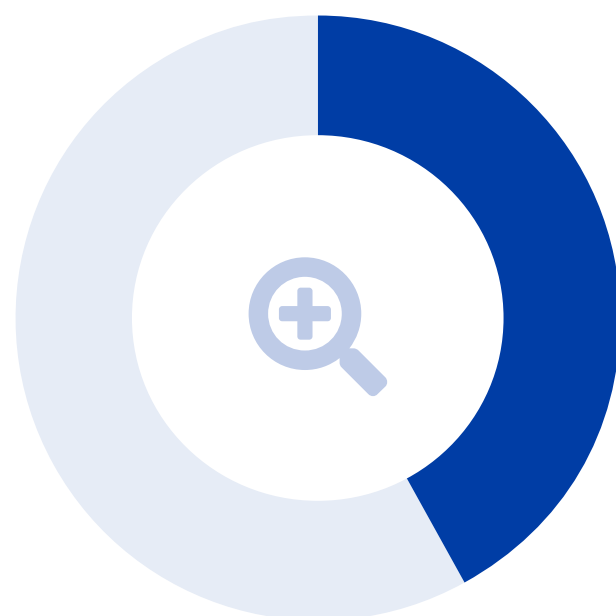
Mobile UX

43% of retailers had intuitive mobile product zoom

87% of retailers had input-specific email keyboards
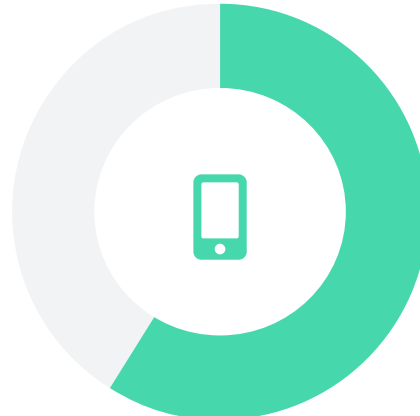
59% of retailers had input-specific number keyboards

Mobile UX

Customers expect a strong mobile user experience, especially in the health and beauty industry where ecommerce stores will see a huge percentage of traffic from social. Despite this, there are areas of mobile UX where many health and beauty retailers are not meeting customer expectations.

All of the health and beauty retailers in the report were mobile responsive and so had a basic standard of mobile experience.

Only **43%** of health and beauty retailers had intuitive product zoom with pinch or tap gestures. The key to a strong mobile experience is intuitiveness, and many retailers seem to be struggling here.

87% of health and beauty retailers had input-specific email keyboards during checkout, which is positive. A smaller percentage of **59%** of health and beauty retailers had similar input-specific number keyboards. The majority of retailers with both input-specific keyboards here were built on the Shopify platform, which is certainly one of the benefits of having a pre-built standard checkout page.
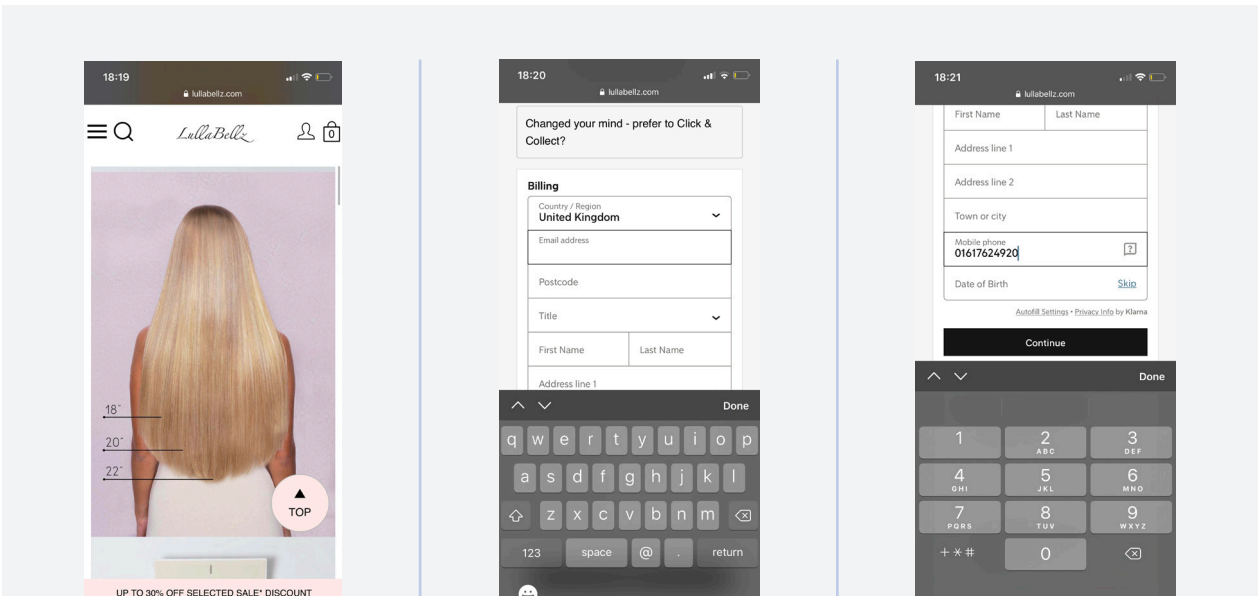
Lullabellz takes advantage of a Klarna checkout, which presents input-specific email and number keyboards. Whilst there are also no intuitive mobile zoom gestures, they do take advantage of large full screen imagery to similar effect.

Product Page UX

For health and beauty retailers, a product page can be an important page to focus on. This is where customers can understand the specifications and the benefits of your product. However, many retailers included in this report did not meet many of the scoring criteria set out on product page UX.

Only **58%** of health and beauty retailers had lifestyle product imagery which can help boost conversion by adding trust and reassurance, and help shoppers visualise their purchase. The reason for this may be due to the fact that many retailers in the report were resellers of other brand's products and so may have had limited imagery. Another reason may be a reluctance to show 'outcomes' of health and beauty products that may look or feel different for each customer. Regardless, customers still expect to be able to see as much imagery as possible when it comes to their potential purchase. However, **80%** of health and beauty retailers had multiple product images which has a similar result as lifestyle imagery, detailing the products in various positions and packaging.

