

# 6 Tried and Tested Conversion Strategies for eCommerce Managers

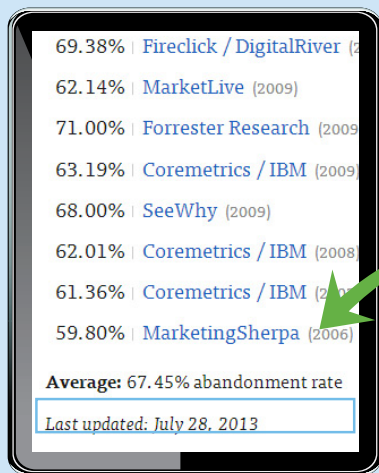
Convert visitors into buyers with our six conversion strategies.



Introduction to Reviews

# 6 Tried and Tested Conversion Strategies for eCommerce Managers

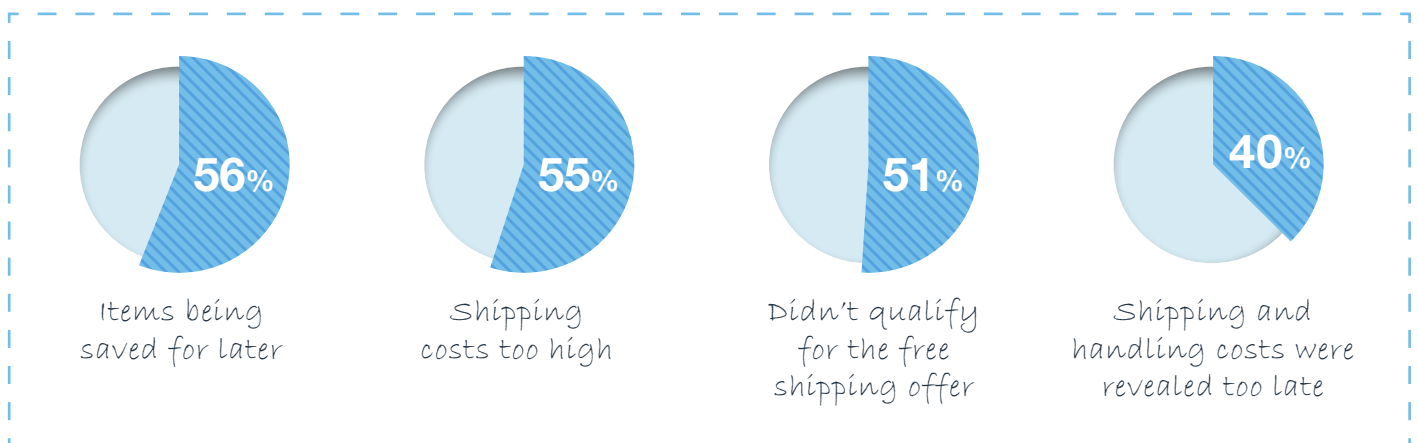
Better conversion strategies and finding new ways to convert those visitors into buyers is always going to be a high priority for e-commerce managers, no matter the size of the retail store.



Conversion rates are currently sitting at around a mere 4% for some of the biggest and best known brands ([IMRG Multichannel E-Commerce Report](#)), and the average rate of shopping cart abandonment from 2006 - 2013 is sitting at 67.4% ([Baymard Institute](#)). So how can lesser known brands that haven't got the same level of consumer trust increase conversions?

## Stopping Those Shopping Cart Abandoners!

57% of respondents to a [GetElastic survey](#) said they were window shoppers. While window shopping has long been a leisure activity for some, there are plenty of other reasons for abandoning shopping carts, including:



If your site also has category pages as well as product pages then, according to [CPC Strategy](#), you might be losing customers due to:

- 1 Confusing navigation.
- 2 Bombarding visitors with too many products on a page.
- 3 Elements that distract from the calls to action.

We have gathered and tested the following six strategies to give e-commerce managers insight on how to overcome these hurdles.

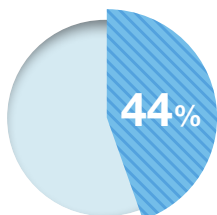
## 6 Effective e-Commerce Conversion Strategies



### Strategy 01. Make sure your checkout process is optimally designed.

Well-designed checkout pages (as few as possible) can hugely improve the chances of your customers completing the process. Here are the top tips, according to a [Smashing Magazine](#) 2010 survey of checkout user experience:

**01.** Make your checkout experience completely linear – no confusing ‘steps within steps’. Never make objects clickable during the checkout phase so visitors get distracted and leave, abandoning their basket. And don’t ask for feedback before your customers have completed checkout.



