



THE E-COMMERCE BUSINESS OWNER'S GUIDE TO CONVERSION RATE OPTIMIZATION

Fundamental Best Practices For Converting More Site Visitors



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Introduction

Despite all of its moving parts, basic ecommerce strategy comes down to 3 primary tenets:

- 1 Traffic Generation**
Investing in marketing and advertising to drive qualified traffic to an ecommerce website
- 2 Customer Acquisition**
Optimizing that ecommerce website to receive traffic and reliably convert it
- 3 Customer Retention**
Increasing revenue from existing, known customers using retention strategies like email marketing and retargeting to encourage future purchases

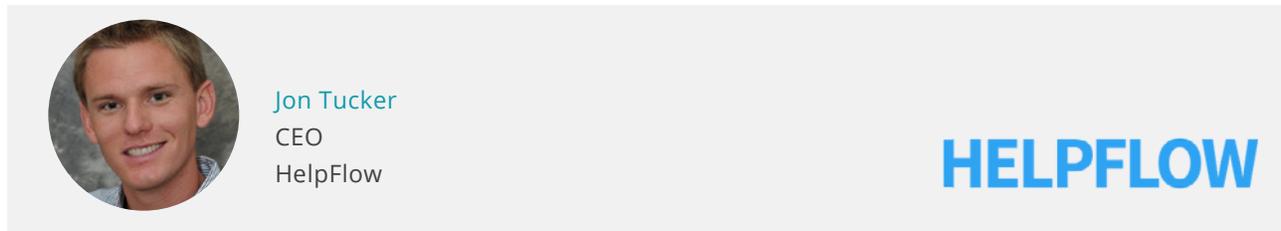
This guide will cover Part 2—how to implement fundamental CRO best practices on your ecommerce store.

The 15 or so strategies that will be touched on should be viewed as the bare minimum—things every online retailer should have featured on their site.



HELPFLOW

HelpFlow works with a ton of ecommerce stores to run their live chat system (i.e. they chat with their visitors and answer questions), providing both the software as well as the services to execute on it.



Full disclosure, CPC Strategy doesn't specialize in or provide services around ecommerce CRO, so we're not experts. To put together this guide, we teamed up with CRO expert, Jon Tucker. Jon is CEO of HelpFlow, a done for you live chat service for e-commerce stores. Their team can chat with visitors directly on your website which improves conversion rate. These chats and other data in their system gives them powerful insights to analyze and improve store conversion rate for customers.

Ecommerce conversion rates vary across industries, traffic sources, and much more. But with overall averages around 2-3%, this means if your site gets 100,000 visitors per month then 97,000 of them leave without buying—that's inherently a huge opportunity loss.



Unless you've been laser focused on conversion rate optimization for 12-24 months and invested heavily, there are definitely opportunities to improve conversions from the same amount of website traffic you already have.

Questions Kill Conversions

—Make Getting Answers Easy

Questions Kill Conversions—Make Getting Answers Easy

Part of the reason why some people prefer buying certain products in-person is because they can easily ask questions and get personal help. Providing that same experience online is possible.

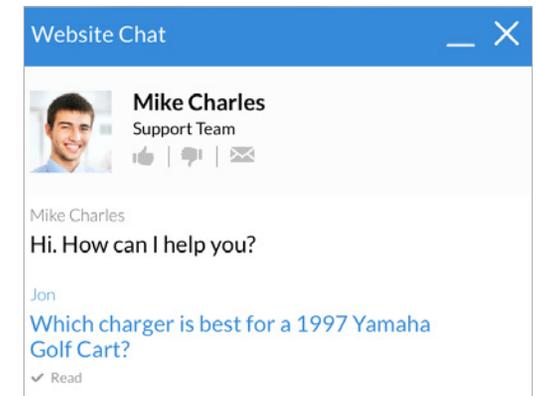
Live Chat is the Fastest Way to Answer Questions

The best way to get an answer to a question is to ask a human. The human thinks about the question, asks for a few more details in some cases, and then provides the answer. Simple!

This happens naturally offline, but is tough to produce if you don't have human help available on your site. It's hard to provide this same experience through great user experience testing and content.

The solution? Offer human help through live chat.

You can use live chat to help visitors with questions while they browse the site. Visitors can click to chat when they have a question. You can also invite them to chat when it's likely they have a question based on their website activity.



There have been many studies that prove the effectiveness of live chat.

- 
- ✓ Live chat has the highest satisfaction score across all support channels. Read the full article [source here](#).
 - ✓ There are many benefits visitors get by using live chat over another support channel, but the most important is that they can get answers to their questions quickly. Data source [here](#).

To learn how to improve your store's results with live chat, check out [this Q&A](#) with HelpFlow on the CPC Strategy blog.

Create Great FAQs and Publish Them in the Right Places

Some people won't ask questions via live chat, but you should still focus on getting them answers easily. Having great FAQs throughout your website gives you a chance to answer these visitors' questions so they purchase.

Create an FAQ page, but don't fill it with "fluff". I know your company has been around since the 80's and you're an industry leader, but a buyer doesn't look to the FAQ section on your website to figure this out.



They're looking for answers to product or order specific questions:

- ✓ On a site that sells golf cart chargers, they need to know which type of charger is right for their golf cart.
- ✓ On a website that sells high end wine and spirits, they need to know if they can get the product shipped to their state (it's a heavily regulated industry).
- ✓ On any website, they want to know how long it's going to take to get the product shipped to them and if they can return it easily if they don't like it.

None of these are generic questions like "How long have you been in business?" or "What level of encryption does your payment system use?". Focus on product and order questions real shoppers have.

Data Driven Approach to Creating Comprehensive FAQs

You can probably think of a few product specific questions to answer, but you can get a lot more ideas straight from the customer.

- Anytime you get an email with a specific question from someone who hasn't purchased, save the email for later.
- Review your live chat transcripts to pull out specific questions visitors ask. These conversations are a window into the minds of every visitor.
- Review Amazon listings for FAQs. You may not have focused on creating FAQs yet, but Amazon has done a great job compiling user-generated FAQs. Use these as a starting point to address on your site.

Publish FAQs Throughout the Website

Having a dedicated FAQ page is important, but you should also integrate relevant FAQs directly into product pages and the checkout process.

RollerSkateNation.com increased overall purchases by 69% by integrating “pro tip” style content into product pages. But if you look closely, this is just a creative way to answer the common question of “which size skate should I buy for my child?”.

Previous version of the product page:

Roller Derby Firestar Kids Roller Skates



Best Price Guaranteed

We search the net to ensure that this skate is the lowest price. If you do find the same skate at a lower price we will match it! Click [here](#) for more info.

