Mobile checkout abandons 16 points above desktop

Three settings to fix before BFCM

Swipe →

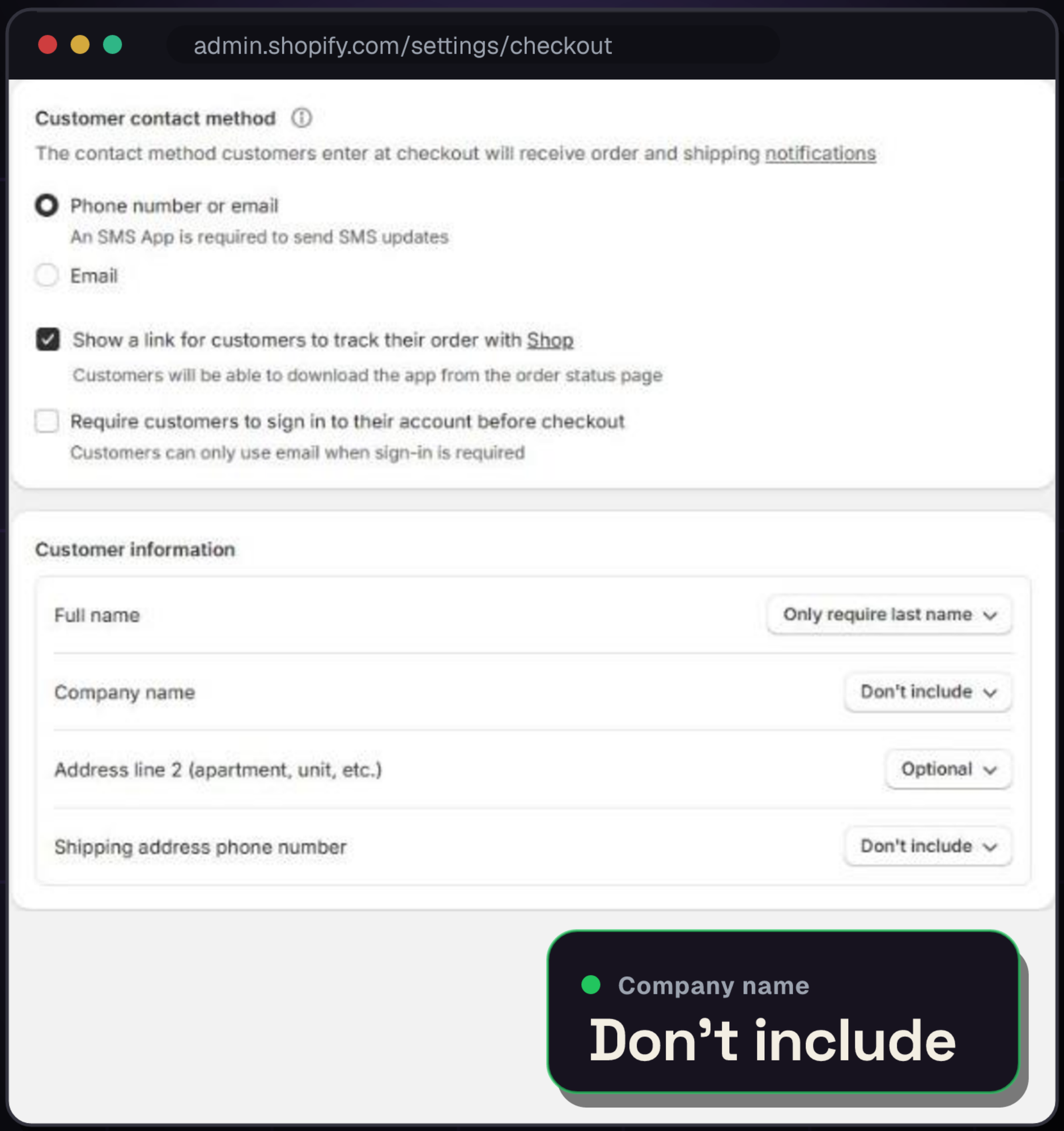
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What closes the gap

- ✓ Shop Pay express on
- ✓ Company field Don’t include
- ✓ Phone field Don’t include
- ✗ No digital wallet option
- ✗ LCP above 4 seconds

