



25 Conversion Rate Optimization Tips to Increase Revenue



Conversions impact the bottom line

The majority of online store owners focus on aesthetics rather than conversions, and prioritize design over conversion funnel optimization. Design is a big part of optimizing for ecommerce conversion, but once you have the design finalized, it's essential to implement conversion step functions to gain new customers and grow revenue.

The goal of this e-book is to help you find and remedy the touchpoints you may have missed while working to launch your online store.



Conversion Tips: Open Up Communication with Customers

The beauty of an online store is that it can mimic an in-store experience. Some shoppers will want to come to your site, browse, and buy — without talking or messaging a single person. Others will want to communicate with a brand representative just as they would at a brick-and-mortar store. And, as customers become increasingly loyal, they'll want to offer brand and site usability feedback on a regular basis.

This is great news! You want customers to be engaged with your brand, and it's important that when they provide feedback, you not only respond to it, but seriously consider implementing it. This increases customer loyalty and social proof, which increases individual customer Average Order Value (AOV) and net new customers.



Here are a few
ways to generate
customer
feedback for
your brand.



1

Survey website visitors: Place a survey on important pages on your store site to help understand customer needs. The feedback will help you tailor your business to your audience and improve the conversion rate of “browsers” into customers. If you use [a service like Omniconvert](#), you can integrate a survey into any page on your website.

2

Survey your customers: If you have a larger client base at your disposal, you should leverage it to increase conversions. This is a quick and targeted way to gain feedback and uncover hidden conversion issues. Check out tools like [SurveyMonkey](#), which is free and easy to understand, even for newbies. Plus, they have a [survey checklist](#) and a [survey writing guide](#) to help you ask the right questions to gain actionable data about your online business.

3

Tap social followers: Beyond posting your survey on social media channels, consider hosting [a Twitter Chat](#). This tactic allows for you to directly communicate with highly engaged customers and have a deeper discussion around trending issues or suggestions. Additionally, monitor your brand mentions on Twitter. This will help you understand friction points in your business because you’ll see what prospects, customers, and even your competition are saying about your brand. Make sure your website has follow buttons so your audience can easily find your social media channels. Using a tool like [AddThis](#) makes this easy and intuitive. AddThis social buttons are integrated with over 65 channels around the world – which also can help you grow your international fan base.

4

Implement live chat: [Live chat](#) is not only a great way to replicate an in-store experience, but it’s also useful in identifying which issues people face within your conversion funnel – in real time. This insight helps you discover common patterns and problems. Then, you can share it with your development and marketing teams for further improving of the user experience and usability on your store. Try [one of these apps](#).

5

Encourage reviews: Take your review strategy to the next level by emailing recent customers to review your products. Ask them to provide feedback. Automate these emails via ecommerce apps like [Yotpo](#). Yotpo integrates with your social media feeds to automatically post a review to your channels for maximum amplification. Collect these reviews and use them on your website, in marketing collateral like emails, store banners, or a page dedicated to testimonials. A good review of your product or business is internet gold — [79% of customers](#) trust a customer review as much as a personal referral.

Polish Your Website Navigation

The objective of your top, side, and footer navigation is to make your most frequently searched content easily accessible. Use your understanding of what your target audience is searching for to inform your navigation menu. This will remove friction from the conversion funnel and increase the likelihood of closing sales.

Here are a few rules for deciding which site categories make the navigation cut.

6

Keep yourself out of the picture: Only include links your shoppers find valuable. Use Google Analytics or your [ecommerce analytics](#) to determine your most frequently visited [landing pages](#) (i.e., Women's, Men's, New Products, etc.) and then link to those in your site navigation.

7

Use heatmapping to avoid assumptions: [Crazy Egg](#) is a heatmapping tool that helps you understand how shoppers use your site. Identify the most high traffic areas of your site and optimize accordingly. This type of information helps provide insight to where users are gravitating toward on your site, especially when coupled with additional metrics regarding your online store, like in-store search and website exit rates.

8

Create categories based on search: If you're a BigCommerce merchant, use your [in-store search](#) analytics to help determine what shoppers are looking for, then prominently feature those categories. If you're not a BigCommerce merchant and you'd like to know what shoppers are searching for on your site, use [Google Analytics](#): [Google Analytics > Account > Behavior > Site Search > Search Terms](#).

9

Sort categories by popularity: The category links in the footer navigation should be in ascending order of their popularity. Place the most clicked links at the top, and push the least clicked category links to the bottom. If you don't want to sort by popularity, consider sorting alphabetically to allow shoppers to skim quickly while they browse.

Make Your Homepage an Open Door

You have approximately [three seconds](#) to make an impression as an online retailer. Many store owners overcrowd their homepage, which makes it confusing or slow to load. Instead, optimize for conversions by keeping it simple and easy to navigate. Here are some key elements to consider.

10

Feature your top-sellers: Use analytical tools like [BigCommerce Analytics](#) or Google Analytics to pull reports that identify high performing products and services. Focus your marketing efforts on promoting your top selling products in banners, carousel sliders, and "Recommended" sections throughout your website.

11

"Add to Cart" buttons: If you're calling out your top sellers or a new product, place an "Add to Cart" button directly next to the listing so shoppers can skip to the checkout page. Better yet, implement the [BigCommerce Buy Button](#), a customizable feature that allows you to add a clear call to action to your site as a card, button, or link.

12

Include a carousel slider: Carousel sliders allow you to push shoppers to trending or curated sections of your site. These sliders link to specific product pages or product roundup pages. They are different than what you call out in the navigation and are updated frequently (navigation pages are typically static). To create an optimized carousel slider, you only need three things: a compelling photo, enticing copy, and a strong call to action.