A few things our customers like about us:

- We have the lowest prices - Guaranteed.
- 365 day returns and exchanges
- Low cost and fast shipping
- Great customer service

List Price: \$35.99
Our Price: \$28.99
You save \$7.00!

Brand: Roller Derby

Availability: Usually Ships in 24 Hours
Product Code: 1210

Choose your options...

Click to view another Boot Color

Boot Color:

Size:

Buy Now  **Add to Wish List** 

Product page with a creative way to address common question:

Adam's tip for buying skates for children:

Kids grow like weeds so it's usually better to purchase one size larger for your child. This way, you don't have to replace them in 6 months. A lot of skaters, myself included, have also worn thick or double socks until their feet have fully grown into the skate.

Best Price Guaranteed

Adam's tip for buying skates for children:

Kids grow like weeds so it's usually better to purchase one size larger for your child. This way, you don't have to replace them in 6 months. A lot of skaters, myself included, have also worn thick or double socks until their feet have fully grown into the skate.

A few things our customers like about us:

- We have the lowest prices - Guaranteed.
- 365 day returns and exchanges
- Low cost and fast shipping
- Great customer service

List Price: \$93.00
Our Price: \$42.99
You save \$49.01!

Don't Hide From Visitors, and Reply Quickly

If you're not using live chat, and a question isn't covered in your FAQs, what is a visitor supposed to do? They'll either "come back later" (which is unlikely) or they'll want to ask you the question directly.

Too many ecommerce stores make it tough to ask questions. You wouldn't want your brick and mortar employees hiding from visitors in your store, so make sure you're not doing that online.

Make it easy for your visitors to contact you, whether it's via phone, chat, or email. Having live chat will decrease your call volume since lots of the callers will try chat first. But at the end of day, some buyers just want to pickup the phone and ask the question.

Don't Hide Your Phone Number

SchoolOutlet.com does a great job of this. The phone number is shown at the top of every page on the website, they have a website chat option, and the contact page gives the visitor the ability to email a question.





Once someone sends you a question, it's important to reply very quickly. Use a HelpDesk to manage incoming questions so you can easily route questions to the right person automatically and collaborate with your team on complex questions.

Questions stop people from buying. If you make it possible to get answers to questions, then more visitors will buy.

Optimize The Checkout Process



Optimize The Checkout Process

Making it easy to get answers to questions is important, but your hardcore conversion optimization efforts should be focused as close to the purchase as possible—the checkout process.

Below are the most important things you need to address to make sure you're not pushing people away as they're trying to checkout.

Make It Easy to Enter Payment and Shipping Information

If someone wants to give you money for your product, you need to make it as easy as possible to do. If you're asking for a ton of information before you will take their money, then many buyers will leave.

Lots of people buy on Amazon because the purchase process is so easy. Once I know what I want to buy, I click one button and I'm done. That's powerful. You need to make your checkout process simple too:

Don't Force Account Creation

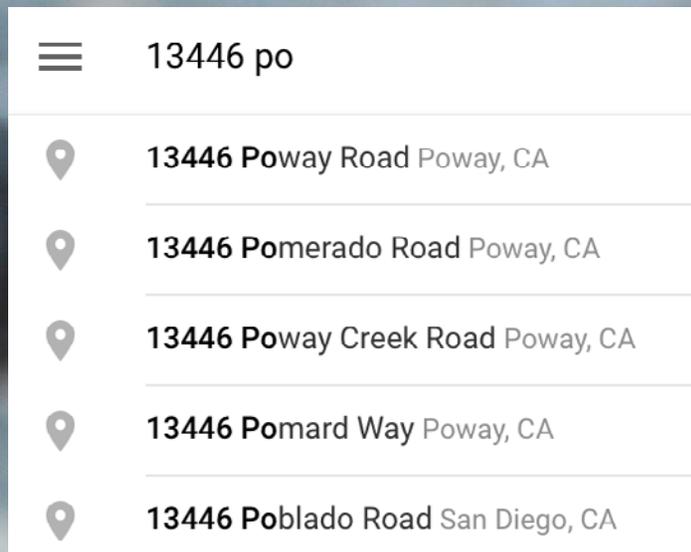
Forcing customers to create an account pushes [1 in 4](#) of them away. Don't do it! (hint: you can automatically create an account for them after they check out as a "guest" using some creative programming).

Auto-Populate Addresses With the Google Maps API

When you start typing an address into Google Maps, it automatically shows the full address after typing the first few letters of the address or street name.

Here's an example:

- I'm at a computer in Poway, CA and starting to type the address 13446 Poway Road Poway, CA 92064.
- I only have to type the address # and the first 2 letters of the street
- The Google Maps API is quickly able to suggest right address



It's a little technical, but you can do the same using the Google Maps API during your checkout process. This is another step that makes the checkout process more seamless for customers.

Simplify Credit Card Entry

Many people get confused when entering their credit card information. They don't know what a CVV code is, and they have to match the fields on your payment form with the right information on their credit card. You can make this dead simple by asking for the information in the same exact format as the credit card they're holding in their hand.

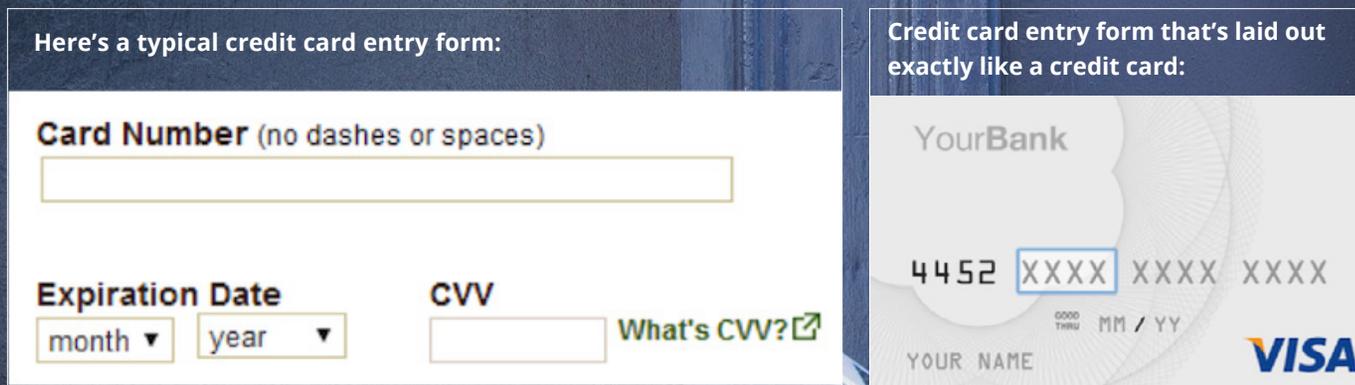


Image example credits: <http://www.copyblogger.com/high-converting-checkouts/>

The example on the right might seem overboard to go to this level of detail in a credit card form, but that's exactly why it works well. It's **exactly** what the customer is seeing on their desk so it's dead simple to give you the credit card info.