According to [Econsultancy](#), 44% of UK shoppers abandoned at least one online shopping transaction last year having become frustrated with the length and complexity of the process.

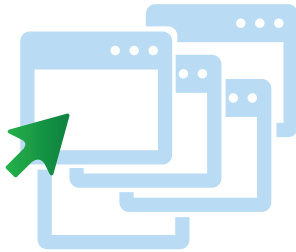
## 02. Other things to avoid, as customers often find them confusing:

- 1 Ambiguous contextual words like 'continue' and 'proceed'.
- 2 Ambiguous 'apply' buttons.
- 3 Two or more form fields on the same page – just use one.
- 4 Compulsory registration – make this optional. (According to research reported by [GetElastic](#), 23% of customers abandoned the last online store that required them to register.)

## 03. Things to add to your checkout page, to ease customers through the process:

- 1 Descriptions to form field labels.
- 2 Clear and easily-understood error messages.
- 3 An expiry date field which is formatted exactly as it appears on credit cards (i.e. numbers only).
- 4 Design techniques which visually reinforce the perceived security of credit card detail forms such as borders, background colour and security icons. [Econsultancy](#) reports that trustmarks can also boost confidence and conversion rates, particularly on lesser-known websites.
- 5 A shipping address that is also the billing address by default (not showing the billing address at all, unless an easy option to request otherwise is checked).

Also don't forget to inform customers as early as possible if an item is unavailable or will be subject to delayed delivery, instead of leading them through several steps of the checkout process first, which can be very frustrating. Make it easy for customers to review their order by providing a simply-designed photo, specification and link to each item in their basket, and to modify their order if they wish as they checkout. Have a 'back' button which leads smoothly to the previous page, without the need for the customer to fill in details again. Providing users with real-time support can also be a crucial tool to keeping them on the path to completion – as can a confidence-boosting progress indicator.

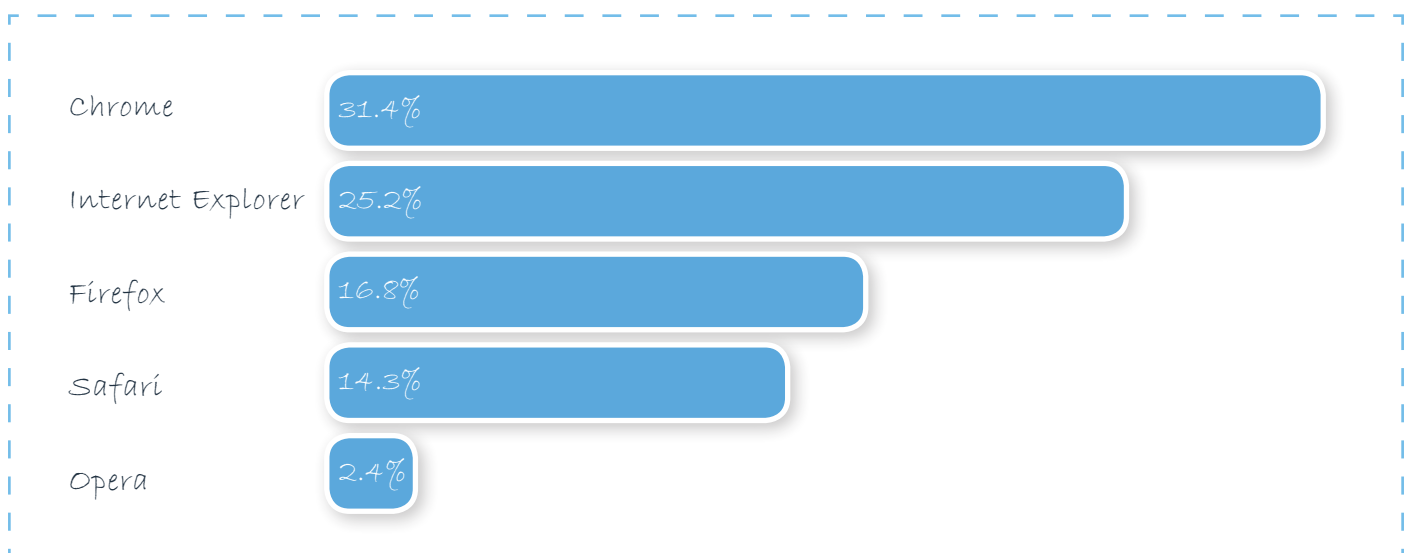


## Strategy 02. Make sure your site is optimised for the most common browsers your visitors are using.

Different browsers – and even different versions of the same browser – can see your site differently. So, when you’re designing your website, try to avoid your site relying on browser specific behaviour, and test its appearance and functionality on multiple browsers to make sure that all your visitors are getting the experience you’re working hard to create.

