

Checkout Content Test with Intelligems - Step by Step

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Step 1: Draft your block idea

First, look for inspiration.

You don't need to reinvent the wheel.

See what's working for other brands and adapt it to your own style and USPs.

You can use my Checkout Library for that: <https://shorturl.at/8SlxW>

Find your three strongest unique selling propositions or trust signals.

Most brands keep it simple and focus on:

- **Social proof** (e.g. "Trusted by 500,000+ customers")
- **Shipping** (e.g. "Free Shipping Across the US")
- **Guarantee** (e.g. "30-Day Money-Back Guarantee")

These address the most common objections for pretty much every industry.

Keep in mind: *"Simplicity is an act of selection, not compression."* - Carmine Gallo

Once you've found your three points, don't overthink the copy.

You can always refine and test wording later.

Step 2: Create your block in Intelligems

Inside Intelligems, click "Checkout" under the Experiences section.

Then click "New checkout experience."

Select the layout that best fits your brand style.

Give your block a clear name and a Location ID.

Both are internal. Your customers will not see it.

From there, you can customize everything:

Title, subtitle, icon/image, icon color, font size, style, alignment, background, border.

Step 3: Select Checkout Test

Once your block looks ready, you have two options:

- Publish it directly (sitewide or for a specific audience), or
- Create a checkout test.

I recommend creating a test so you can measure its impact.

Because unless you test, you'll never really know how it affects your KPIs.

Maybe it adds +12% profit per visitor, or maybe it drops -4%

Either way, you'll know what to improve next.

Step 4: Set up your block location in checkout

Click "Complete Shopify Setup", then "Shopify Admin."

Follow the guided steps from Intelligems.

You'll be taken to your theme's checkout customization screen.

There, paste your Location ID, and choose where you want your block to appear.

Step 5: Launch your checkout test

Back in Intelligems, you can add more blocks or modifications.

But keep things simple at first.

Test one change at a time, with no extra variables.

In the Targeting tab, select which audience you want to include in the test.

Then hit Preview to double-check everything before going live.

Configure your analytics, and launch your test.

Wait until you reach stat sig (subjectively to your brand's traffic volume), and iterate!