Finally, **76%** of health and beauty retailers had product recommendations on product pages, in a 'You may also like...' or 'Other customers bought...' section on the page. This increases browsability and provides a helpful experience to shoppers.

Baie Botanique's product pages offered multiple product imagery, including a useful lifestlye GIF to demonstrate how to apply the product.
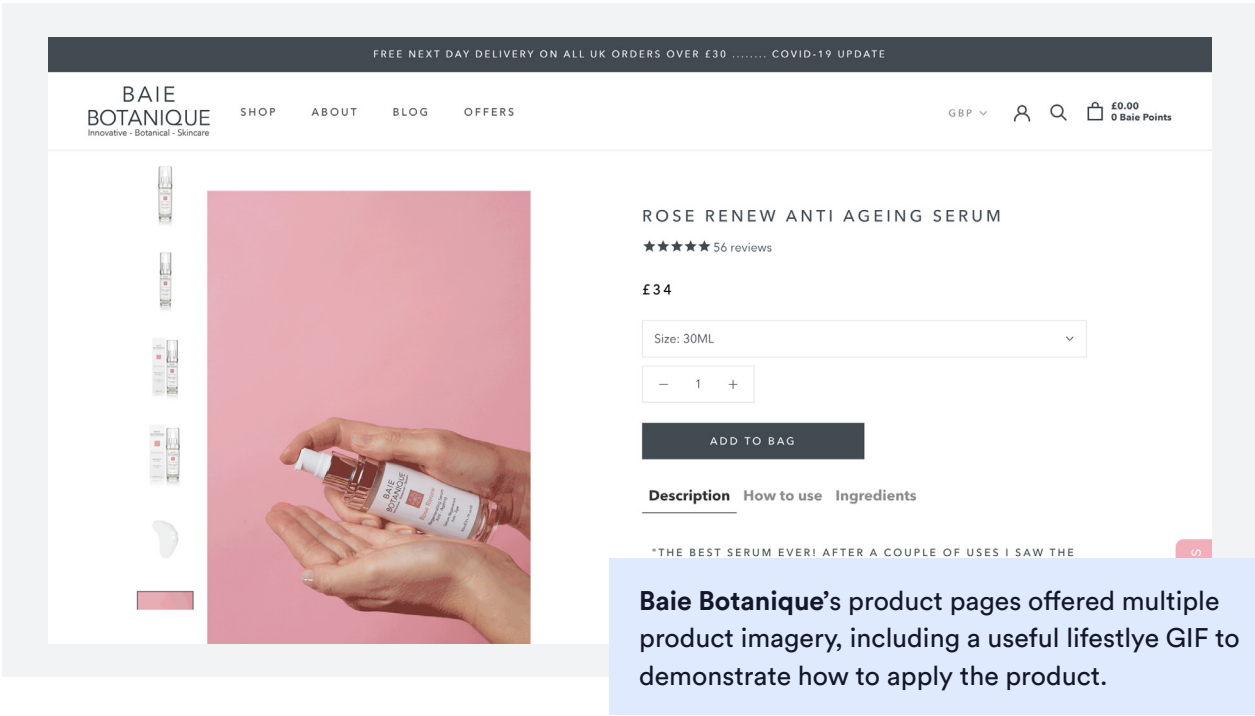
68% of retailers had desktop product zoom

57% of retailers had controllable product zoom
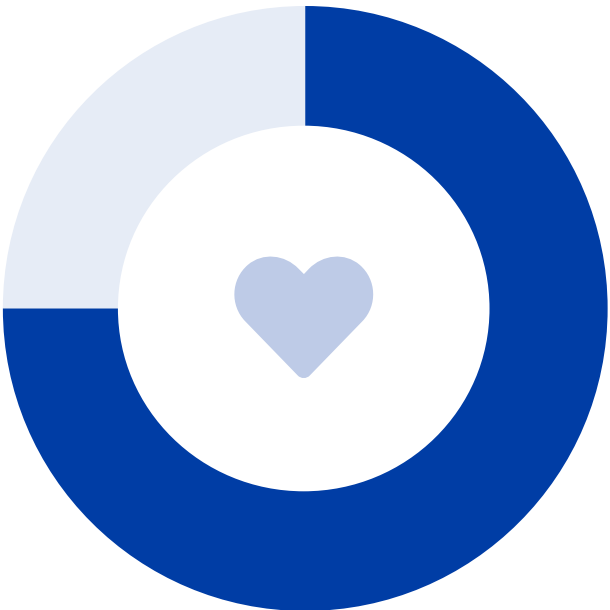
76% of retailers had product recommendations on product pages

Sorting and Filtering
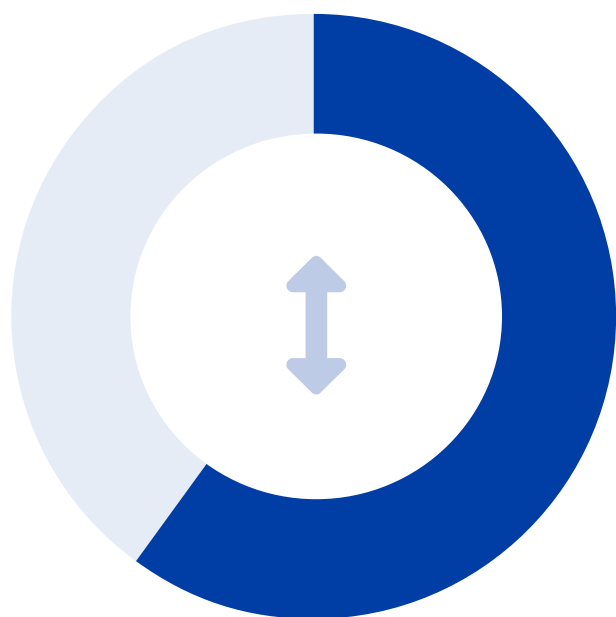
60% of retailers had sort functionality

58% of retailers had
sorting by price functionality

38% of retailers had
sorting by popularity functionality

Sorting and Filtering

Sorting and filtering features are standard UX elements, but they seem underused by many health and beauty retailers. **60%** of health and beauty retailers had sort functionality, with **58%** of health and beauty retailers offering 'sort by price' functionality (almost all of those who offered sort functionality). However, only **38%** of health and beauty retailers offered 'sort by popularity' or 'sort by best sellers' functionality. Whilst some retailers had curated sort lists, such as 'recommended', 'promoted' or 'featured', we only offered scoring points to retailers who had positioned these lists as uncurated lists.

