Atlanta
3400 Peachtree Road NE,
Suite 939, Atlanta, GA 30326
(404) 788-6332

Los Angeles
9415 Culver Blvd,
Culver City, CA 90232
(310) 279-6584

hello@thecommerceshop.com

111 TIPS FOR ECOMMERCE CRO

THE ONLY LIST YOU WILL EVER NEED

From your eCommerce website design to your product deliveries, there is a lot you can do to improve your conversion rate!

BY THE COMMERCE SHOP

00 TABLE OF CONTENTS

Chapter 01: Understand Your Target Audience ---- 06

Chapter 02: Identify Sources To Recruit More Shoppers ---- 08

Chapter 03: Homepage Optimization ---- 10

Chapter 04: Organize Your Store For Easy Navigation ---- 18

Chapter 05: Improve Product Discovery ---- 22

Chapter 06: Search Box Optimization ---- 25

Chapter 07: Product Page Optimization ---- 28

Chapter 08: Incorporate A Sense Of Urgency ---- 33

Chapter 09: Promote Cross Selling And Upselling ---- 35

Chapter 10: Provide Easy Check Out Options ---- 37

Chapter 11: Transparency In Shipping/Delivery Process ---- 43

Chapter 12: Proactive Customer Support ---- 46

Chapter 13: Optimize Your Page Loading Time ---- 50

Chapter 14: Personalized Marketing ---- 54

Chapter 15: Intelligent Use Of Social Media ---- 57

Chapter 16: Marketing Campaign And Seasonal Promotions ---- 60

Chapter 17: Build Loyalty ---- 64

Chapter 18: Other Valuable Pointers ---- 66

Index ---- 69

© Innoppl 2016. All Rights Reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, including photocopying and recording, or by any information storage and retrieval system.

WHY YOU SHOULD BE FOCUSED ON ECOMMERCE CRO

The eCommerce industry is a trillion dollar business that is still in its growing phase. With out-of-the box eCommerce solutions like Magento, plenty of online entrepreneurs are jumping on the eCommerce bandwagon to try and make it big.

However, there's one problem: The majority of eCommerce owners BARELY break even. And this makes sense because if you're selling online, you're competing with the big players, like Amazon, Asos, REI, Etsy, etc.

As eCommerce Consultants, we think the only way to succeed is when you play smart and start paying attention to your CRO.

WHAT IS CRO?

Conversion rate optmization (CRO) is a fancy word used to describe the various tweaks you do to your website to help convert your casual visitors into loyal buyers. Changing colors, adding images, using buttons, incorporating reviews and including pop-ups – Anything you do to increase sales on your eCommerce site falls under the CRO umbrella.

How Do You Calculate The CRO Of Your Magento Website?

To understand your website's current CRO and set a baseline for your eCommerce website, use this equation:

Conversion Rate = (Total Orders/ Number Of Visitors) * 100

Example: (100 orders per week/10,000 weekly engaged visitors)* 100 = 1% Conversion Rate

To ensure an accurate conversion rate, make sure you remove visitors who bounced from the first page they visited. Since they left without looking, they never had the chance to experience your website/convert.

How Do You Calculate The CRO Of A Particular Product

If you would like to go in-depth and calculate the conversion rate of your product page, use:

> Product Conversion Rate = (Product transactions / Product page visits) * 100

OUR LIST OF 111 ECOMMERCE CRO TIPS

To help you implement our exhaustive list of CRO tips, we have divided the tips into various chapters that fits exactly into your eCommerce process.

From website design to shipping products. we've outlined areas where you can improve your conversion rate.

First, we suggest you measure the performance of your website with respect to CRO and then head on to the following points.

01 CHAPTER

UNDERSTAND YOUR TARGET AUDIENCE

Market analysis should have been your first step when deciding on your eCommerce ventures. Even if you've found the target audience who will love your product, it's sometimes impossible to break the click barrier and get them to make a transaction with you.

