

3 Ways to Quickly Increase Your Ecommerce Conversion Rate

No matter how you get customers to your online store or website, every person who clicks and then leaves without making a purchase is a missed opportunity for a sale. Increasing your eCommerce conversion rate means more sales and an increase in your bottom line.

The best way to increase your eCommerce conversion rate is to remove friction from the purchase funnel, create browsing and shopping cart abandonment strategies and improve your overall UX and UI.

Remove Friction From the Purchase Funnel

The purchase funnel or conversion funnel is the path a customer takes from awareness of a product, to consideration, to finally purchasing it. But, of course, not everyone aware of a product will necessarily buy it.

Removing friction from the purchasing funnel is one way to increase the number of people aware of your product who follow through to purchasing it (this is the conversion rate). The question remains, how do you remove friction from the purchase funnel to improve your eCommerce conversion rate?

Allow for Guest Check Out

Guest check-out will let visitors to your eCommerce store make a purchase without needing to properly login. They don't have to create an account or save information on your site. Of course, you would likely prefer to have that information, but not at the price of a sale. This can help increase your conversion rate, especially with certain demographics.

Remove All the Clutter

Remove extra buttons and clutter, including items like menus and footers. Less is often more, especially regarding having a streamlined interface. The simpler and easier it is to use, the more likely customers are to follow through on a purchase.

Plan Browsing and Shopping Cart Abandonment Strategies

When customers click, browse, and leave without making a purchase or abandoning a shopping cart, they are in the consideration step of the purchase funnel. Therefore, you must create a strategy to deal with these scenarios to save the sale.

Here are a couple of strategies to increase the number of customers who stay within the purchase funnel and continue to become part of improving your eCommerce conversion rate.

Email Automation

You can easily send an automated email to customers who leave their cart. These emails are opened almost half of the time, and of those, almost a third lead to a recovered sale.

Paid Retargeting Ads

Paid retargeting ads like Google remarketing ads can help you by placing ads across other platforms such as social media, specifically targeting your lost shoppers.

Improve UX and UI

The user interface design, or user interface, should be maximized for ease of user experience. Anything that is difficult about the user interface could cost you a sale.

Load Times

Users expect things to move smoothly and quickly. Instead, you lose customers after just two or three seconds of load time.

Easy Navigation

You want customers to find what they are looking for so they can easily make a purchase. If your site is hard to navigate, they may assume you do not offer what they are looking for, or they may just choose an easier site.

Mobile-Friendly

Most people use their phones as often, if not more often, for searches than they do laptops and home or work computers. Therefore, if your site isn't mobile-friendly, you are losing business.

Increase Your Conversion Today

The world of eCommerce is fast-paced and rapidly changing. The competition pool gets deeper all the time, but each online storefront offers its own unique experience. Following the tips that we've laid out in this guide will be a great way to keep new customers pouring in and completing their purchases with you, and keep previous customers coming back to do business with you again in the future.