68% of health and beauty retailers had filtering functionality, with many retailers offering various filtering options dependent on the product range. Some offered simple filters such as price, size and colour, whilst others went further and offered filtering by brand or product type.

When it came to other UX features for easy navigation, **59%** of health and beauty retailers used breadcrumbs on collection pages. The faster a customer can find the product they are looking for, whilst at the same time not feeling lost within the process, the higher the conversion rate is likely to be.

CurrentBody had simple sorting and filtering options, alongside breadcrumbs, featured products and category information.

Site Search

Retailers are now capable of offering a comprehensive, and sometimes personalised, search experience. Because of this, customers now expect to be able to find something quickly and easily with the use of site search.

Many retailers only use the standard site search functionality that comes with Magento or Shopify, whilst others use powerful site search tools such as Klevu or Algolia.

For the purpose of this report, we analysed how each retailer's search performed before the 'enter' key was actioned, focussing on rewarding retailers who didn't force shoppers to take that extra step. A briliant search experience is dynamic and will offer suggestions before you've finished typing your search query.

98% of health and beauty retailers had a standard site search, with only **2%** not offering any kind of search functionality. Only **20%** of health and beauty retailers had a dynamic site search which offered both search term suggestions and product recommendations. **35%** of health and beauty retailers had dynamic search which only offered search term suggestions, and **55%** of health and beauty retailers had dynamic search which only offered product recommendations.

PhD Nutrition was one of the strongest performing sites for search, using the Klevu search platform to offer both search term and product recommendation.
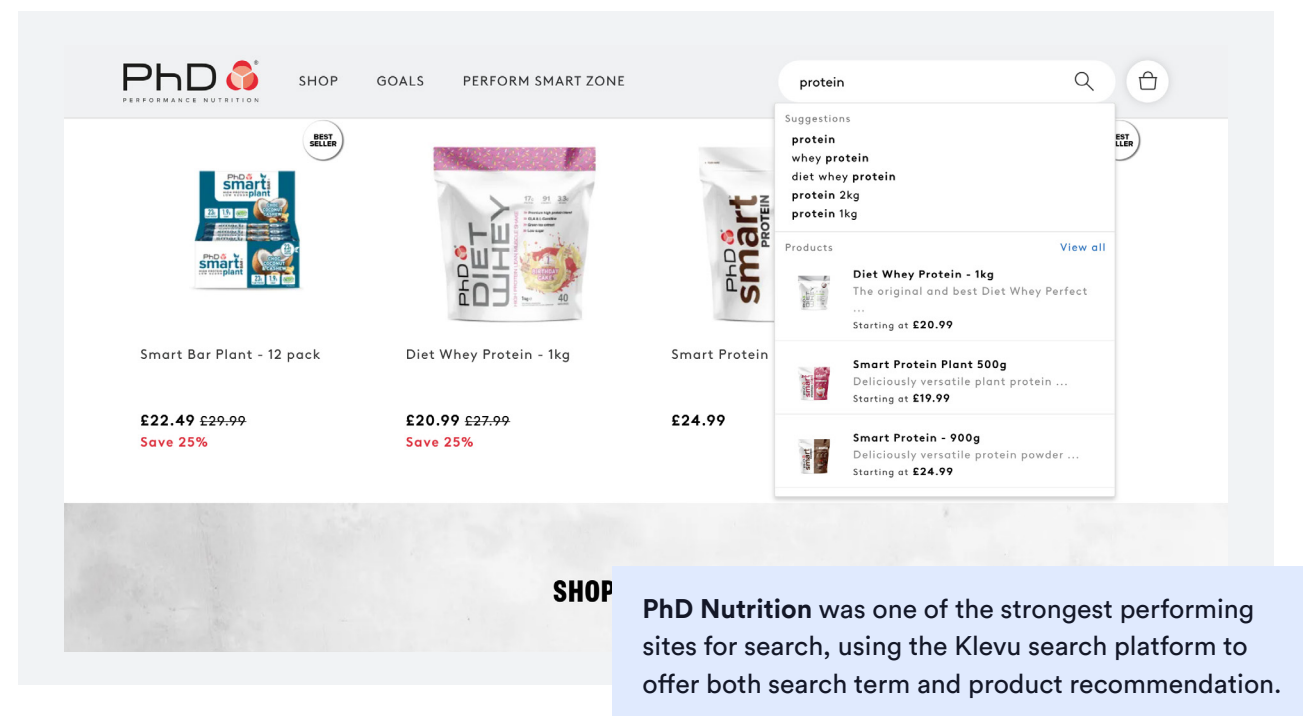
35% of retailers had dynamic search with search term suggestions

55% of retailers had dynamic search with product recommendations
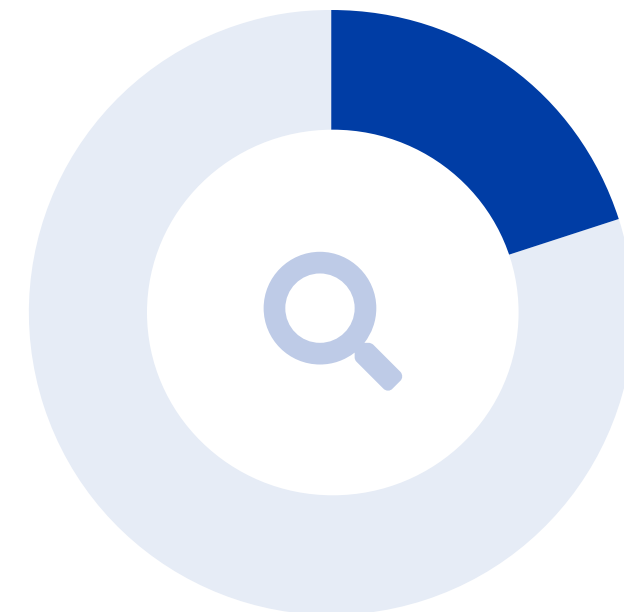
20% of retailers had dynamic search with both search term suggesions **and** product recommendations