Tip #1: Conduct Surveys

Your target audience knows what they want. So ask them. Surveys are a great way to get some feedback about your service and website. To encourage maximum participation along with additional transaction, incentivize your shoppers with some store credit they can use for their next purchase. You will have a fair number of takers ready to give you some valuable information needed to optimize your store.

Tip #2: Ask The Right Questions

It's easy to get customers interested in a survey, but framing the right question is the most difficult part. Spend time thinking of the questions that you need answered – And then ask away!

> If you need any help in building a questionnaire, shoot out a message to @thecommerceshop on Twitter.

02 CHAPTER

IDENTIFY SOURCES TO RECRUIT MORE SHOPPERS

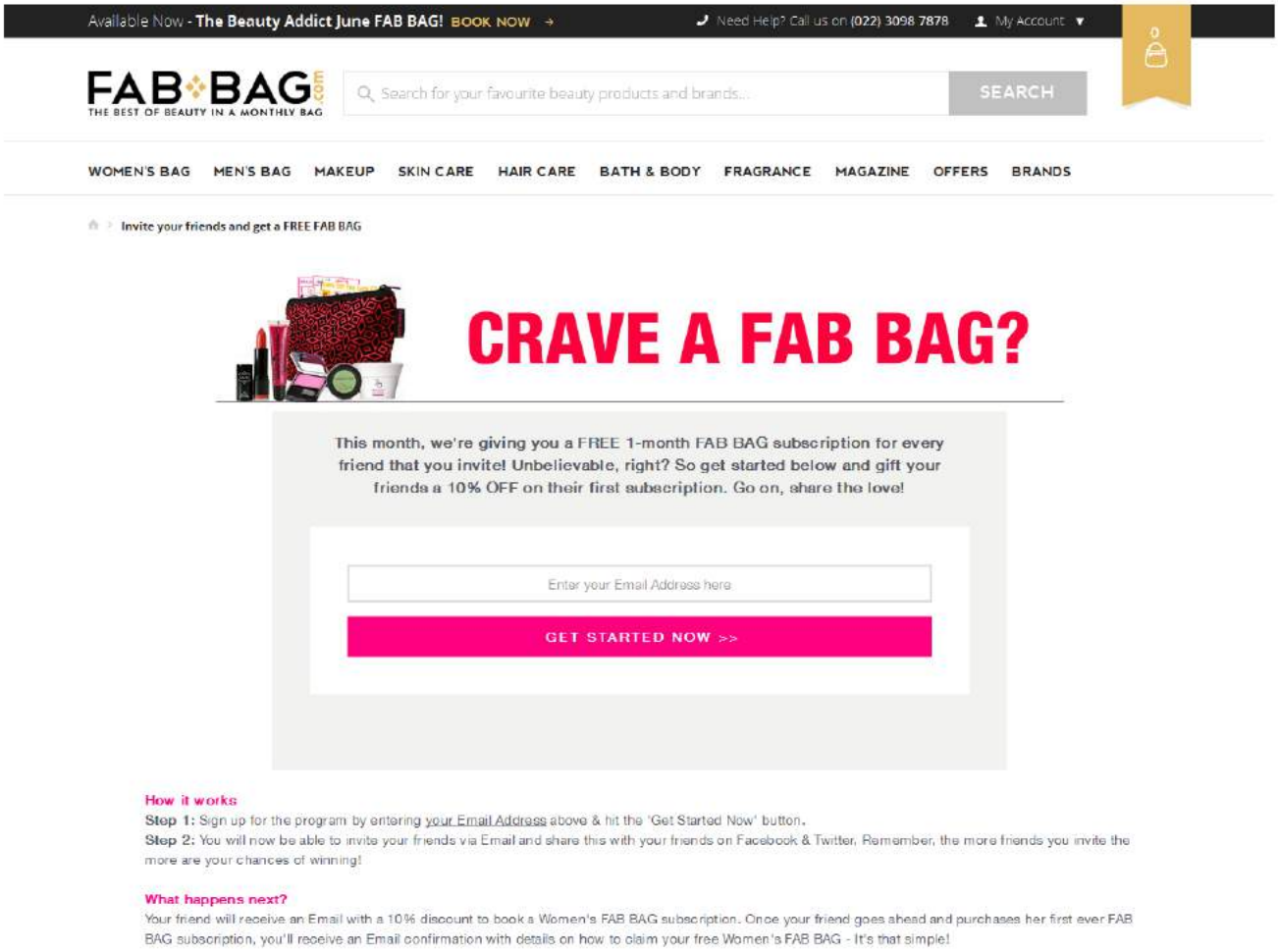
What if you've targeted the wrong crowd, all together? This happens very, very often. We've seen eCommerce owners spend a lot of money on online ads and website makeovers, only to see no return. If that's the case, then it's time to find the right audience for your awesome eCommerce store.