Once your site is up and running, be sure to retest at regular intervals and adapt where necessary. A site that is not regularly upgraded will not keep pace with the release of new browsers or new versions of browsers, in which case, it won’t display properly and people will leave. There are free tools you can use to check and clean up your site such as the online [HTML](#) validator and [HTML Tidy](#) provided by the W3 Consortium. And don’t forget to consider your site’s overall accessibility; for instance, not all users may have JavaScript enabled in their browsers and, in addition, technologies such as Flash and ActiveX may not render well (or at all) in every browser.

According to real-time web stats analysts [W3Counter](#), as of September 2013, the top five browsers were:



You can also use services such as [Google Analytics](#) to get a good idea of the most popular browsers used to view your particular site.



### Strategy 03. Optimise your site for mobiles and tablets.

Mobile internet access is now standard; [ifour](#) has reported that there are now 1.2 billion mobile web users (17% of the global population). It is expected that mobile internet access will in 2015 become more popular than the PC to get online. Besides, mobile marketing is arguably the closest you can get to the consumer, as there is no other device that is as personal.

*According to Greg Stuart, CEO of the Mobile Marketing Association, interviewed by [Forbes](#), in a study to analyse the media mix for thirty iconic marketers, he found that the single greatest contributor to marketing performance (ignoring creative) was: 1) aligning the media mix for today's consumer's media habits, and 2) being the innovator/early adopter of new media.*

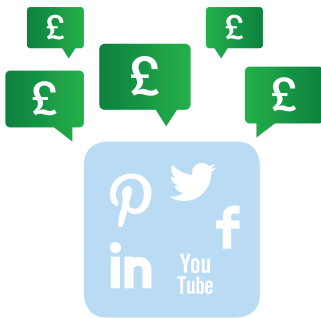
So if your website doesn't automatically resize to fit the screen that it's being viewed on, you are running the risk of losing a lot of business. You should definitely consider investing a reasonable amount of money in the services of a professional developer, or DIY it with Shopify, the leading e-commerce website building tool. If you still aren't convinced, consider this: ifour reports that the share of online sales made on a mobile device is currently 20-25%. This figure is only set to grow rapidly.



### Strategy 04. Use online review widgets to boost trust during the buying process.

There's no better way to build consumer trust than by showcasing the experience of your customers with your company. [Trustpilot](#) reports that by embedding review widgets into your website at key moments in the buying cycle, e.g. on the checkout page, you can increase conversions by up to 58%, giving the customer the confidence to go through with their purchase.

As well as making sure you're doing what you can to encourage customers to leave reviews, also respond to any neutral or negative comments – it shows that you are listening and that you care. No matter how great your product is, if people don't trust you, they won't want to engage with you.



## Strategy 05. Use social media to drive online sales.

Social media is no longer just a channel for building your brand and a loyal, lasting customer base. Savvy ecommerce managers are now exploring social media as a tool to directly boost sales. For instance, [Bird's Eye](#) is using a 'Slingshot button' to allow Facebook users to click on an advert to add an item to an online basket at Tesco, Sainsbury's, Waitrose and Ocado.

Here are some more ideas to consider:



### Use Facebook apps strategically to guide users.

For instance, US discount footwear retailer ShoeDazzle uses a Style Profile app on Facebook. When a Facebook user accesses the app, they complete a quiz to find their ideal style matches and are then redirected to specific purchase pages on the ShoeDazzle website.



### Use Twitter to direct consumers to new products/ services and offer deals and coupon codes to stimulate buying.

No one can resist a good deal . . .



### Use YouTube playlists to showcase your own products.

YouTube playlists allow channel owners to select which videos will play sequentially, so a company's use of this tool enables it to present viewers with additional products they may be interested in and increase sales.



### Integrate social sharing tools into your product listing pages . . .

. . . but go beyond this by offering customers a way to 'claim' your products as their own and showcase their individual collections as 'look books' on social networking websites.



## Strategy 06. Make sure you have someone dedicated to this role.

If your company has separate departments or suppliers for marketing and web design, the responsibility for turning website visits into conversions (sales and enquiries) can tend to fall between two camps. This can be bad news for any business hoping to turn their online investments into real profitability.

