

**How To
Increase Conversions
By Increasing User Experience
On Your Ecommerce Website**



**WATSON
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Between product production, shipping orders, customer service, marketing, and business maintenance, it can be difficult to keep up with the latest trends in conversion optimization on your website.

User experience is a crucial element to your brand's identity yet it is easily neglected. In today's marketplace, businesses spend a large portion of their marketing budget (& time) on driving traffic to their ecommerce websites. Without proper landing pages, that traffic never reaches its full potential.

It's clear that consumers judge websites based on their preliminary experiences. If you're suffering from low conversion rates (or poor Landing Page Experience on Google Ads), you need to invest in improving the user experience on your website.

In this guide you'll find tips to:

[Enhance Website Navigation](#) | [Simply The Checkout Process](#)

[Improve Customer Service](#) | [Personalize User Experience](#)

[Increase Trust](#) | [Offer A Discount](#)

Enhance Website Navigation

In general, online shoppers fall under three categories. It's in your best interest to cater to the needs of each shopper by creating a website that is easy to navigate and pushes your shoppers towards a purchase.

The three types of shoppers to keep in mind are those who...

Know what they are looking for. These shoppers will go directly to the product they want in the search bar. Having a search bar eliminates the headache of clicking through multiple pages to find what they want. An autocomplete feature can help speed up the process even further and when someone makes a search, you have the opportunity to show related products in the results that your shopper may want.

Are just browsing. Shoppers who are just browsing your site need a variety of options. Make it easy for them to browse by product type, brand, style, color, or any other product definer.

Need Help Filtering. These shoppers have a very general idea of what they want but need help narrowing down their search. For example, you may know that you want a blue sofa under \$200 but you don't know exactly what style or brand you want. It helps these shoppers when you add filters to each product category on your site. You may also want to feature certain products in the filtering options.

Simplify The Checkout Process

Want to know what we mean by simply your checkout process? Go try to checkout on Amazon's website. If you have an account, you can even checkout with just one click. It's almost too easy to purchase something.

Aside from a one click checkout process, what else can you do to simplify your checkout process?

Have clear calls to action. Be very clear about what you want your customer to do. Visible "Buy Now" & "Add To Cart" increase conversion rates because they tell your customer what to do and how. This advice applies beyond the checkout process too. Having clear calls to action for email subscription, free trials, opportunities to learn more, and discount codes increase the likelihood of a future purchase.

Ability to view the shopping cart at any time. While your customer browses your site, their shopping cart needs to be viewable on every page for easy access. Having a window pop-up when a new item is added can be useful when a customer wants to add an item to their cart. A pop-up notifies the customer of the newly added item and should include a clear button that allows your customer to move to the next step in the checkout process.

Transparent prices, fees, & shipping costs. Avoid misleading your customers in anyway. Add all prices, taxes, fees, shipping costs, and discounts to the cart page so that your customer knows exactly how much their purchase will cost.

Simplify The Checkout Process

Make sure that inventory & recommended products are visible. Adding an inventory feature adds transparency to your checkout process and creates a sense of urgency. On the checkout page, add a recommended products feature to boost upsells and allow customers to continue their search if they lose interest in the product in their cart.

Offer multiple payment options. When your customer is finally ready to purchase, the last thing you want is for them to drop off because their preferred method of payment is not available. Some of the most popular payment options are credit/debit card, PayPal, Apple Pay, and Amazon Pay. You may even want to consider offering a financing option if you sell a high ticket item or the average order value on your site is high.

Offer account sign-up. Creating an account makes it easy for your customers to come back and buy again. This should be an option, not a requirement.

Offer a variety of shipping options. Allow your customers the ability to choose from different shipping options and make sure that the expected shipping date is clear. Adding a checkbox to automatically match the shipping address to the billing address is another small detail that makes a big difference.

Improve Customer Service

You don't necessarily need to personally interact with every customer to provide quality customer service. Start by including a simple FAQ section on your website for customers to refer to. If your customer needs further support, it behoves you to have multiple options. We recommend having a phone line, text line, email, contact form, and a live chat box. Make sure these are all easily findable from every page of your website.

Don't have time to handle every customer inquiry? Consider hiring a virtual assistant so that you don't lose any customers due to poor customer service or a long response time.

Personalize The Experience

Providing your customers with a personal experience goes a long way to increase customer loyalty. Regardless of whether your customer is interacting with your website for the first or fiftieth time, making them feel valued is essential. To do this...

Use conversational copy. Read these two sentences.

“This approach to Google Ads increases sales by 50%.” - “You can increase your sales by 50% using Google Ads. Let us show you how.”

The first sentence reads like it’s written by robots while the second sentence sounds more conversational. Utilize words like “you”, “we”, “our”, and “us” to humanize your website’s copy and create a connection to your customer.

Allow shoppers to create an account. Allowing your customers to create an account doesn’t just speed up the checkout process, it also allows you to provide more personal product recommendations and use your customer’s name on your site.

Implement a loyalty program. A loyalty program provides the duality of gamifying the buying experience on your website and providing “personal” offers to customers based on their history with your website.

Increase Trust

In today's market, creating a website is easy to do. Not all websites are as trustworthy as they first appear to be. Due to an increase in the number of ecommerce websites, buyer trust has decreased. To combat this, you need to do everything in your power to prove that our website is trustworthy.

Use reviews. Having customer reviews directly on your website is the simplest way to show potential customers that the items you sell are of high quality. Shoppers appreciate feedback from real people when trying to make an informed purchasing decision. Open your products up to review and use softwares designed to acquire more reviews. If you get bad reviews, that's ok. Shoppers expect some negative reviews and it guarantees that the reviews you have compiled are real.

Include social media buttons. Social media has become the primary way people explore brands. Take advantage of these free platforms and add social media buttons to your website. Just having the logo of popular and trusted social media platforms can increase trust on your website.

Some other tips include using high-quality images, having a clear return policy, and creating a privacy notice.

Offer A Discount

Shoppers can't resist a good deal. Offering a discount can help entice your customers to go further down the sales funnel. Discounts can be used to both acquire new customers and show gratitude to current customers. You can create a discount funnel to give deals to customers based on how they have interacted with your business and you can use discounts to drive desirable actions on your website.

While there are endless ways to offer a discount, your discount might look like one of these...

An overarching special like "10% off all orders over \$50 - this month only" that sits on a banner at the top of your website.

A pop-up that sends a 15% off coupon when your shopper enters their email.

A notification that offers free shipping if a customer adds \$x more to their cart.

A clearance category that showcases products you want to move quickly.

An email coupon to past shoppers offering \$15 off their next order if placed by the end of the week.

Your discount can be a percentage discount or a specific dollar amount but always A/B test all of your offerings and strategies to find the one that generates the most sales.

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