Reviews and Trust
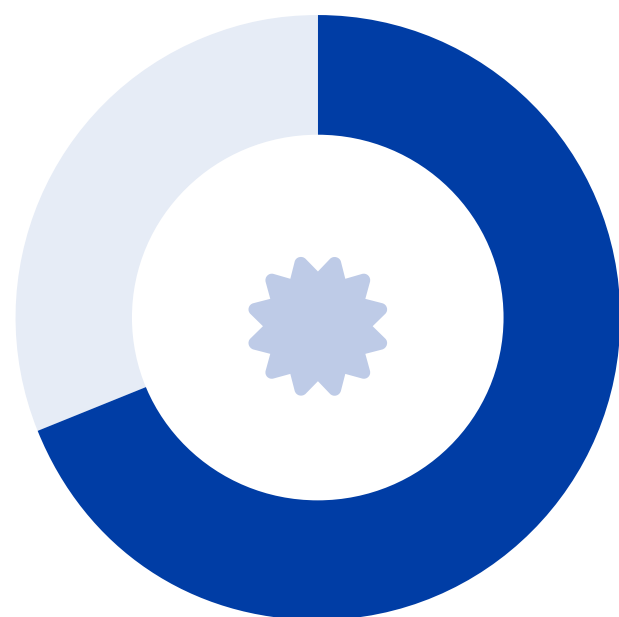
69% of retailers had reassurance messaging in the header

88% of retailers showcased reviews on product pages

56% of retailers showcased reviews on pages

Many health and beauty retailers take advantage of reviews and user-generated content to boost trust and improve conversion rates - especially those who use social as a powerful tool to drive reviews.

88% of health and beauty retailers had showcased reviews on product pages, and **56%** showcased reviews on homepages. The majority of retailers are using reviews in order to offer a positive customer experience but there are a large number of retailers who are not utilising the homepage space for reviews. This may be considered an example of where health and beauty retailers may be experiencing lower conversion rates due to a focus on design and aesthetic over functionality.

In this report, we have not distinguished between product-specific reviews, but have awarded scoring points for any showcased reviews. Some retailers have better results when showcasing brand reviews on product pages, and others with product reviews on homepages, and so we have not distinguished here.

69% of health and beauty retailers also had reassurance messaging in the header, promoting key brand values and offers, such as 'free delivery', '100% British' etc.

facetheory's site features reviews on the homepage and the product page, whilst also featuring user-generated content from customers.
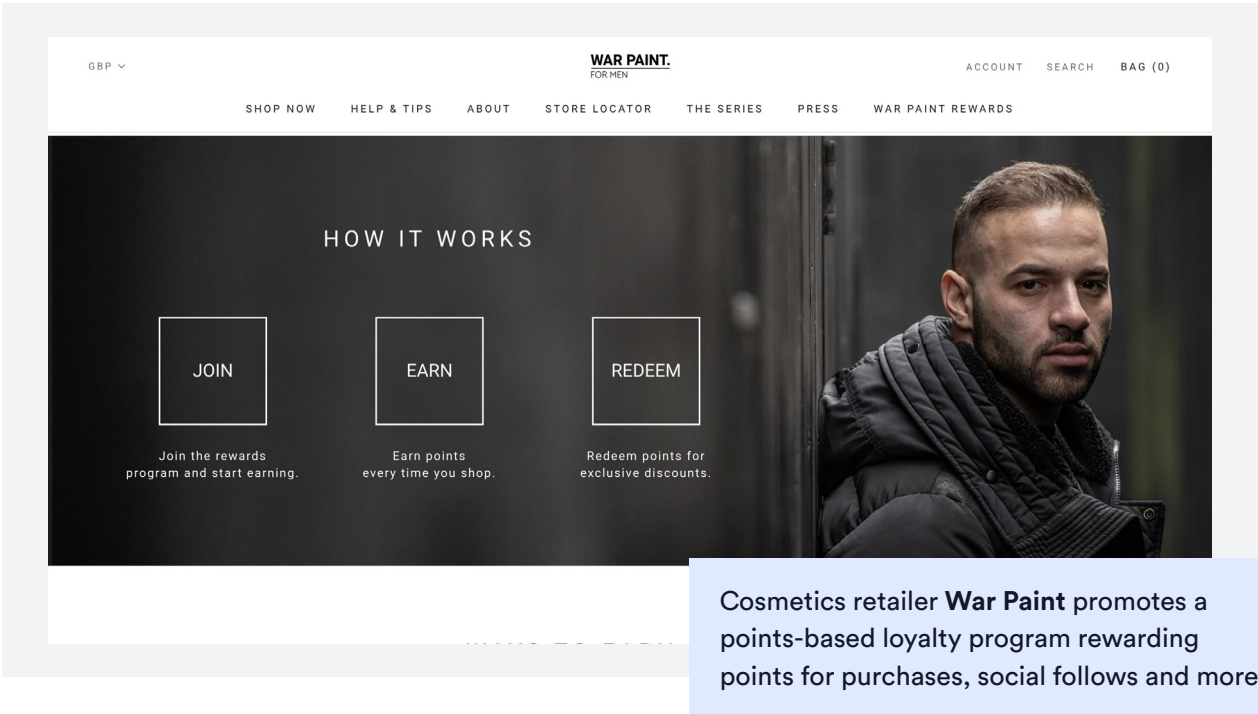
Community and Loyalty

The health and beauty industry is perhaps considered, alongside fashion, one of the more successful industries for building community and loyalty.