Tip #3: Tapping The Social Platform

Social media and other online platforms easily let you reach out to your target audience. It's essential you visit Google Analytics and identify where your social referrals are coming from and then engage on those platforms.

Tip #4: Requesting Your Existing Customer Base

A referral campaign is another easy way to reach out to more potential buyers. Start a referral program and incentivize customers to participate and spread the love.



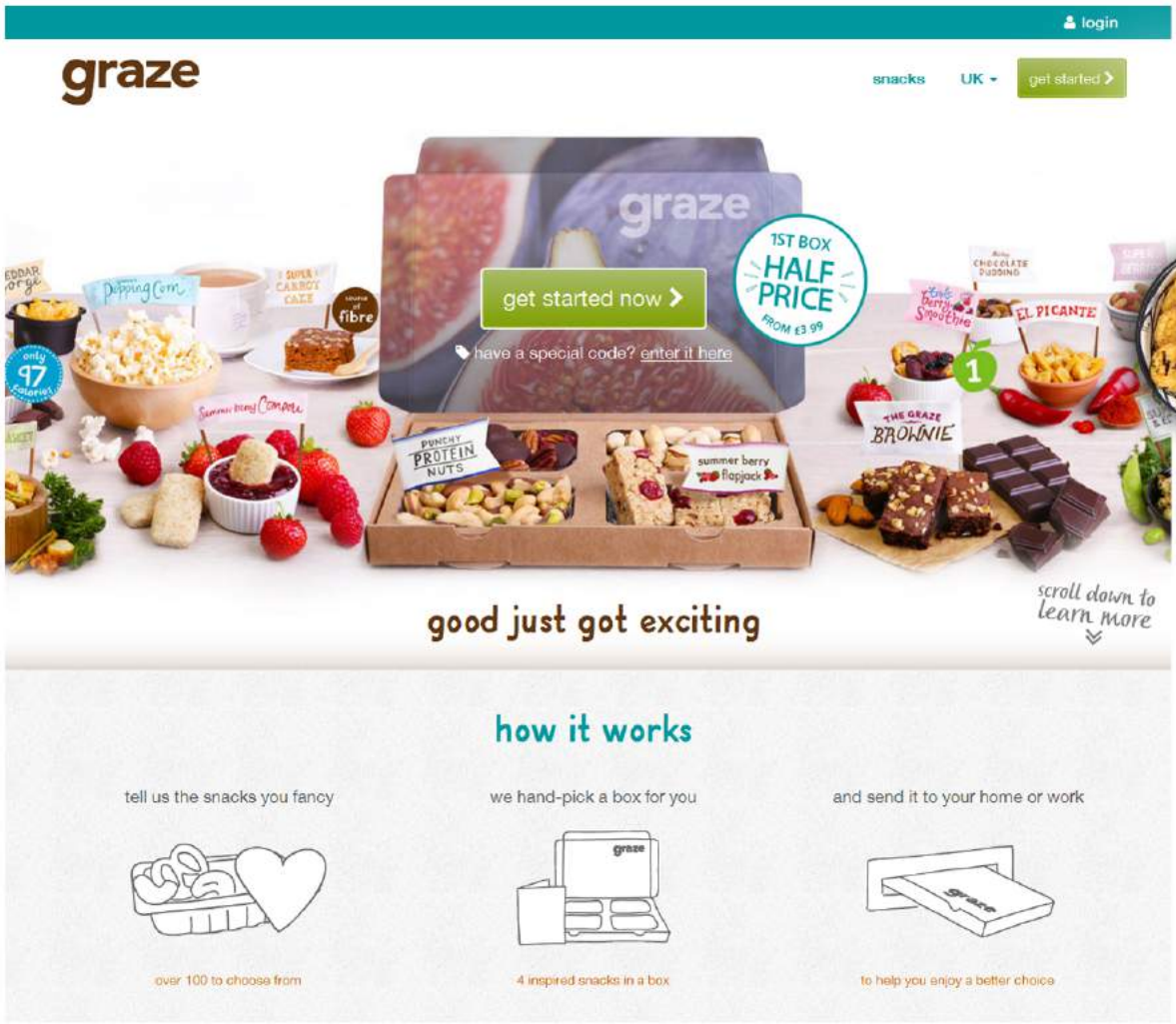
03 CHAPTER

HOMEPAGE OPTIMIZATION

The first impression is always the best impression, as you have less than 3 seconds to impress your potential shoppers. It's essential your website has the best UX to help improve your CRO.

Tip #5: Create Your Unique Brand

With more unique layouts making trends, eCommerce websites are building their own identity. Customers tend to respond better to the emotion of the storytelling website rather than the conventional layout.