You can even auto-populate quite a bit of the payment information, such as the type of card (after they've entered their card number) and billing address (if they're already entered their shipping address and it's the same). Make it dead simple to customers to give you their info, and don't ask for information you don't need.

Allow Buyers to Easily Come Back to Their Shopping Cart

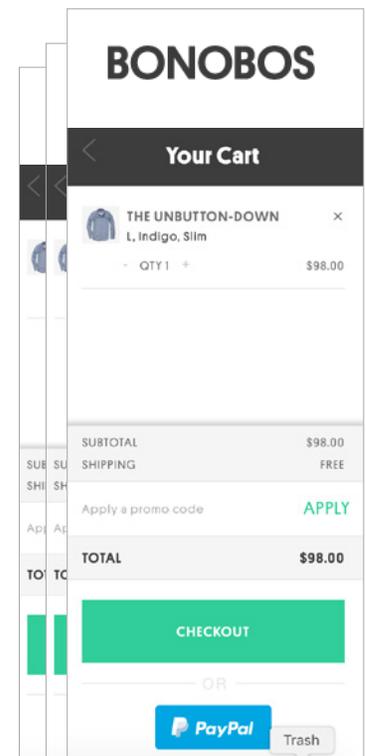
56% of customers add things to their shopping cart as a way of saving products. Once they're ready to buy, they'll clean-up their shopping cart and complete their purchase. This isn't a problem for you, unless they want to come back later today or tomorrow and finish the checkout...

You can allow visitors to automatically "save" their shopping cart so they can easily come back and complete the purchase. You can definitely have them create an account and save the shopping cart for later, but that's not dead simple for them...

Using a **"Persistent Shopping Cart"** gives the customer the ability to come back and see their cart without having to save anything or create an account.

- ✓ You can configure your store to use persistent shopping cart tracking cookies that keep track of what's in the customer's cart without them having an account on your website.
- ✓ Next time that visitor comes back to the site, your store sees the tracking cookie on their computer and displays the appropriate information in their cart.
- ✓ They can then complete the checkout as if they never left in the first place.

The example from Bonobos.com to the right shows a shopping cart I created 5 days ago. I see the shopping cart icon with the #1 in it when visiting the site, and clicking the cart shows my cart from 5 days ago. This makes it really easy to finish the purchase.





Use Checkout Abandonment Email Reminders

68% of people leave the checkout process before completing a purchase. This happens for a lot of reasons. Using a persistent shopping cart makes it easy for them to finish the checkout process when they come back, but what about those customers that don't actually come back?

You can use email reminders to get customers back to the website to complete their checkout. Shopping cart abandonment emails used to be a ninja tactic, but they're a standard best practice now that every store should be using. If implemented correctly and improved over time, you can recover anywhere from 12% to 40% of these otherwise lost sales opportunities.

Here's how...

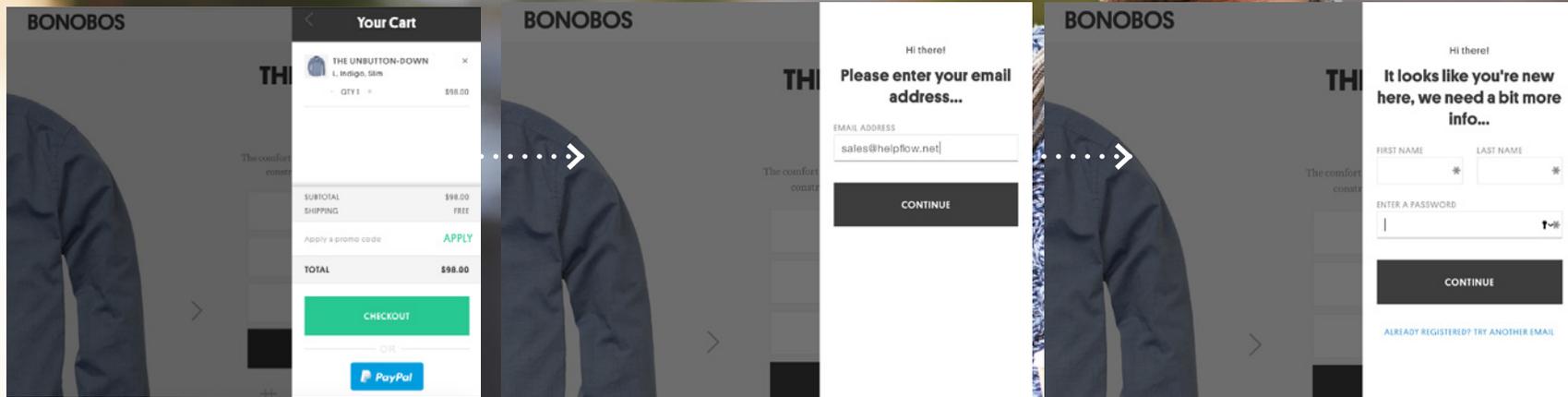
Get the Customer's Email Address Early in the Checkout Process

This allows you to automatically followup if they abandon the checkout process.

[Bonobos.com](#) does a great job of this by making this the first step of the checkout process. From my cart, I can start the checkout process easily.

The first step of the checkout process asks for my email address. This happens for all users that aren't logged in.

They know that I'm a new customer based on the email address, and help me create an account. At this point, they have my email address so if I abandon now they have what they need to followup.



Automatically Send a Reminder to Finish the Checkout Process

You can configure abandoned checkout reminder emails to go out after a specific amount of time, or specific action on the site. For example, if I abandoned the checkout process and then close the site, the email can go out at that time. Or it can be configured to arrive a certain amount of time after I leave the site.

Test the Abandoned Cart Email Sequences

If you're not using abandoned cart emails, get the basic 1-email sequence in place right away. From there, consider getting more advanced abandoned cart emails in place.

- ✓ Send a few emails over a series of days after the cart is abandoned.
- ✓ Test email copy and offers to what converts to purchases best.
- ✓ You should even consider an open-ended "Why didn't you buy (product)?" question at the end so you can get valuable insight you can use to improve your checkout or product pages.

Optimize Product Pages to
Start The Purchase



Optimize Product Pages to Start The Purchase

Once your checkout process is really dialed in, it's time to optimize the next step back from the purchase - the product page. The goal of the product page is to get buyers to add the item to their shopping cart, so that's what we'll focus these optimizations on.