Most health and beauty retailers tend to sell products that need to be replenished every few weeks, and so loyalty schemes can be easily built. **27%** of health and beauty retailers promoted loyalty programmes, which is a significantly higher percentage than other industries (for example, only 3% of home and garden retailers promoted loyalty programmes).

73% of health and beauty retailers had helpful blogs or guides on their site. Whilst this is fairly high, this is lower than expected (perhaps because of the trend for health and beauty retailers to move towards social for sharing tips and insights).

For social media, Facebook is no longer the predominant platform with only **63%** of health and beauty retailers having an active Facebook presence (defined as within the last two weeks). Instead, Instagram is the most used platform with **69%** of retailers having an active presence on the platform. Twitter trails behind at **41%**.

WAR PAINT.
FOR MEN

GBP ⌄   ACCOUNT   SEARCH   BAG (0)

SHOP NOW   HELP & TIPS   ABOUT   STORE LOCATOR   THE SERIES   PRESS   WAR PAINT REWARDS

HOW IT WORKS

JOIN
Join the rewards program and start earning.

EARN
Earn points every time you shop.

REDEEM
Redeem points for exclusive discounts.

Cosmetics retailer **War Paint** promotes a points-based loyalty program rewarding points for purchases, social follows and more.

Community and Loyalty

27% of retailers promoted loyalty programmes

100

80

73%

63%

69%

60

41%

40

20

0

Blogs or guides

Facebook

Instagram

Twitter
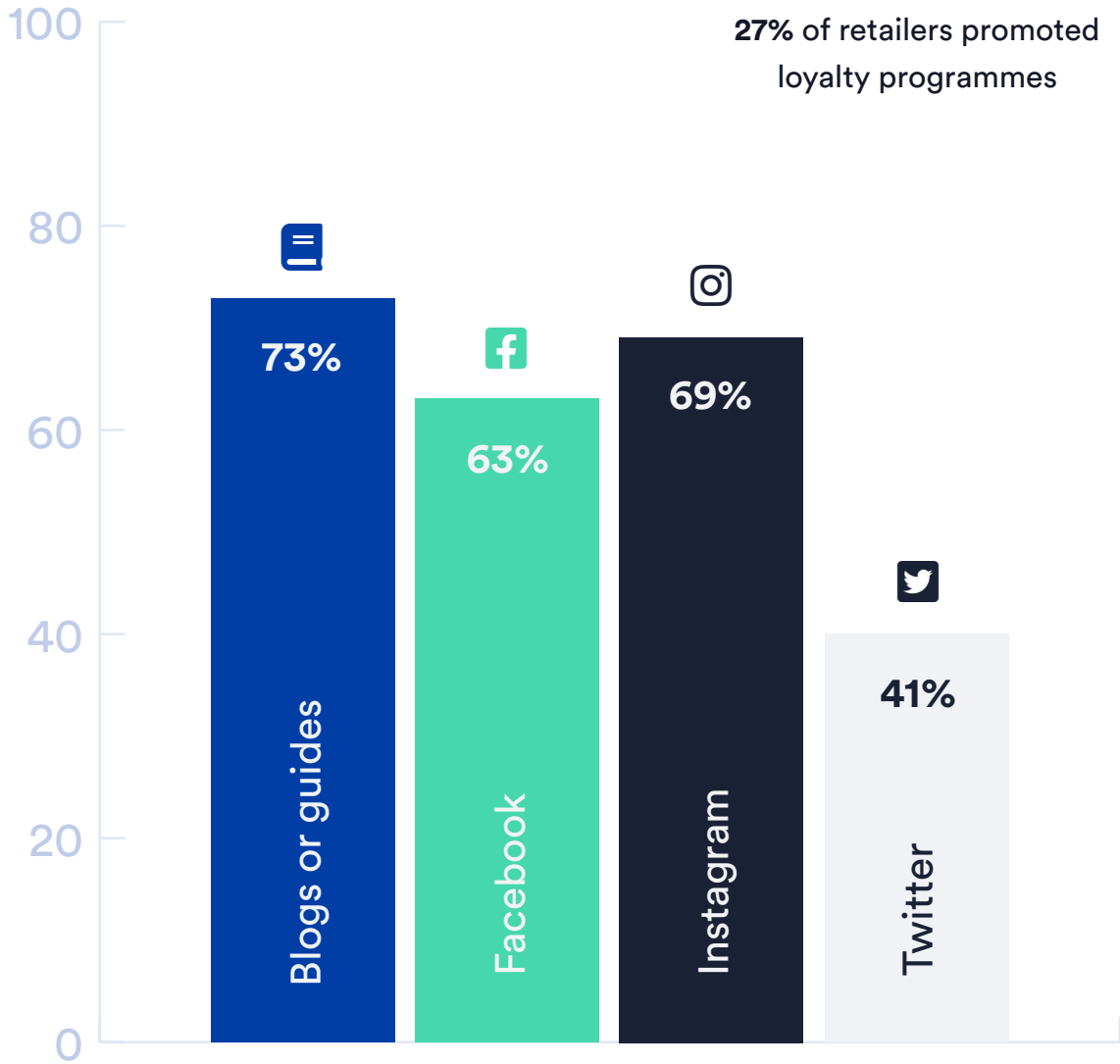
Checkout

85% of retailers had an intuitive multi-page checkout

100% of retailers had product imagery in the cart

86% of retailers had product imagery in the checkout

Most of the health and beauty retailers in this report set a standard for best practice for a checkout experience.

With the Shopify platform, many retailers had a consistent checkout experience that hit many scoring points such as an intuitive multi-page process, product imagery, input-speciifc keyboards and more. However, these retailers also missed out on other functionality such as postcode search which would be difficult to implement in a non-customisable checkout.

85% of health and beauty retailers had an intuitive multi-page checkout. This may be designed with multiple pages or multiple sections, as long as these sections are not all visible at once.

