THE NERVOUS FIRST TIME CUSTOMER TEST

Your page has to answer what they're afraid to ask.

> **How to run it:** open your product page on your phone like a stranger who has never heard of you. Read it top to bottom and tick a box only if the answer is visible without searching.

FEAR 1 Is this store real?

"What if I pay and nothing comes?"

- [ ] Where you're based is shown (city, or a shop address if you have one)
- [ ] A way to reach you is visible: phone, WhatsApp or email
- [ ] Real photos or short videos of orders being packed or delivered
- [ ] Real customer reviews with names or photos, close to the price

FEAR 2 What if it's wrong or doesn't fit?

"Will I be stuck with it?"

- [ ] Return or exchange policy in one plain line, right under the price
- [ ] Size guide or exact measurements on the page, not in a PDF
- [ ] Who pays return delivery is stated clearly

FEAR 3 Surprise costs

"What will the total be?"

- [ ] Delivery fee shown on the product page, before checkout
- [ ] Delivery time shown in days, for each city or region you serve
- [ ] Payment options listed (for example cash on delivery, card, bank transfer)

FEAR 4 Who helps me if something goes wrong?

"Is there a person behind this?"

- [ ] A WhatsApp or chat button on every product page
- [ ] A real name and face (owner or support person) on the page or in the chat
- [ ] Your usual reply time is stated, and you actually keep it

Bonus test: ask a friend who has never bought from you to try ordering and say every question out loud. Each question is a line your page is missing.

Sultan Javed · linkedin.com/in/sultanseo