Make Your Images Awesome, and Consider Video

People like to see and feel products before paying for them. You might not be able to let someone touch your product (yet) before buying online, but great images and videos can give them a similar feel for your product.

High quality images and video, coupled with free shipping and no hassle return policies, can have a big impact on conversion. Zagg.com, one of the largest ecommerce sites for mobile electronics accessories [tested](#) different image and video formats to see which performed best.

Zagg originally had static product images as the default. Changing the default format to video increased revenue per visitor by 27%.

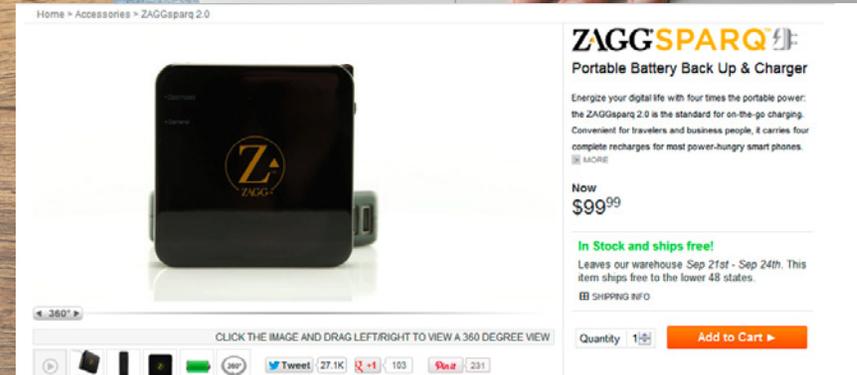
Testing a 360 degree rotating image against the video increased revenue per visitor an additional 12%.

Multiple formats are great, but test which format is best for your product. Then, make that the default option.

Video Increased Revenue per Visitor by +27%



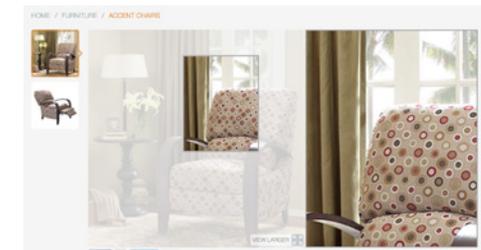
360° Rotating Image Increased Revenue +12% Over Video



Make Product Images BIG

People need to see the detail of your product. Using small, low quality images is like taking a buyer's glasses away in a brick and mortar store. Yes, they can look at your product, but they can't really "see" it...

DesignerLiving.com has large high quality product images and even gives the ability for visitors to zoom in on images by hovering their mouse over the image.

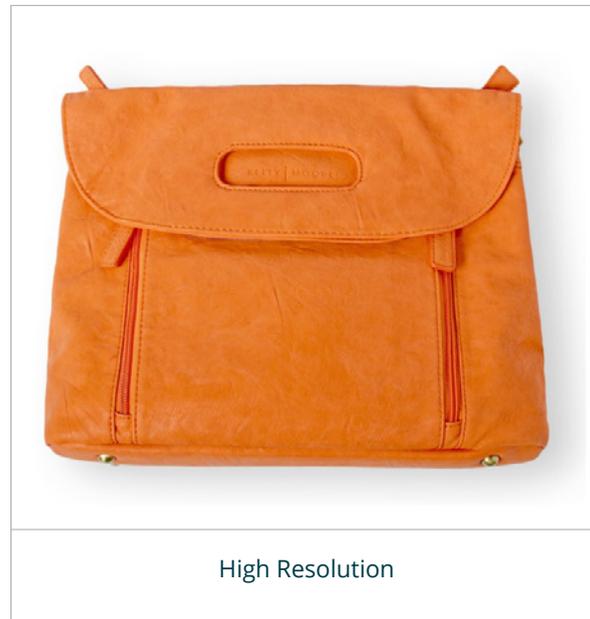
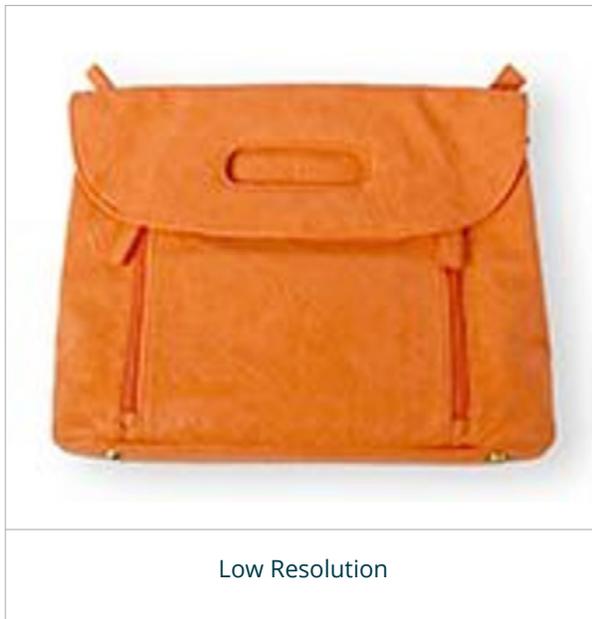


Use Editing and Post Production to Make Images Awesome

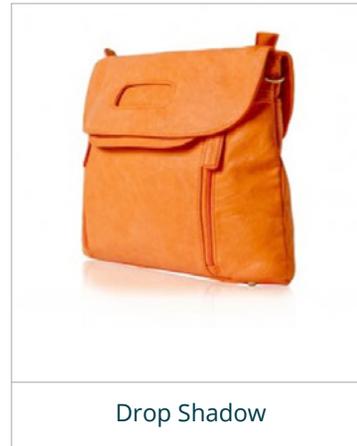
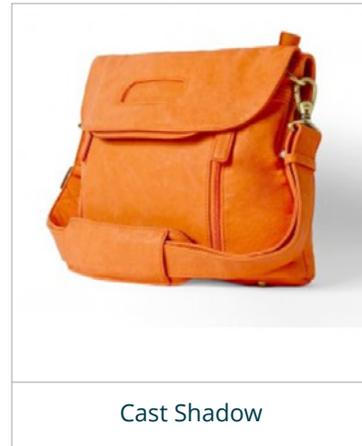
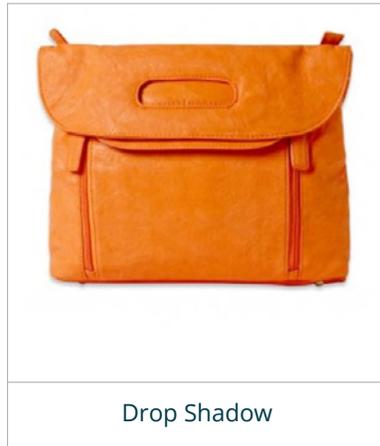
A little bit of editing and post production work can go a long way. Even out colors and tones in the image, remove blemishes with spot retouching, and make sure the file type and dimensions are optimized for your site.