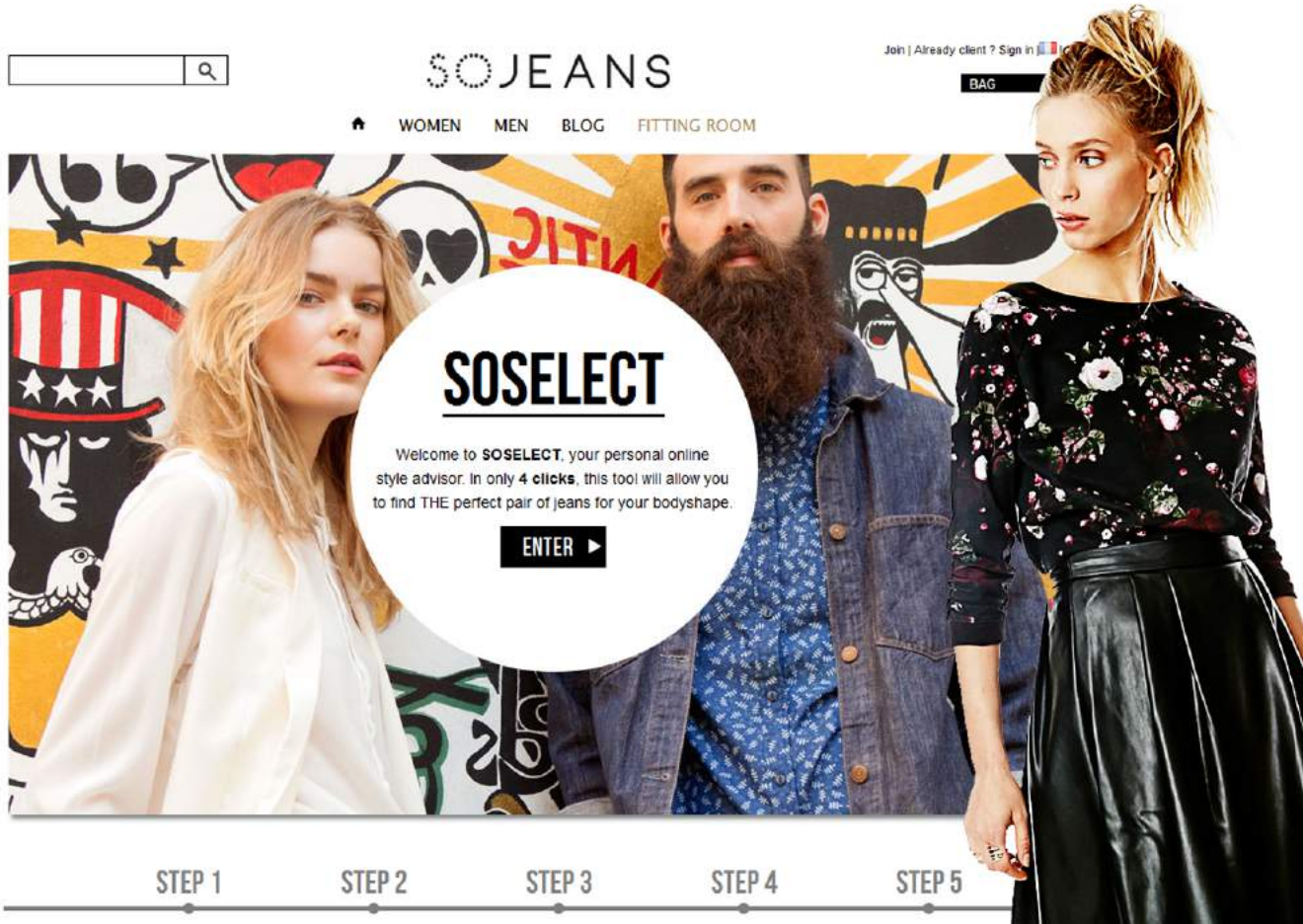


Tip #6: Provide A Personalized Touch

Avis Vérifiés
AVIS DE NOS CLIENTS ★★★★★ 4.7/5

According to Mojn, personalization is the key to increase eCommerce CRO. In a survey, 75% of customers said they like it when brands give them personalized messages and offers.

To do this, get the customer to participate in a questionnaire session that helps you give a personalized shopping experience to customers. SOJeans is the perfect example, where they take personalization to a whole new level. They have a separate tab called 'the fitting room' where the customers answer 4 simple questions, returning the best jean recommendation.



