

How to increase your ecommerce conversion rate - the ultimate guide



If your business is managing an ecommerce market then it is highly likely that boosting conversion rates is your top priority. Conversions are affected by many variables which is why a ceteris paribus comparison is next to impossible. A good conversion rate is that which remains consistent or improves over time but never dwindles.

Whether its [advertising agencies](#) or food companies in USA, slouching conversion rates are dreaded in the ecommerce market and here's what you can do to improve them:

1. Good Quality Product Images

It is no hidden secret that customers prefer to see the product that they are interested in before officially purchasing it. Visual appeal of the product is perhaps the most important factor that can contribute to better conversion rates.

Images are considered a conversion optimizing elixir by experts in the trade who claim that nothing sells a product faster than its image. Thus, in order to dramatically boost your sales, use lots of high quality images alongside the product you are trying to sell. Try to ensure that these images are eye-catching and captivating. Also make sure to have multiple images for one product, showing the product from many different angles. Having a zoom option on your website is also a useful feature to consider; allowing users to pinch, zoom and rotate creates greater interactivity.

2. Lose the Shipping Costs

Successful ecommerce sites such as Amazon frequently offer free shipping if the price range of one's cart exceeds a certain value. More than 50% ecommerce sites, whether they are advertising companies or technology sellers in Japan, are known to offer conditional or unconditional free shipping. Recent studies reveal that the variable of free shipping is often the number one deciding factor for shoppers to make their final choice of purchase.

High shipping costs are also one of the main reasons for cart abandonment and businesses are strongly advised to either reduce or do away with them altogether. However, if it is impossible for your company to reduce shipping cost and you still decide to charge customers, the best alternative route would be to display these costs overtly and charge a flat fee so that shoppers don't abandon the cart during checkout which is a conversion killer.

An E-tailing Group study has revealed that unconditional free shipping is essential for high conversion rates since it is the deciding variable of purchase. According to this study 47% of customers indicated that they would likely abandon a purchase if they are surprised with a shipping cost during checkout.

3. Product Reviews and Description

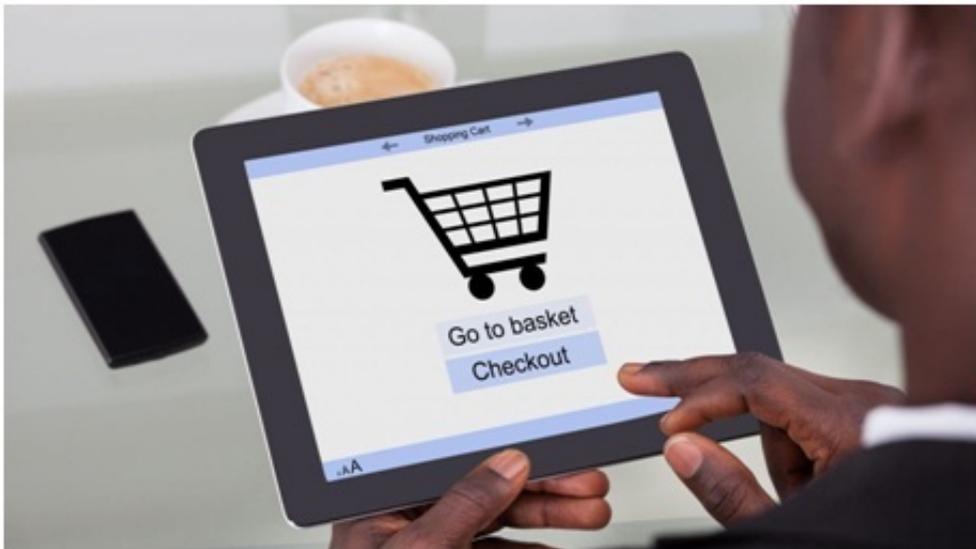


Today's age of fast internet and smartphones has made it fairly easy for consumers to compare products when shopping online. According to a study by GE Capital Retail Bank, 61% of consumers prefer to read reviews before making a purchase. Therefore, showcasing user reviews of your products can prove very beneficial. This can be done through communication with the shoppers or via built-in review plugins or widgets.

Most importantly, it is highly advised that you don't delete negative reviews since it grants your site credibility and leads to equally effective conversion rates as positive reviews.

Product descriptions are also a very important component of site information since they provide valuable information and can also drive more traffic if infused with smart SEO optimization tools. Make sure your text captures the essence of the product at display and is easy to read as well as engaging.

4. Address Cart Abandonment



Cart abandonment is something every business has to face inevitably due to a number of reasons which may include shipping costs, comparison shopping, forced registration, doubt or site speeds.

It is always a good idea to collect email addresses during the checkout process since it allows you to follow up orders via email notifications and remind potential customers of what lies in their carts so that they may revisit the idea of purchasing them. You lose if your customer decides to buy your competitor's product. Perhaps you can offer a discount to convince people to finalize the purchase which will improve your competitiveness in the market. Even by recapturing about 30% of the abandoned carts, you can increase your conversion rate emphatically.

5. Persistent shopping cart



One of the basic behaviors of human nature is procrastination. People add the products they want to buy to the shopping cart but tend to delay the buying process. Customers usually have a thinking of buying later on after they have selected a product that suits their requirements. When a week later they log in back to the site, they find the product disappeared from their cart, and trust me, nobody wants to do the hassle of searching the product on the site again. To prevent this from happening, it is advisable to have a persistent shopping cart.

A persistent shopping cart would ensure that contents of the shopping cart do not get expired even after a day, week or a month, so that customers can return later and find the product they chose for shopping.

Save the cart

An alternative method suggested is the option to save the shopping cart content so that customer can recover it later after they have window shopped similar product and done the comparison.

Giving the option to send the cart contents to email (later retrievable through a link) is a smart way of staying on the shopper's mind.

6. More choice requires better filters

Have you ever had an experience of having to choose between two products while shopping? How hectic does it becomes when you have a wide variety of choices? In a similar manner the more choice you offer to your clients, the harder it is to choose. One of the ways to narrow down customer's selection and help them choose what they really want is by filters. Greater the number of choices, the better filters you need to provide.

The benefit of being online is you can have great filters. Filters increase the feasibility of search.



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