Pixelz.com, a leading product image solutions partner for internet retailers, [shared specific examples here](#) of how image quality can impact conversion.

Notice the difference in quality from low resolution to high resolution images.



The shadow effect on your images also influences how customers see your product:



The lighting of your product photos also matters a lot:





With a little Photoshop skills, you can do this yourself or you can hire an image editing and post production service to get it done for you. Either way, it's important to make sure your product images are perfect.

Use 360° Rotating Images for Even More Detail

Big high quality product images are great, but interactive 360° images give your customers a chance to see even more detail.

There are multiple ways to configure 360° rotating images. They can rotate automatically as shown in the [Underarmour.com product page](#).

Or they can be rotated manually with the user controlling rotation with their mouse by clicking static images as shown in the [Zagg.com example](#).

Address The Ultimate Concern
—Can I Return This?



Address The Ultimate Concern — Can I Return This?

Your product images, descriptions, reviews, and customer service team can help overcome any hesitancy to make an online purchase—but having a no hassle return policy is best.

- ✓ UPS and comScore found that 63% of shoppers check the return policy before buying, and 48% would shop more with a retailer that offered hassle free returns.
- ✓ The Journal of Marketing tracked purchases over time and found that customers who received free shipping on returns actually increased their purchases by 58% to 357% over the next 2 years.

If your customers see a “restocking” fee or some other friction point for returning products they’re not happy with, they will pause before making the purchase and might think twice about buying from you in the future.

ProTeethGuard.com, a company that sells customized mouth guards to help people that grind their teeth, emphasizes their free shipping and 110% money back guarantee throughout their entire website. This is important since their customers are used to purchasing these types of products from a local Dentist.



You don't need to offer a 110% money back guarantee. But assuming you have a customer focused no hassle return policy, you should make this crystal clear throughout the buying process.

Include Text Summary Descriptions And In-Depth Details

Product images are more important than text descriptions, but you should still make sure your descriptions are strong. 79% of people quickly scan the page for information, but many people will dive in deeper to certain details. You need to cater to everyone.

The quick summary should make clear who the product is for and show basic details. For example, the first sentence or two can describe the product, and you show the most important facts and specs as bullet points.

The screenshot shows the Sweetwater.com product page for the Shure SM57 microphone. The page layout includes a top navigation bar with the Sweetwater logo, a 'FREE SHIPPING with NO minimum purchase!' banner, and contact information. Below the navigation bar, there are menu options like 'Shop', 'What's New', 'DealZone', 'News & Research', and 'Support'. The main content area features a product image of the Shure SM57 microphone, a 'FREE SHIPPING' badge, and a detailed product description: 'Dynamic Microphone with Cardioid Pickup Pattern, 40Hz-15kHz Frequency Response, Low Impedance, Included Stand Adapter, and Zippered Carrying Case'. It also displays a 5-star rating based on 115 reviews, 'In Stock!' status, and a price of \$99.00 (down from \$124.00). A '0% INTEREST FOR 36 MONTHS!' offer is prominently displayed. The page also includes an 'Add to Cart' button and a 'Share this' section with social media icons.

The [Sweetwater.com product page](https://www.sweetwater.com/product-page/shure-sm57) above presents the summary information quickly. The image is the focus, there are a few tech specs in the product summary, and the stock and pricing information is also shown clearly.

For buyers that need more detail, there is a detailed explanation of many details about the product and tech specs as they scroll further down the product page.

You could showcase this type of information in a tabbed format at the top of the page so visitors don't have to scroll and it's easily available. Either way, make sure you have summary *and* in depth detailed information about your products available.

The screenshot shows a product page with a 'Tech Specs' tabbed section. The 'Tech Specs' tab is active, displaying a table of technical specifications for the Shure SM57 microphone. The table includes the following information:

Tech Specs	
Microphone Type	Dynamic
Polar Pattern	Cardioid
Frequency Response	40Hz-15kHz
Output Impedance	150 ohms
Color	Black
Connector	XLR
Weight	0.63 lbs.
Included Accessories	Mic clip
Manufacturer Part Number	SM57-LC

The page also includes a 'Get a phone call from one of our sales engineers' button at the bottom right of the 'Tech Specs' section.



Show Product Reviews, Even Negative Ones

No matter how good your own product content is, people want to see real product reviews before they buy. Nielsen [found](#) that 35-57% of shoppers, depending on the product category, considered reviews before buying.

If you fully commit to getting product reviews from customers, you might be thinking *“What if someone leaves a negative review...”*. That’s a valid concern.

A [study](#) referenced by MIT showed that the occasional negative review doesn’t actually hurt sales as much as one would think.

- ✓ If the negative review contains detailed information about why the customer was unhappy, it can actually be a risk mitigator for customers.
- ✓ Detailed negative reviews help them see potential issues that can happen, and they are left with a feeling of *“if this is the worst that happens, I’ll be fine”*.