Tip #7: Build A Community

Building an online community is easy if you're on the right platform. Limeroad is the perfect example of building an amazing community of online fashionistas. Their concept is to create a combination of different looks through their scrapbook option. People who create such scrapbook posts get credits that they can use to shop at the Limeroad site.

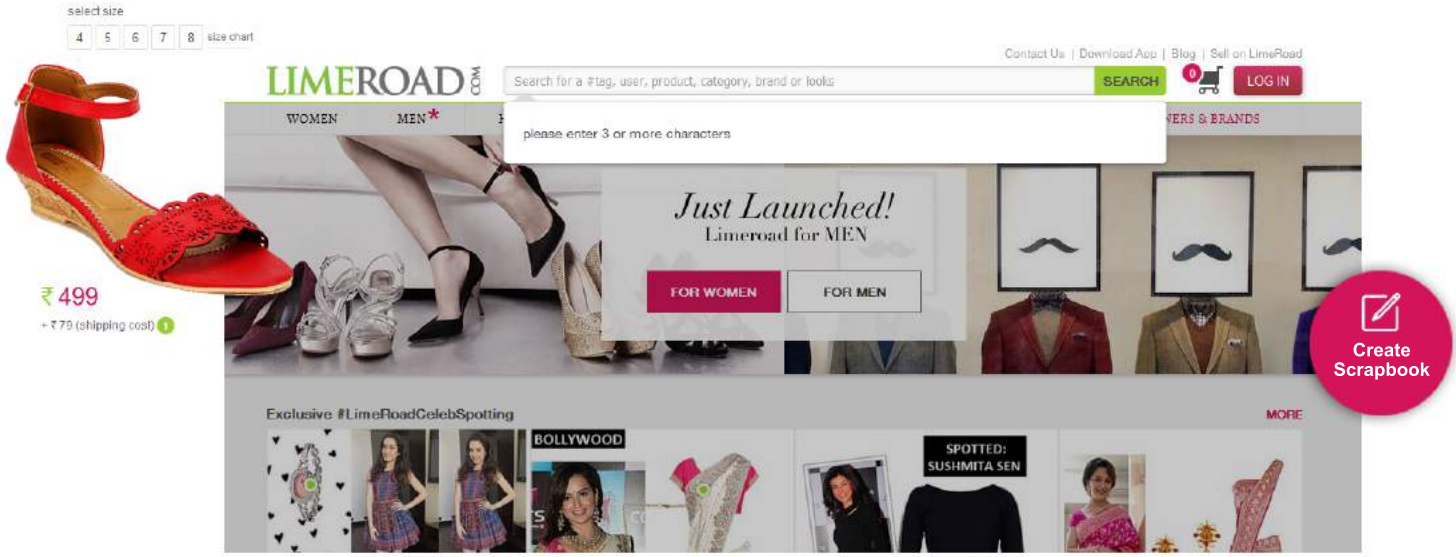
Plus, their website is always refreshed with amazing styles belonging to various genres. Visitors can easily purchase the entire look or choose specific pieces they like.