13

Highlight important information: Do you have some sort of sale or special offer? What about a great warranty or quality, low-cost shipping options?

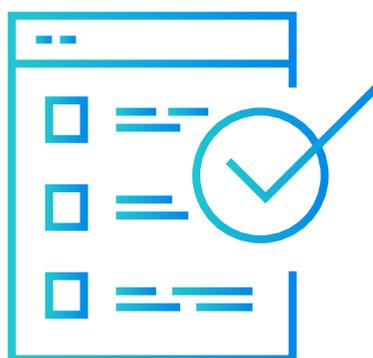
How about a new product your customers have been waiting for? Informative, enticing, or exciting content your customers will care about should be front and center. The [Link Promotion Banner from AddThis](#) is a great choice for eye-catching promotions because it doesn't obstruct the view of your regular content. Promote special offers, offer low-shipping costs, and share announcements using the tool to keep your customers shopping for more!

14

Keep “the fold” in mind: With responsive design, however, “the fold” is never in a consistent spot. That said, you should still prioritize your information. Keep your new products carousel at the top of your homepage, even on mobile, and push sales and discount codes further down the page. On mobile, a user will have to scroll to see any of your information (other than navigation).

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Take a five-second test: Test your website to get a shopper's view of your store. Use this [five-second test](#) to understand how your site is presented to customers during those critical first seconds.



Beef Up Your Product Pages

Product page optimization is one of the more important aspects of your online store and there are several ways you can tweak and test these pages to increase your store revenue. There are two main elements to consider: selecting the right colors and including the best call to action. The following items also help to optimize your product pages.

- 16** **Craft product descriptions that sell:** Having a great description for each of your products is critical if you want your shopper to buy. The key to writing effective [product descriptions](#) is to highlight the features by focusing on the benefits they bring the customer. Keep it simple, short, and easy to skim. Also, don't forget to include links to your shipping and returns policy, FAQ pages, product reviews, sizing carts, or anything else that communicates details about your products or services.
- 17** **Provide original content on your product pages:** Be wary of creating multiple pages of similar products, where the only difference is a variant like color or size. Google's search algorithms count this as duplicate content and will penalize your site accordingly, lowering your overall SEO. Instead, include variants of your product on a single page for a better user experience. Check out how [Up Lift Desks](#) allows customers to [build their own desk via product options](#) . Alternatively, you can keep your product pages simple like [Sisu Guard](#), and [alter your product images based on a shopper's selection](#) of your product.
- 18** **Take captivating product images:** [67% of customers rank image quality as "very important"](#) when deciding whether or not to purchase from an online store. Each professional product image that is added to a particular listing increases sellers' percentage of making a sale by 2%, [according to an eBay study](#).
- 19** **Showcase product videos:** [Video helps communicate details about a product](#) and sets the proper expectations around your product or service. Beyond just increasing conversions, product videos, or even a [great business video](#), can help increase brand awareness and customer satisfaction.

20

Make your prices clearly visible: Pricing strategy varies depending on the type of business, but if you're a running store that touts its prices as a selling point, like online store 33off.com, you may want to highlight your competitive prices to help increase conversions.

21

Include charts and calculators: There are many types of charts or calculation tools you can offer shoppers to help them find the right product. These help answer common questions about a product or service including concerns around size, shape, fit, and shipping estimates.

22

Out-of-stock notifications: Sync your inventory and your online store. When a product is out of stock, showcase that on the product page itself. This creates a better customer experience serves as a proof point of an in-demand item. You also can use your product pages to alert shoppers when products are low in stock and even add an "email me when this item is restocked" option.

Improve Your In-Store Search to Increase Conversions

An inaccurate or dysfunctional in-store search can hurt your business through lost sales. Although you may have complete control over your BigCommerce in-store search functionality, if you're not a BigCommerce store owner, you can use Google Analytics ([Content > Site Search > Usage](#)) to gauge whether or not users are actively using product search, and how each search is converting.

Here are a few best practices to get you started.

23

Make sure your search function is displayed: Most ecommerce design themes already do this, but if you're noticing shoppers are not using this feature, you may want to test it by displaying it more prominently.

24

Test for accuracy: Search both singular and plural keywords to make sure the results provided make sense and are helpful to the end-user.

25

Implement auto-suggestions: Show keyword recommendations as the shopper is typing into the search field. This is a great way to showcase some of your other product options and helps customers find what they are looking for without having to type in the entire phrase.

BONUS!

26

Capture leads on your website: In case your online shopper decides to leave, you can give them a reason to come back! Who doesn't love a bargain? According to [Invesp](#), emails that contain a coupon have an open rate of more than 14%, an increase in unique clicks of 34%, and a transaction completion rate increase of 27%. AddThis has a suite of [free list building tools](#) you can install and begin collecting email subscribers in a matter of minutes.

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Utilize an Open-Source CMS Like WordPress: One of the leading causes of low conversion rates and site abandonment is page-load time, which can become an issue quickly if you're using the wrong Content Management System (CMS). WordPress is the world's most widely used CMS and it's known for powering some of the web's fastest-loading sites. It's also open source, which means there's a massive pool of developer talent you can leverage to build great sites that load fast. For help optimizing WordPress sites for speed and scalability, partner with a WordPress provider like [WP Engine](#), which helps thousands of businesses build great-looking, lightning-fast websites with high conversion rates to match.

Conclusion

There are many different tactics you can try on your website. We encourage you to apply these tips to see what works best. Remember, incremental increases, over time, can go a long way!





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