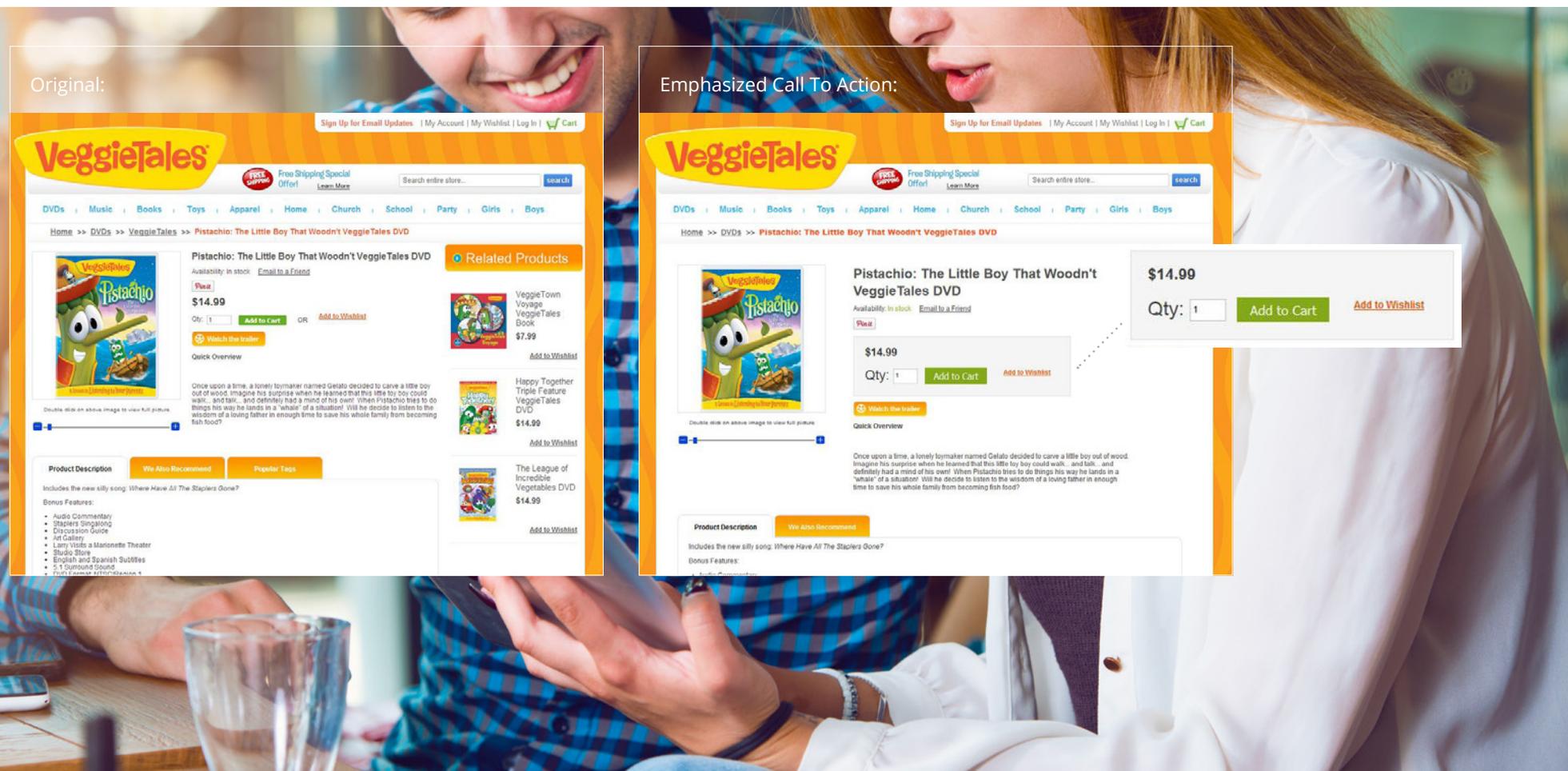
A 2013 study from [Reevo](#) showed that shoppers who actively seek out negative reviews convert 85% more than average visitors. They’re trying to find all the information they need to make a decision, and you shouldn’t hide it from them. If no negative reviews are shown at all, 95% of people suspect the reviews are fake or censored.

If you’re truly doing your best to help customers and selling a quality product, then negative reviews shouldn’t hurt your sales.

Emphasize the Call to Action

The goal of a product page is to get the item into the shopping cart. Product images, descriptions, reviews, and other product information help make that happen. But the call to action to add the item to the shopping cart should be emphasized.

VeggieTales [tested](#) an emphasized add to cart section on product pages and saw revenue per visitor increase by 13.9%.



Taylor Gifts also saw add to cart conversion increase by 10% and conversion rate go from 1.53% on the control to 3.23% on the variation by emphasizing the call to action.

Original:

ADJUSTABLE GARMENT RACK (Item #29433)
was ~~\$29.99~~ now **\$19.99**
★★★★★ 4.5

Adjustable Garment Rack provides easy access to shirts, pants, jackets or other apparel. Handy for laundry rooms; as an auxiliary rack when closets overflow. Notches lock poles into place at the desired height. Adjusts from 37 1/4 to 65 3/4"H. Lower rack is ideal for shoes. Tubular steel, 17 1/4 x 32 3/4 x 65 3/4".

Tell a friend:

Quantity **ADD TO CART** Add to wishlist

In stock and ready to ship? **YES**

[VIEW LARGER IMAGE](#)

Emphasized Call To Action:

ADJUSTABLE GARMENT RACK (Item #29433)

Adjustable Garment Rack provides easy access to shirts, pants, jackets or other apparel. Handy for laundry rooms; as an auxiliary rack when closets overflow. Notches lock poles into place at the desired height. Adjusts from 37 1/4 to 65 3/4"H. Lower rack is ideal for shoes. Tubular steel, 17 1/4 x 32 3/4 x 65 3/4".

Ready to Purchase?
✓ In stock
was ~~\$29.99~~ now **\$19.99**
★★★★★ 4.5
Quantity
Add to Cart
Add to wishlist

[VIEW LARGER IMAGE](#)

Test variations of your call to action on product pages to get more people to add the product to their cart, and increase conversion rate.



Make Products Easy to Find

If someone lands on your website, you need to make it simple for them to find the product they're looking for. Otherwise, they might go back to Google to try to find the product there and land on a competitor's site.

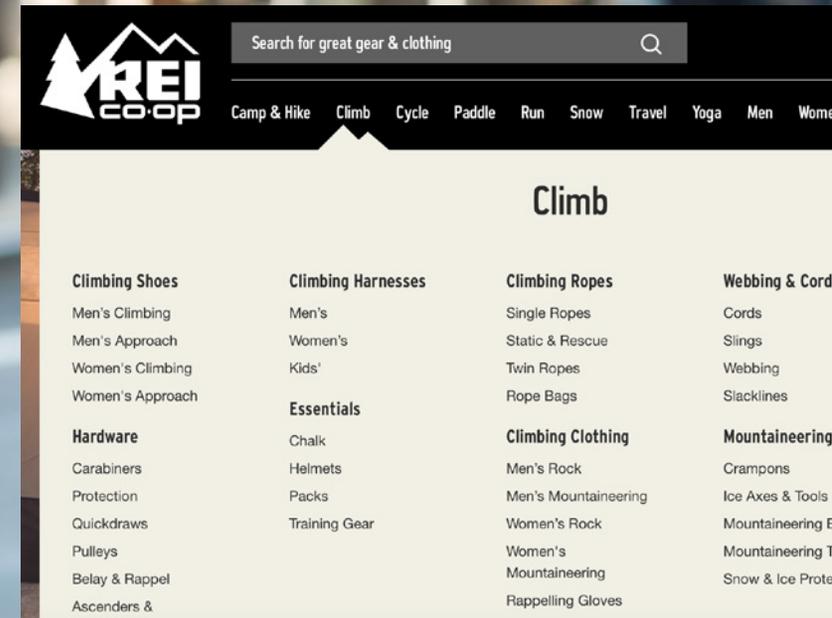
Make Your Navigation Clear and Easily Filterable

Apart from using live chat to personally help visitors, your product navigation is the most influential part of the shopping experience on your site. It needs to be easy to use and effective.