Get customers hooked on to your site with a simple concept called community building.

Tip #8: Make Search Visible

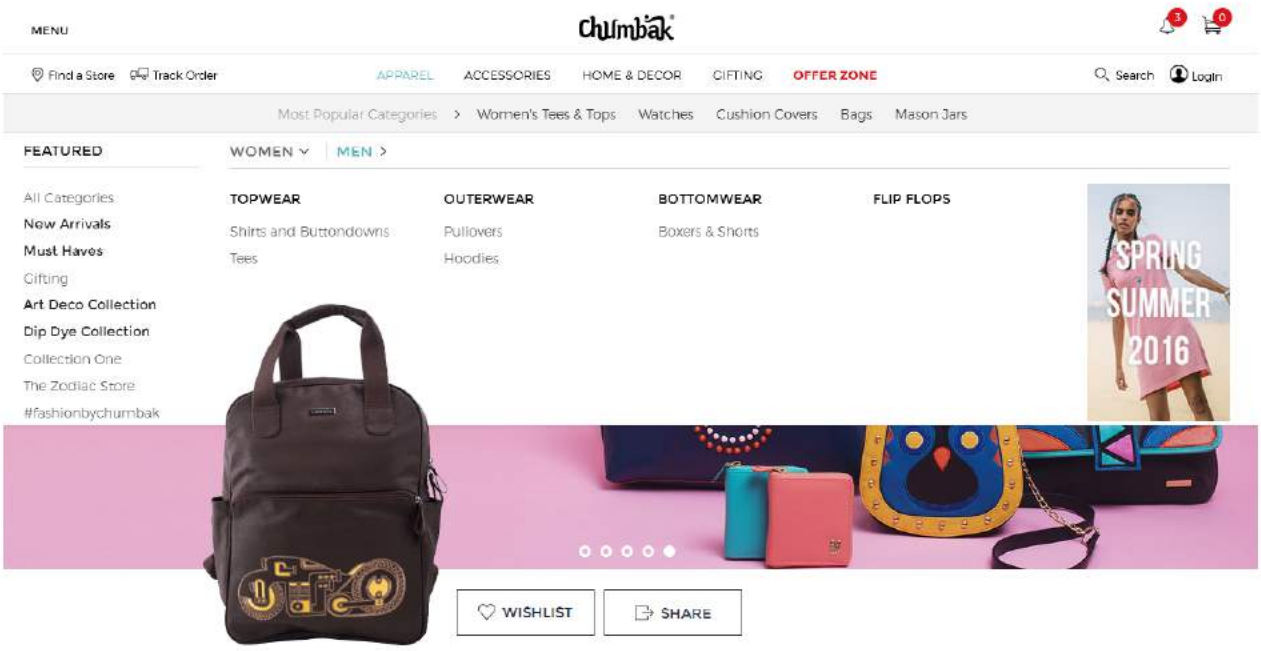
The search box should be the most prominent part of your website. The integral part of your eCommerce CRO success depends on making it clean, visible and accessible for everyone. Again, Limeroad does a great job with this.