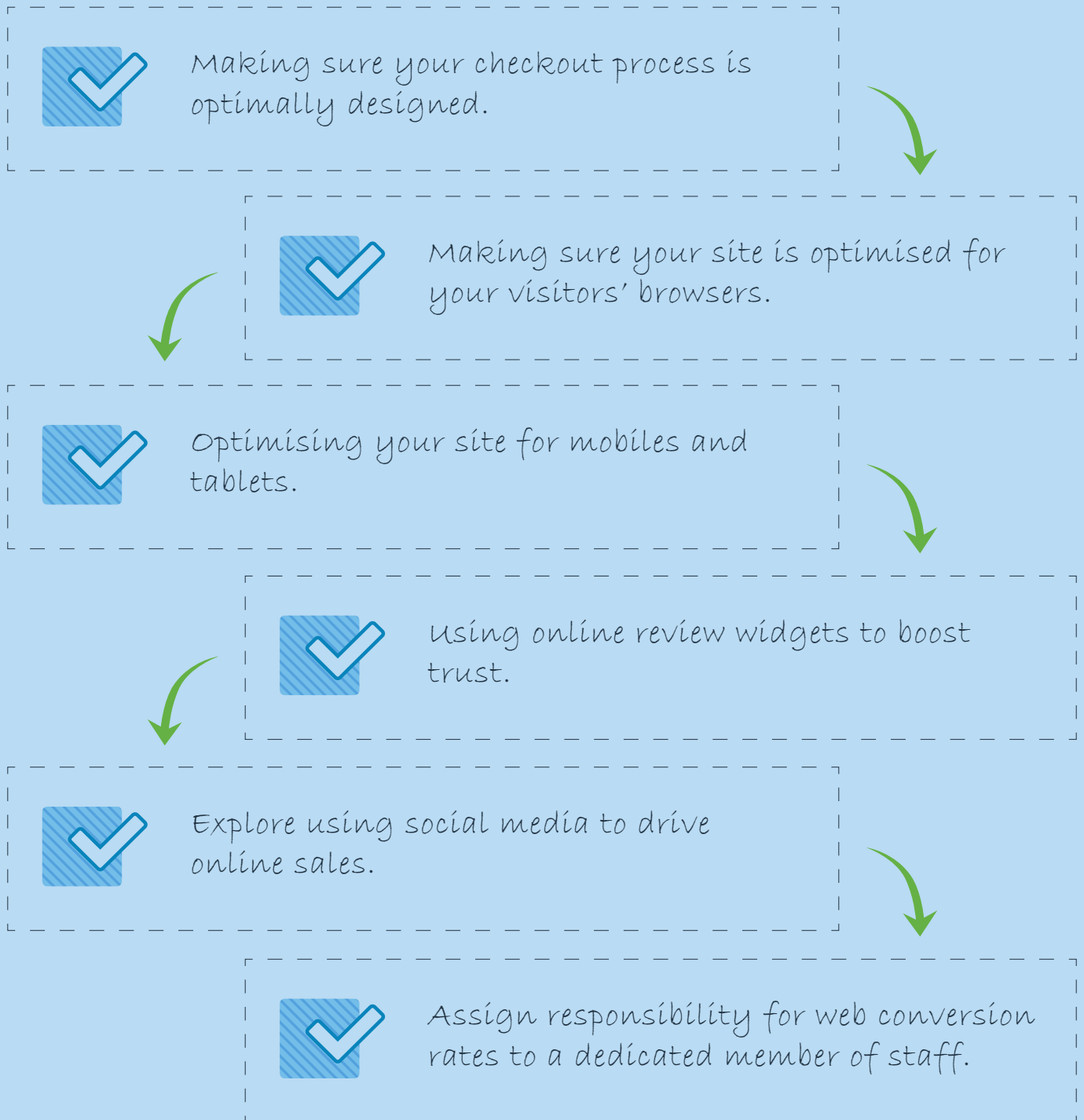
*Research from [Smart Insights and Econsultancy](#) revealed that the number one best tactic to improve web conversion rates is to have someone who is directly responsible for achieving it.*

So who should this be? A web designer is a technical expert who can dedicate their time to testing and retesting website variations to further optimise your website’s buying process. However, a marketer should have a unique understanding of the needs and wants of your customers, and therefore a valuable insight into what will convert visitors into clients or customers, and what won’t. But many marketers may not realise how important their customer knowledge is to conversion optimisation.

Ideally, the member of staff dedicated to website conversion should combine both areas of expertise. And don’t forget that financial incentives for reaching performance goals will also go a long way in getting your conversion rates nearer to where you’d like them to be.

# Takeaways

Turn your ecommerce conversion rates around by:





Check out our free flipbook now:  
**Prove the Business Value of your  
 Online Reviews with Split Testing**

**Download Now!**

Sources

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3. [GetElastic](#)
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