Swipe →

Fix 1: trim the form



Settings > Checkout: company name and shipping phone set to Don't include

Swipe →

Fix 2: turn on Shop Pay

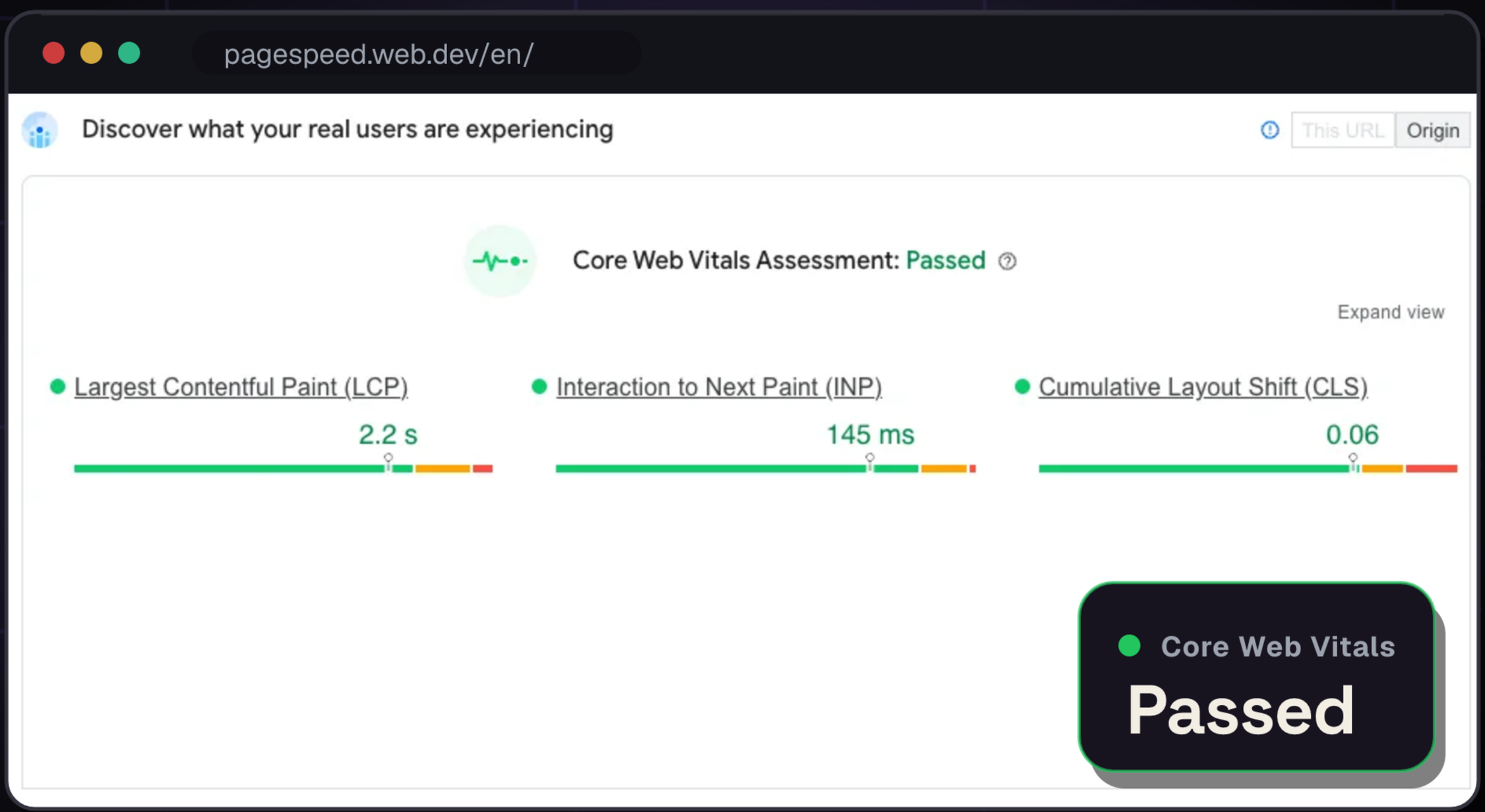
Shop Pay pre-fills billing, shipping and payment for returning buyers with one tap.

Settings > Payments > Accelerated checkouts.

It’s already there. Most stores just haven’t turned it on.

Swipe →

Fix 3: check mobile speed



Run your store on PageSpeed Insights, mobile tab. LCP above 4s means shoppers drop before the form loads.

Swipe →

Recommendation

These three fixes take under 10 minutes to check and don’t require a developer.

Three settings and a speed check. That’s the BFCM mobile fix.

Swipe →

Want the BFCM checklist?

COMMENT MOBILE86

I send it over. No forms, no spam.

SHOPIFY SELECT PARTNER

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