A perfect search box with a relevant call to action inviting customers to search for their queries.



Tip #9: Useful Navigation Bar

The navigation bar is another important element that helps customers locate the products or services they need. If you're a B2C eCommerce portal, then you're bound to have lots of products. The perfect way to organize them is through the intelligent navigation bar. Take a look at Chumbak – They nail the navigation bar.



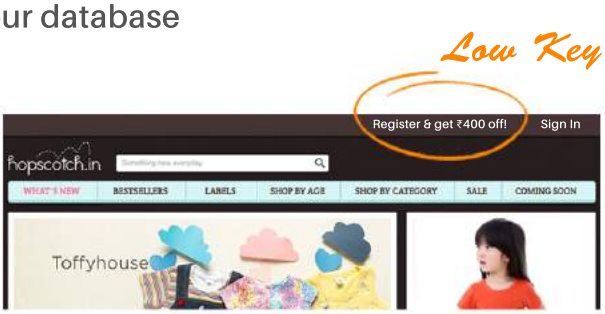
The tip is to use simple terms that people can easily remember and identify with. The navigation bar will also help split parent category and their subcategories. Try to showcase your most preferred categories to let people easily access them.

Tip #10: Incentivize New Customers To Sign Up And Make Their First Transaction

This is one of the most popular and effective CRO strategies used by most eCommerce websites. But, the truth is that some sites use it better than others.

You gain two main things out of incentivizing:

- Motivating customers to make their first transaction
- Getting them to sign up to building your database



Koovs.com does a pretty good job in getting people to sign up with their prominent attention grabbing pop up, whereas Hopscotch has made it difficult to see and placed it next to their sign up button. This might not be as effective, as casual visitors can easily miss it. It's an opportunity lost.

Tip #11: Let Customers Know How And When To Contact You

Prominent display of your customer support details is another positive eCommerce CRO technique. This works best in building your credibility amongst new customers who are looking to make their first transaction. Also, being honest and open about your customer support and availability is important.

Cottonworld does a great job in highlighting their contact number along with their working hours. This helps customers to just open the site and reach out to them.

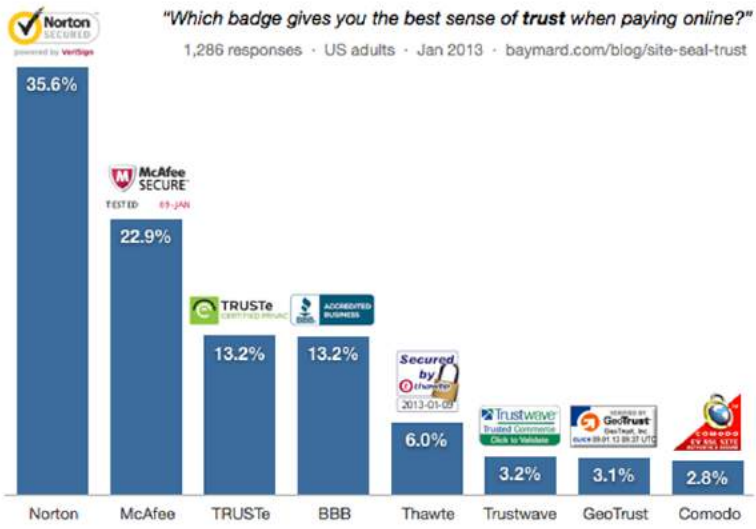
Tip #12: Have A Promotion? Flaunt It

Running promotional campaigns can help you gain some transactions. But, it's not enough that you send out mailers and run PPC campaigns to promote it – It's essential to let your visitors know you have awesome discounts available.

Your homepage is the best location to showcase your promotional offers. The best way to get their a customer's attention is with a big banner that says, "Get X% off on our best selling products."

