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Conversion Hacks

Conversion Rate Strategies For
Doubling Your Leads & Sales

Conversion Hacks

Below we have listed conversion hacks you can implement into your own business to achieve great conversion rates.

Use Dynamic recommendations.

27% of all Amazon revenue comes from dynamic recommendations.

Optimize loading and speed of your site.

Users tend to leave if a site does not load fast.

Check your hosting plan.

If your site host offers different hosting levels, make sure that you're using a higher performing version.

Optimize images.

You must make sure that your images are not killing your site's performance. Use tinypng for instance.

Make SEO and CRO your friends.

To optimize for both SEO and CRO you only need to change three things that impact Google's ranking algorithm – keywords and on-page SEO, content quality, and user and usage data.

Go responsive.

Responsive design means that your site will automatically "respond" to fit the device a visitor is using. If done right this will enhance the user experience by minimizing the need to resize, scroll, or pan.

Improve your copy.

Your copy should be engaging and formatted in a way that will capture the scanners. Keep pertinent information towards the top of your piece and use subheadings that allow your scanners to easily identify the sections that are important to them. Use words that evoke a strong response and invite action from your visitors. Words like "stunning" or "mind-blowing" are much stronger than using a word like "cool."

Go visual.

Include several high-quality images of your products. These images will provide perspective to visitors and so include shots of your product solo and in use. If you really want to make an impact on potential customers, include video.

Smooth navigation

You want your visitors to have a smooth, seamless experience on your site, and you want them to be able to find what they are looking for. Your search bar must be prominent.

Provide social proof.

If people are buying your products, let everyone else know. People want to buy products that others are using and enjoying. People read and trust online reviews and testimonials.

Simplify the checkout process.

First and foremost, offer a guest checkout option. It is great to get registered customers on your site, but with more and more people using smartphones to make purchases it sometimes just is not feasible to register. Offering the option to login with google and Facebook is also a key feature.

Follow up on abandoned carts.

pay attention to your abandoned cart rates to figure out why these sales are not completed. Make sure that your site design is not contributing to abandoned carts. Something as simple as outbound links on a sales page could be the culprit. If your newly streamlined checkout process is not enough to complete the sale, then be sure to follow up on abandoned carts via email a few hours after abandonment.

Highlight your return or guarantee policy.

Your return and guarantee policies should be front and center. Many e-commerce stores do not offer them, which is a mistake.

Offer free shipping.

People want free shipping, and roughly half of the e-commerce sites out there are happy to oblige. If unconditional free shipping just is not something an eCommerce can do, think about the price point you would need to reach to make shipping free and market that.

Use scarcity and value.

Scarcity and value are powerful motivators. And both can be used to evoke a sense of urgency in a potential customer to close a sale.

Highlight security.

SSL certificates provide immediate security and ease the minds of your customers because the encryption method ensures that their data is always kept safe. Especially in 2020, security on the web is more important than ever.

Accept multiple payment options.

Some people just do not want to enter their credit card information online.

Promote your sales section.

Some people will buy things they do not even want or need simply because they are on sale.

Make your site search and recommendations robust.

Make your search box sticky, so it scrolls as the visitor scrolls. Use call-to-action text: “search” or “find” instead of an icon that users may not recognize. Use autocompletes to offer suggestions.

Make your CTA bold and clear.

CTAs should appear above the fold. You want to guide your buyers down the sales funnel so your “Checkout” CTA should be prioritized over a “Continue Shopping” CTA.

Offer a tangible reward.

If you want them to respond to your CTA, there needs to be a reward at the other end.

Add optimized videos to your landing page.

Adding videos to your landing pages makes them 50 times more likely to show up in Google searches.

Optimize for mobile.

If a user cannot easily make their way around an eCommerce site, they are leaving.

Upgrade your content.

Quality content for your audience is a must.

State your unique selling proposition (USP)

What do you offer that your competitors do not? Something makes your business unique. What is it?

Loyalty perks

Rewards designed to grow as you spend more or use the service for a longer period have the bonus of helping build brand loyalty.

Use psychology to your advantage.

Before consumers decide to buy from it's best to deliver/work in most of these:

- Target profile
- Problem
- Solution
- Objections
- Testimonials
- Risk reversal
- Uniqueness

An eCommerce business must target the right customer, figure out their problem, provide an answer, overcome any objections, demonstrate social proof, minimize risk, and show a quality USP.