Structure Your Top Navigation Carefully Using Dropdowns

If you sell many products, it's important to structure your top navigation carefully. This makes finding products much easier, just like a well designed brick and mortar store.

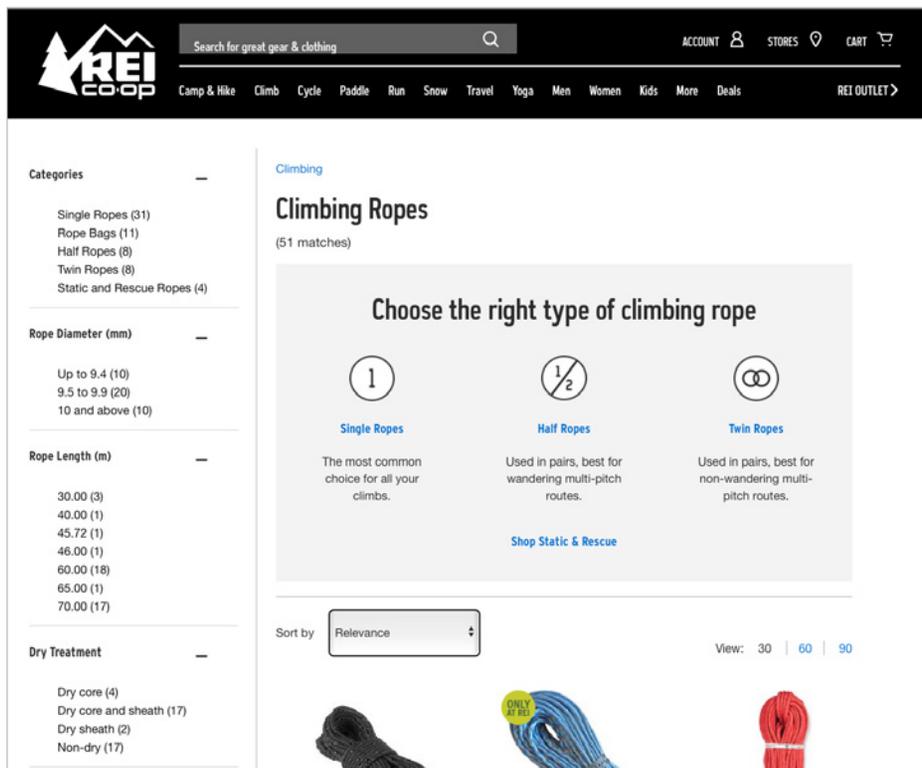
REI.com has been cited by multiple ecommerce case studies through the years as a good example of how to structure dropdown menus. Visitors can click the broad category, such as "Climbing", which then clearly shows climbing related subcategories. This all happens directly on the homepage (or any other page where "Climbing" in the top menu is clicked).



Make Filtering Products Within a Category Easy

Once visitors are in a specific category, you can use sidebar filters to make finding the right product easy. BuyAKilt.com was able to increase revenue **76%** simply by adding filters, so this is a serious opportunity to address on any ecommerce site.

Sticking with the REI example, notice how they make it easy to filter their climbing ropes by the key factors climbers care about: Type, Diameter, Length, and Treatment. Pay close attention to how the Brand of the rope is a filter, but it's below the folder after these other more climbing-specific factors.



Optimize Your Site Search

Some visitors opt to use your product site search if they can't quickly find products another way. An eConsultancy [study](#) found that 1 in 3 visitors use site search. If the experience is poor, they might go back to somewhere they'd expect a better search experience—Google, which may send them to a competitor.

Here are a few ways to ensure you have a strong site search experience.

Regularly Monitor and Tweak the Quality of Search Results

FootSmart was able to improve the conversion rate of visitors using site search by **82%** by implementing a weekly monitoring and improvement process. You can do the same with the simple process below. Monitor how well your search results are performing [using Google Analytics](#).

The Search Terms report shows you an overview of what words visitors search on your site, which is helpful to make sure you're using the right copy on search results. Look for terms with a high “% Search Exits” rate—that means the search isn't helpful for many visitors, and you should tweak the search results for that term.

Search Terms

Search Term	Total Unique Searches
	13,570 (100.00% of Total)
1. bear hug	740 (5.45%)
2. absinthe	199 (1.47%)
3. Santa Teresa	130 (0.96%)
4. the bitter truth	105 (0.77%)
5. smooth ambler	92 (0.68%)
6. atlantico rum	89 (0.66%)
7. bourbon	83 (0.61%)
8. st george	71 (0.52%)
9. Bourbon	64 (0.47%)
10. hibiki	64 (0.47%)

The Start Pages report shows you the page visitors were on when they performed the search, which can indicate exactly where on your website visitors get confused and look to the search box for help.

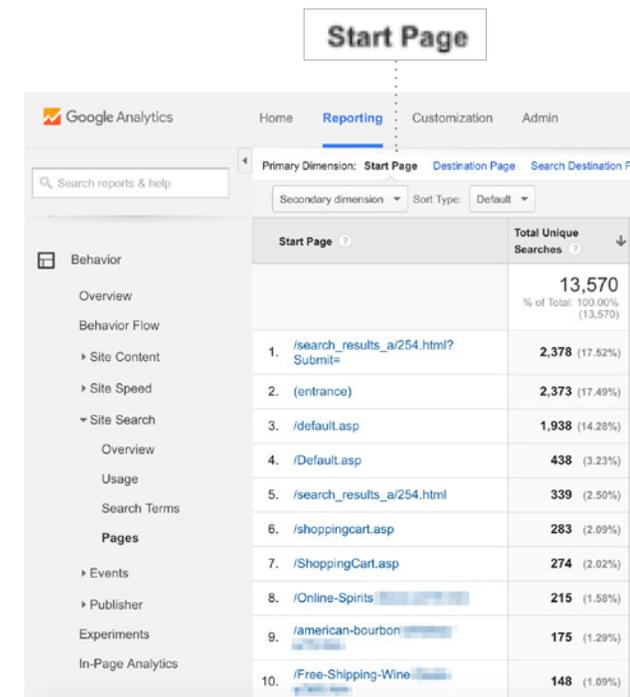
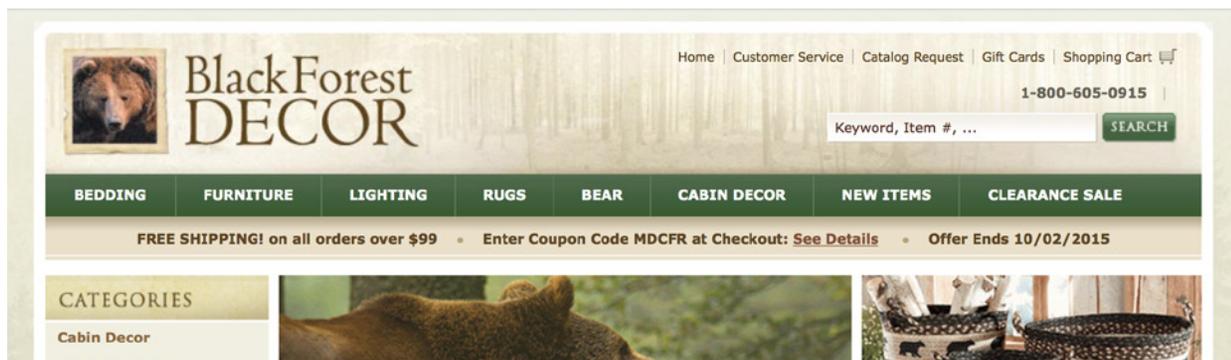
Get in a routine of monitoring this data regularly to see insights you can use to improve the search quality of your site.