Tip #13: Showcase Your Security Certificates

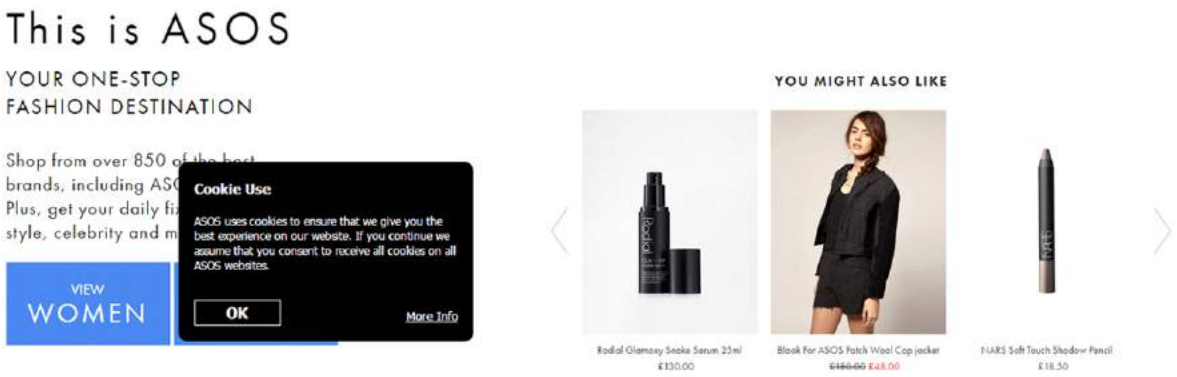
A study from Actual Insights revealed that 75.66% of shoppers trust security badges, as they are one of the trust factors customers look for in an unfamiliar website. However, don't get certified by some random security firms. Make sure you learn about each one's credibility and its relevance to your website and users, before displaying it on your website. A test conducted by Baymard revealed that different badges yield different levels of trust. Optimize your website with the right trust seal that best relates to your customers and products.



The Best Sense of TRUST when paying online?

Tip #14: Personalize Your Home Page By Using Shopper's Browsing History

As the world of eCommerce is heading towards the personalized lane, it's important to have a specific 'recommended for you ' section on the home page. ASOS does a great job in requesting access to customer's browser cookies. This helps in recommending products that are of interest to the customers. It also helps in grabbing a customer's attention and also improves your site's bounce rate.



Tip #15: Provide Free Shipping And Returns On Your Homepage

An easy way to get customers to place their order is using the power of the word, "Free." In the book named Free, Chris Anderson (the author)shares the story about what happened when they implemented free shipping. Spoiler alert: Amazon's sales shot up globally, with the exception of France. This is the psychology of shoppers and by making use of this key information, you can get more customers to convert!

Even you can provide conditional free shipping, it greatly helps in CRO. 2BigFeet is a great example as when they implemented free shipping for orders over $100, they witnessed an increase of 50% in their sales.

Tip #16: A/B Test On The Products To Display On Your Home Page

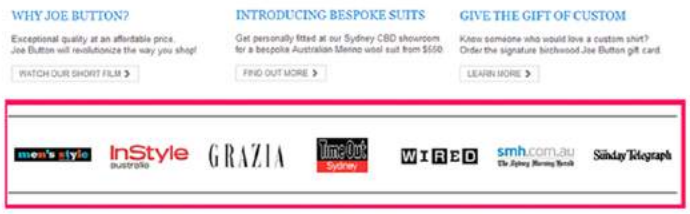
Displaying the right products on your homepage will help you realize better CRO. How will you know if your website performs well for seasonable products or the new arrivals? A/B testing is the perfect way to understand how well your customers perceive your products. Conduct split testing on the different kinds of products displayed on the homepage to understand how well customers interact with and respond.

Tip #17: Have A Prominent FAQ Section

Online customers like to help themselves, as 91% of survey respondents said they would rather use a self-help tool to fix their problems.

Investing in a vast and interactive FAQ will help reduce the number of emails to the customer service department. It helps to make the FAQ resourceful with its own search box for your customer's convenience.

Tip #18: Have You Been Covered By Media? If So, Showcase It!



If you're featured in some top magazines, websites or newspapers, then it's time you got some mileage for all the love showered on your brand.

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below