

(2026)

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Online store redesign: Essential pages checklist

Core storefront

- Home
- Category / Collection
- Product detail (PDP)
- Search results
- Promo / landing page

Conversion & checkout

- Cart
- Mini cart (drawer)
- Checkout – step 1 (contact)
- Checkout – step 2 (shipping)
- Checkout – step 3 (payment)
- Order confirmation / thank you
- Failed payment page

02

Trust & credibility

- Reviews page
- Testimonials / social proof page
- Press / media mentions
- Guarantee / warranty
- Certifications / quality page
- About brand story (trust angle)

03

Account & retention

- Login
- Register
- Reset password
- Account dashboard
- Order history
- Order details
- Wishlist
- Subscription management (if used)
- Loyalty / rewards (if used)
- Referral page (if used)

04

Content & SEO

- About
- Contact
- FAQ
- Shipping & returns
- Privacy policy
- Terms & conditions
- Blog archive
- Blog single
- SEO landing template

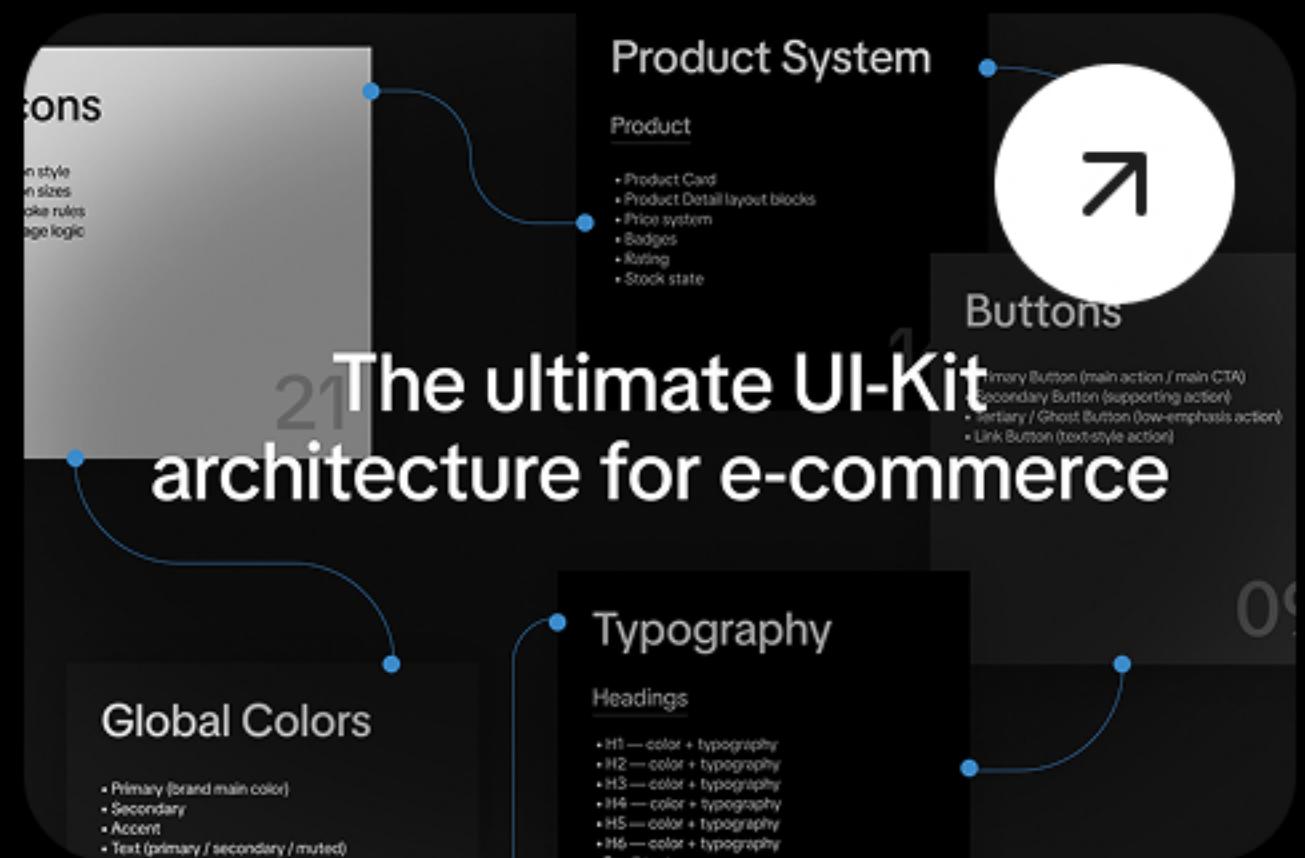
System pages

- 404
- Empty states
- Error page
- Maintenance page
- No results page
- Out of stock template

06

BONUS

- Thank you page upsell
- Cross-sell landing
- Email template
- Gift card page
- Store locator



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