Every health and beauty retailer displayed product imagery in the cart, and **86%** of health and beauty retailers displayed product imagery in the checkout.

When it comes to the checkout, it is clear that the majority of health and beauty retailers are succeeding at creating a seamless experience.

Augustinus Bader is a good example of a retailer (built on the Magento 2 platform) with an intuitive multi-page checkout with clear product imagery.
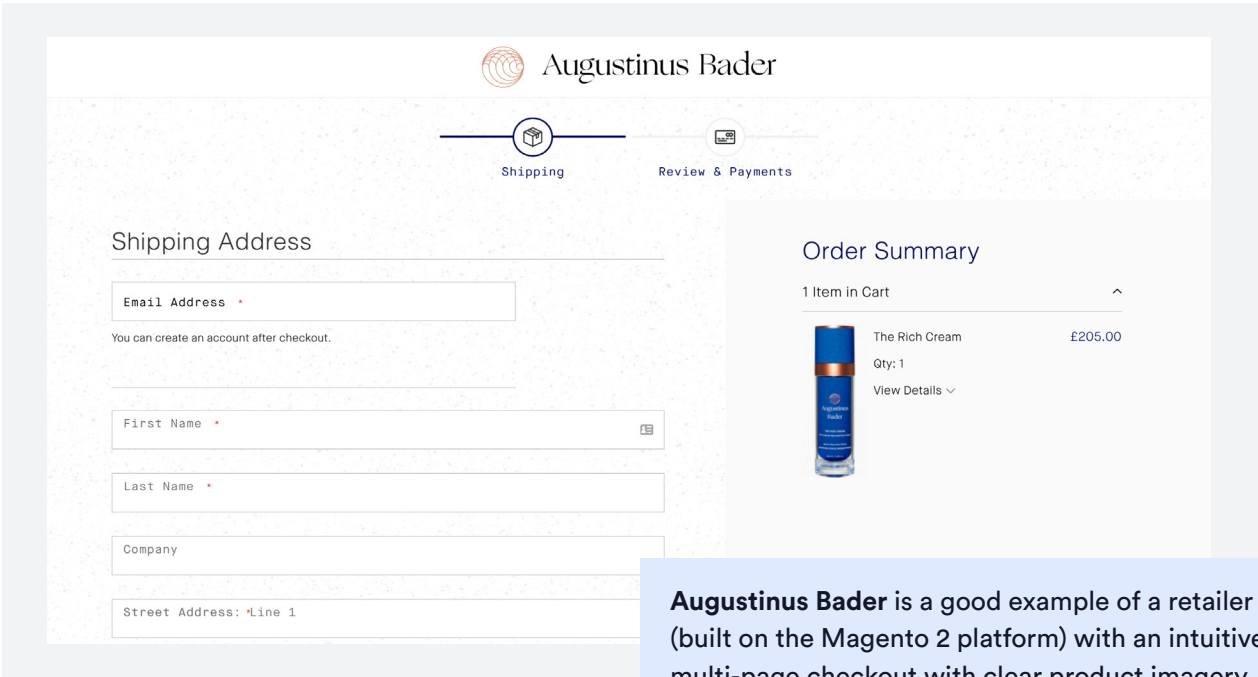
Checkout

Other elements of the checkout that were considered include a removed navigation, postcode search and guest checkout, amongst others.

Within the checkout, **77%** of health and beauty retailers had a removed navigation. This has become industry best practice, and so it is surprising that there is still a significant number of retailers who still offer distractions at the checkout stage, with the opportunity for shoppers to easily abandon cart.

91% of health and beauty retailers offered guest checkout, but **9%** of health and beauty retailers had mandatory account creation. This high number of retailers with no guest checkout is surprising and is potentially a significant barrier to conversion for these retailers.

Similarly, only **25%** of health and beauty retailers had postcode search functionality in the checkout. Whilst this is a simple UX feature, this can speed up the checkout process considerably. This small percentage of retailers with postcode search could be due to the Shopify platform not offering this as standard, but there were also retailers across Magento who had also not implemented this.

HD Brows was one of the few retailers with postcode search, alongside guest checkout and a removed navigation.
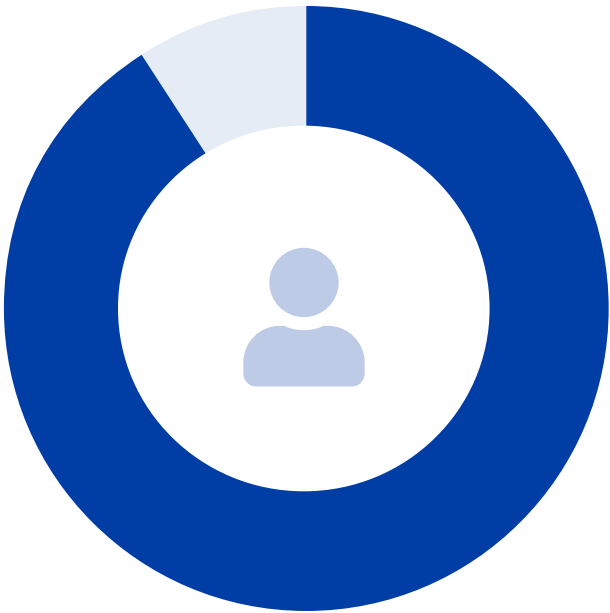
Checkout

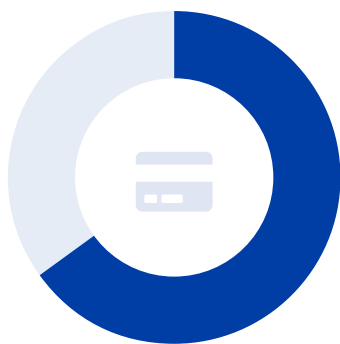**77%** of retailers had a removed navigation in the checkout

