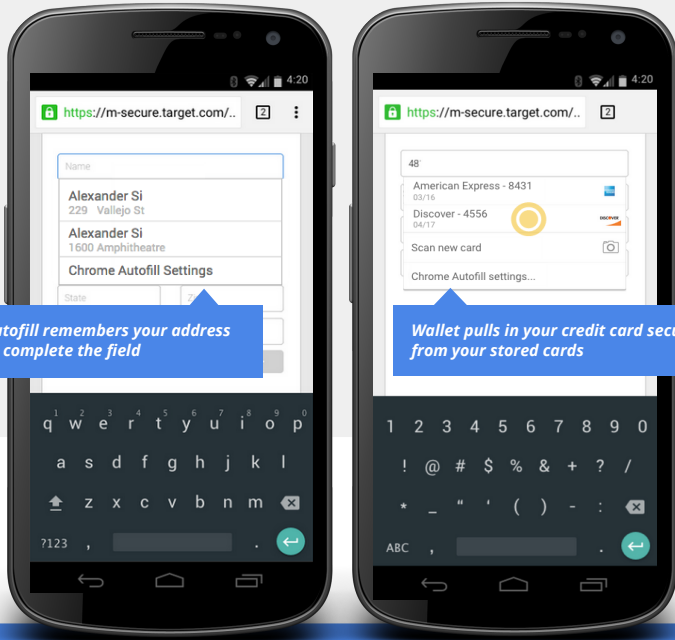# Chrome autofill is making checkout on mobile sites faster

As a marketer, ensure your mobile site is optimized for the best user experience

CHROME AUTOFILL + GOOGLE WALLET

Autofill remembers your address to complete the field

Wallet pulls in your credit card securely from your stored cards

Completing forms on mobile isn't fun.

To help, Google Wallet and Chrome have teamed up to securely input payment and address information into form fields on any e-commerce website.

5 REASONS TO OPTIMIZE YOUR CHECKOUT PAGES

#5   **57%** of users have a **better opinion of brands** when they offer a good mobile experience. *(source: MoPowered)*

#4   **30%** of mobile shoppers **abandon a transaction** if the experience is not optimized for mobile. *(source: Latitude)*

#3   Consumers **expect transactions to be easier** on mobile than they are offline (51%) or on a desktop computer (50%). *(source: IBM)*

#2   **57%** users say they **won't recommend a business** with a poorly designed mobile site. **41%** will turn to a **competitor's site** instead. *(source: Latitude)*

#1   **Adding autocomplete tags to forms will increase the speed of users filling out your forms by 30% and should take less than 15 minutes to implement!** (Chrome research)

Chrome autofill is making checkout on mobile sites faster

As a developer, it's easy to take advantage of these new features

Ensure a seamless experience for your users

Autofill allows users to quickly fill out common forms on the web. Adding autocomplete tags is the best way to ensure the best user experience.

Is this a web standard?

Yep! All of these autocomplete types are defined in the [WHATWG HTML Standard](#).

Is this just credit card input forms?

Nope! You can annotate your entire checkout flow. Chrome can autofill name, addresses, phone numbers, and more. Learn more about the [best way to annotate your forms](#).

```html
<label for="ccName">Name on Card</label>

<input type="text" id="ccName" autocomplete="cc-name">


<label for="ccNum">Credit Card Number</label>

<input type="tel" id="ccNum" autocomplete="cc-number">


<label for="ccExpM">Expiration Month</label>

<input type="text" id="ccExpM" autocomplete="cc-exp-month">


<label for="ccExpY">Expiration Year</label>

<input type="text" id="ccExpY" autocomplete="cc-exp-year">


<label for="ccCvc">CVC</label>

<input type="tel" id="ccCvc" autocomplete="cc-csc">
```

MOST COMMON INPUT FIELDS AND THEIR AUTOCOMPLETE ATTRIBUTES

Field	autocomplete="…"	Field	autocomplete="…"
First name	given-name	Name on CC	cc-name
Last name	family-name	CC Number	cc-number
Email	email	CVC	cc-csc
Address line 1	address-line1	Expiration month	cc-exp-month
Address line 2	address-line2	Expiration year	cc-exp-year
City	address-level1	Card type	cc-type
State	address-level2		
Postal code	postal-code		

Want the [full spec](#)?

Learn more at goo.gl/eW7JQX