If you're struggling with tweaking your site search, consider using a specialized ecommerce search tool. [SearchSpring](#) and [SearchNode](#) are great options. You can automatically suggest search terms, adjust search results, and leverage the data from search in many more ways.

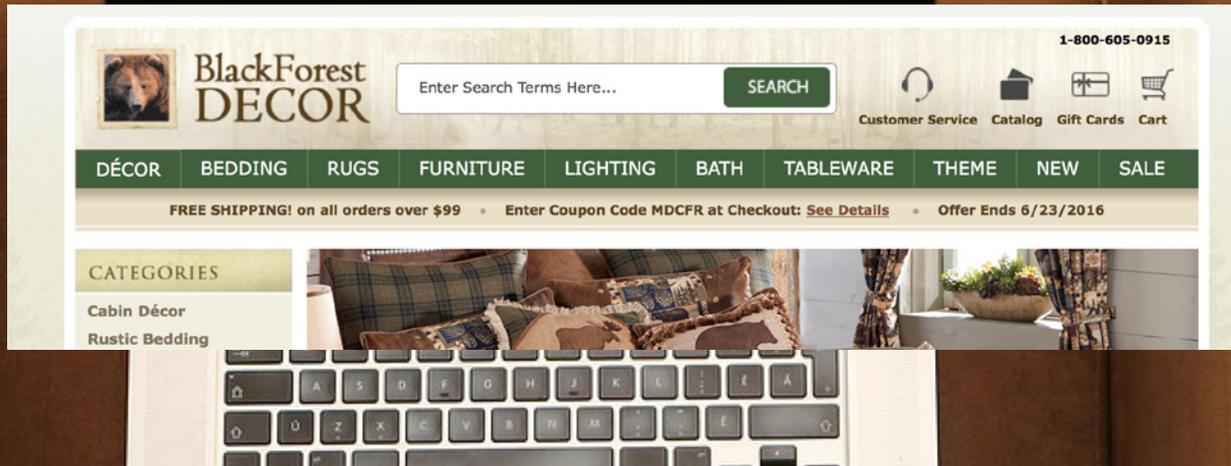
Emphasize the Search Box

Once you are confident the search feature is working well, emphasize it as an option for visitors. Black Forest Décor [tested](#) increasing the size of the search box and centering it on the product page. The result was a 20% increase in conversions and an 84% increase in revenue.

Here's the previous layout of the search box:



Here's the more emphasized version of the search box:

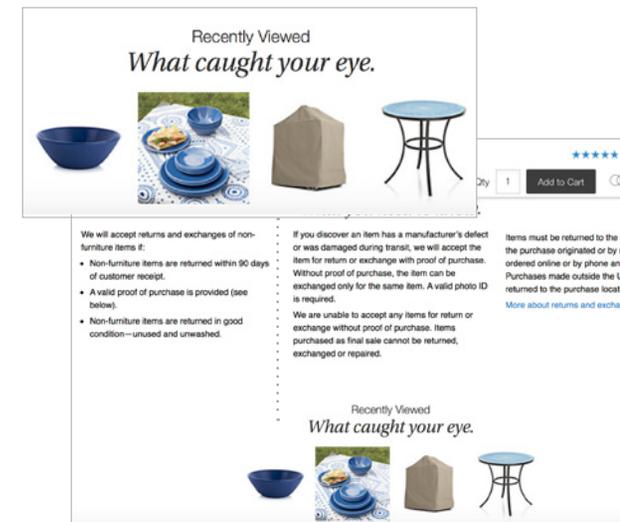


Make Accessing Recently Viewed Products Easy

While visitors are browsing your site, they'll probably look at a few products. They might be comparing different features or checking compatibility between multiple products that they need.

Whatever the reason, if they have to start over with navigation to find certain products again, they might get frustrated and go elsewhere. Using a simple "Recently Viewed Products" section for simple navigation makes it easy to get back to these products.

Crateandbarrel.com showcases recently viewed products in various sections throughout the website, including on specific product pages. Notice how they add a little creative messaging to the "recently viewed" product pages to catch the buyers attention.



Quick Start Checklist



Quick Start Checklist

Conversion optimization is something you can spend years and 100's of thousands of dollars on. It's never "done". But if you haven't addressed these best practices, take action now.

You'll see significant improvements in conversions, and will have a strong foundation to start testing more granular aspects of conversion on your store.

Here's a Checklist to Guide Your Next Steps

- ✓ Use [live chat](#) 12+ hours per day, every day, to help visitors with questions
- ✓ Create comprehensive FAQs and make these accessible throughout the site
- ✓ Streamline the checkout process by making data entry easy or automatic
- ✓ Allow visitors to come back to abandoned carts, and send email reminders
- ✓ Use large high quality images to showcase your products, and consider video too
- ✓ Organize the details on product pages for both quick and in-depth review
- ✓ Gather and publish product reviews from customers (even negative reviews)
- ✓ Clearly shipping and return policies and emphasize the "add to cart" on product pages
- ✓ Make finding products easy with site navigation, search, and recently viewed products

What Now? Focusing On Paid Traffic?

CPC Strategy's Google Shopping Evaluation is a complimentary **60-minute** analysis and assessment of a retailer's existing Google Shopping campaign architecture, targeting settings, product feed, product pages, and profitability metrics.



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We Turn Browsers Into Buyers