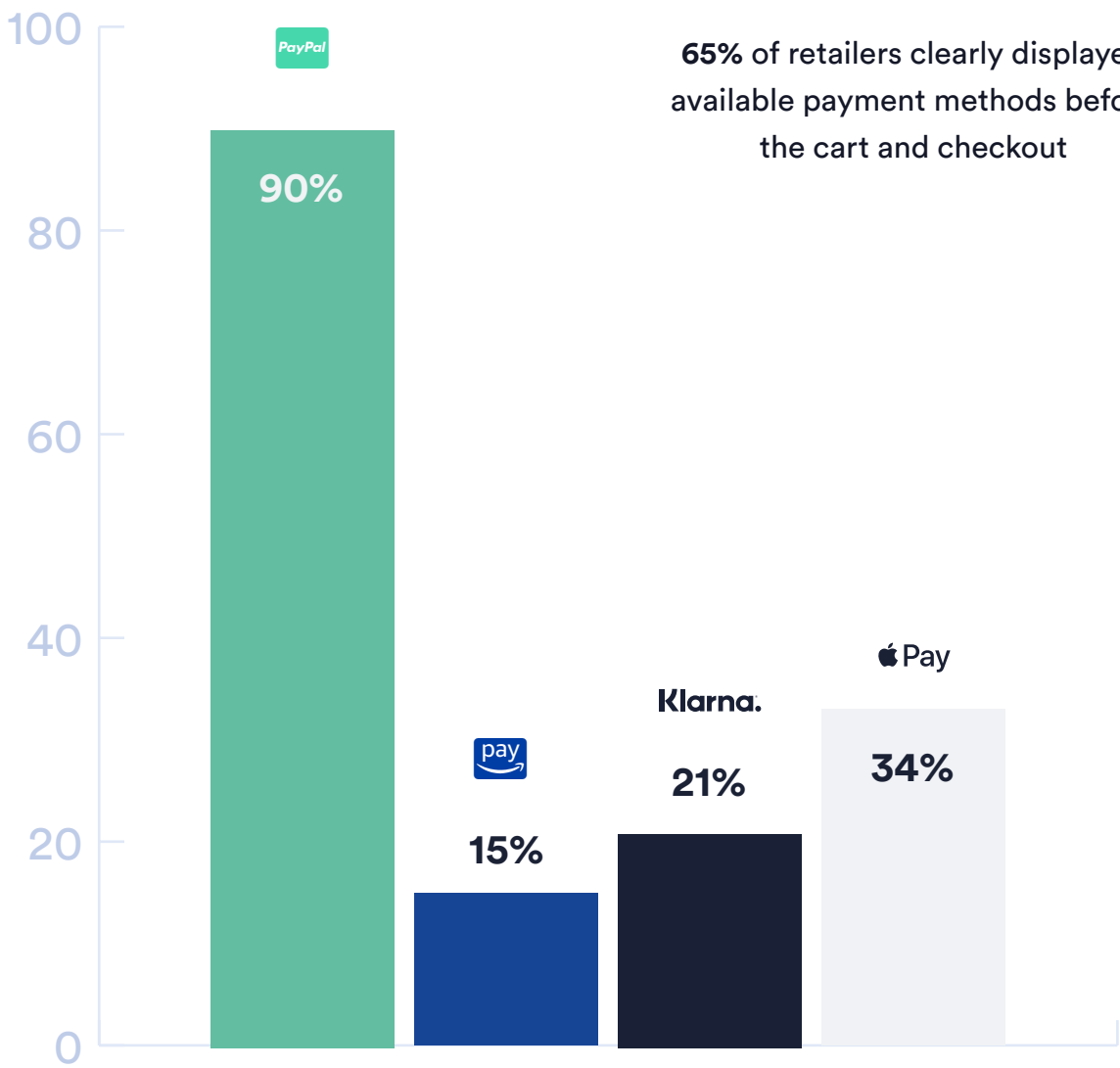**25%** of retailers had postcode search in the checkout

91% of retailers offered guest checkout

Payments

65% of retailers clearly displayed available payment methods before the cart and checkout

90%

15%

21%

34%

When it comes to payment innovation, health and beauty is an industry that is paving the way for the adoption of the latest technologies such as Klarna. Payments can be an overlooked element of ecommerce when it comes to boosting conversion rate and reducing cart abandonment but if retailers offer a range of payment options, they can give customers the choice and convenience to pay using the method that suits them.

65% of health and beauty retailers clearly displayed the available payment methods before the checkout, either on product pages or in the footer. This can add transparency to the checkout process and increase the add-to-cart rate for retailers.

When it comes to payment methods, **90%** of health and beauty retailers offered payment by PayPal. This is clearly the most used payment method, outside of standard Visa and Mastercard and dominates the payment options available. Only **15%** of health and beauty retailers offered Amazon Pay which is a similar trend to other industries. However, **34%** of health and beauty retailers offered Apple Pay or Google Pay.

Klarna is a fast-growing payment method, with **21%** of health and beauty retailers offering the new 'pay later' payment method (or another 'pay later' technology).

REN Clean Skincare is one of the only retailers who offered all four payment methods with PayPal and Amazon Pay visible here.

Delivery

Delivery is an interesting trend to recognise in this report, and one of the only tenets of ecommerce that will be undeniably affected by the current coronavirus pandemic and lockdown. In this report, points for delivery were given based on usual delivery policies, despite any delays expected during the pandemic. Points are given generously, but if a policy was unclear, no scoring point was given.

73% of health and beauty retailers had both clear delivery and returns information (with **91%** of retailers having clear delivery information and **79%** of retailers having clear returns information). Setting expectations with transparency and honesty is even more important in the current climate and even if retailers cannot provide a brilliant delivery experience, clear information should be communicated where possible.

49% of health and beauty retailers could offer next day delivery (with this information taken from their usual delivery policies). The average cost for this service was **£5.61**.

Despite both delivery times and options being affected by the current crisis, many retailers were still offering a positive and convenient experience for customers, in a time where flexibility and choice is key for customers.

Discount Supplements was one of the best performing retailers for delivery, offering both next day and nominated day delivery.
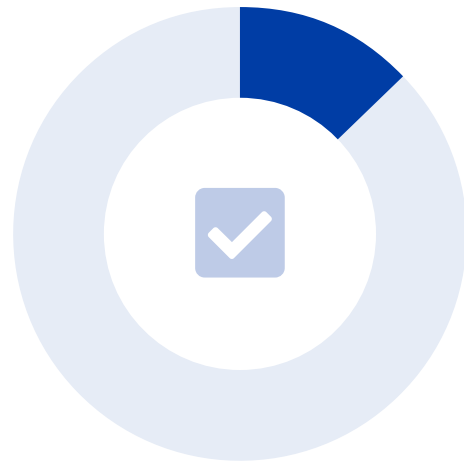
49% of retailers offered next day delivery, at an average cost of **£5.61**.
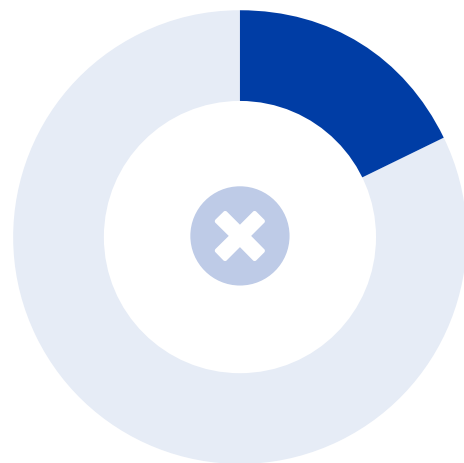

73% of retailers clearly displayed links to their delivery **and** returns information on their site.

Delivery

13% of retailers offered
free delivery with no minimum spend

70% of retailers offered
free delivery after a minimum spend

17% of retailers
did not offer free delivery

Delivery

Free delivery is another often discussed topic in ecommerce. Some retailers are happy to always offer free delivery, whilst others will only offer free delivery after a minimum spend. Whilst the majority of customers may expect a delivery charge, free delivery can be an easy way to delight a customer and improve your overall conversion rate.

13% of health and beauty retailers always offered free delivery with no minimum spend.

A significant **70%** of health and beauty retailers offered free delivery after a minimum spend. This can also be a good way of increasing average basket value, where a shopper may add items to their basket to meet the free delivery threshold. The average minimum spend for free delivery was **£32.32**.

As the majority of products sold by retailers in this report may be of lower price value (in comparison to other industries such as home and garden), this is to be expected. Retailers may be familiar paying an extra delivery charge on products under a certain value threshold.

17% of health and beauty retailers did not offer free delivery, regardless of spend.

FREE EYESHADOW PALETTE! JUST SPEND £35   FREE STANDARD UK SHIPPING   PROUDLY CRUELTY FREE

ICONIC LONDON   SPRING EDIT   NEW   FACE   LIPS   EYES   HIGHLIGHT   BRUSHES   GIFTS   OFFERS   SEARCH

FREE* SUGAR & SPICE PALETTE
WITH ALL ORDERS OVER £35
SHOP NOW

TAUPE D'TAUPE   ICON   MERLOT MONDAYS   VELVET CRUSH

Iconic London is one of the few retailers who offered free delivery as standard.

Scoring Criteria

The **Health and Beauty 100** retailers were chosen to represent the average ecommerce retailer. These retailers are based across the UK, across various sub-verticals and various stages of growth. The final list of one hundred retailers gives us 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 48 criteria (and 20.5 scoring points). **Retailers' final scores are converted to a percentage using the formula: =100/20.5*(Score).**

Speed and Security
1 pt for a Google PageSpeed Insights score between 90 - 100, and **0.5 pts** for a score between 50 - 89, for mobile and desktop.

0.5 pts pts for SSL and **1 pt** for EV SSL.

User Experience
0.5 pts for product imagery, **0.5 pts** for lifestyle product imagery, and **0.5 pts** for multiple product images.

0.5 pts for product zoom on desktop, with an extra **0.5 pts** for controllable zoom functionality.

0.5 pts for product recommendations on product pages.

Mobile UX
0.5 pts for product zoom on mobile, with an extra **0.5 pts** for intuitive mobile zoom gestures (pinch, double tap etc.)

0.25 pts for email-input keyboards on mobile, and **0.25 pts** for number-input keyboards on mobile.

0.5 pts for 'add to cart' confirmation messaging and actions on mobile.

0.5 pts for mobile responsiveness.

Navigation
0.25 pts for breadcrumbs on collection pages, and **0.25 pts** for breadcrumbs on product pages.

0.5 pts for filtering options on collection pages. **0.25 pts** for sorting by price functionality, and **0.25 pts** for sorting by popularity functionality on collection pages.

Scoring Criteria

Search
0.5 pts for on-site search.

0.25 pts for dynamic on-site search with search suggestions and **0.25 pts** for dynamic on-site search with product recommendations.

Reviews, Trust and Loyalty
0.5 pts for reviews on the homepage, and **0.5 pts** for reviews on product pages.

0.5 pts for reassurance icons or messaging in the header.

0.5 pts for a promoted loyalty programme.

Community
0.25 pts for an active Facebook, Twitter or Instagram profile, updated within the last two weeks (**0.75 pts** total).

0.25 pts for a blog or helpful guides section.

Payments
0.5 pts for clear payment icons before the cart.

0.25 pts for offering Klarna or another pay later scheme, **0.25 pts** for offering PayPal, **0.25 pts** for offering Amazon Pay and **0.25 pts** for offering Apple Pay.

Checkout
0.5 pts for product imagery in the cart.

0.5 pts for product imagery in the checkout.

0.5 pts for a multi-page checkout.

0.5 pts for removed navigation in the checkout.

0.5 pts for postcode search in the checkout.

0.5 pts for guest checkout.

Delivery and Returns
0.25 pts for clear, easy-to-find delivery information and **0.25 pts** for clear, easy-to-find returns information.

0.5 pts for next day delivery and **0.5 pts** for named day delivery.

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

Points for delivery were given based on usual delivery policies, despite any delays expected during the COVID-19 pandemic.

Points were given generously, but if a policy or functionality was unclear or unusable, no scoring point was given.

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