Bouncezap

5

Things You Must Fix Before The Holiday Season to Improve Your Website's Conversions

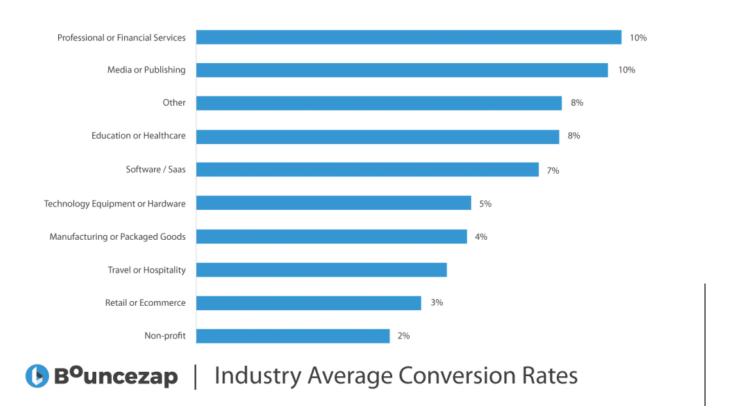Holiday Seasons is a tremendous opportunity for your ecommerce business to make money.

In fact, according to Techradar, U.S. consumers spent a record-breaking $3.34 billion on Black Friday last year, online alone. It's no wonder more and more store owners participate every year.

The most successful of the stores are the ones that are able to convert a huge chunk of their visitors into customers.

You clicked the right place if you want to know why your website is not converting. There may be something wrong with the design, but we are going to share some clues to sort it out.

Your conversion rate is the ratio between people visiting your website, compared to the number clicking through and placing an order. Your page has a low conversion rate if it is not doing at least as well as the average for your industry.

If you are below it, then you are not optimizing your income. You could be throwing away good money if you are not as good as the chart. Shoot for 10% conversions because you could if you try.

Industry	Conversion Rate
Professional or Financial Services	10%
Media or Publishing	10%
Other	8%
Education or Healthcare	8%
Software / Saas	7%
Technology Equipment or Hardware	5%
Manufacturing or Packaged Goods	4%
Travel or Hospitality	
Retail or Ecommerce	3%
Non-profit	2%

Bouncezap | Industry Average Conversion Rates

YOU DO NOT NEED A WEB DESIGNER TO CHANGE PEOPLE'S MINDS

Politicians change voters to supporters, and missionaries hope to convert people in tents. This happens all the time. The clues are the settings they create, and the smooth words they use. You can do this on your website and you don't need a web designer.

In my teens I believed a certain t-shirt was more likely to persuade someone to join me on a date. You get the drift. Conversion rate is the measure of how successful we are at getting people to do what we want. We just need to know the techniques.

I use Shopify screenshots to illustrate the results you could get. Shopify is a leading platform for online stores and retail points-of-sale.

My tips apply equally to Magento, Zen Cart, PrestaShop, WooCommerce, OpenCart and the rest. You do not have to buy Shopify to find out why your website has a low conversion rate.

Converting Purchasers Works the Same Way as Catching Fish

Forget the idea this is too technical. When we were kids and went fishing, the first thing we had to do was to cut the pole. THAT IS THE WEBSITE.

This had to be the right length and the correct thickness for the kind of fish we were going to catch. THAT IS THE DESIGN.
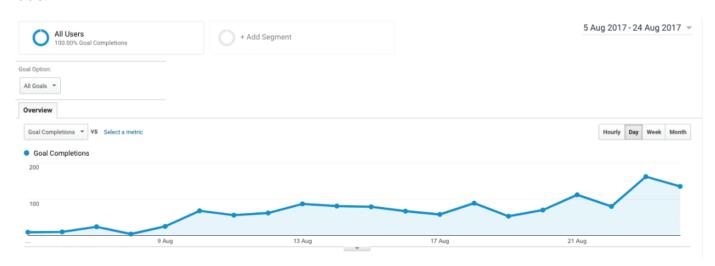
After that, we had to attach the kind of bait we thought those fish fancied. THAT WAS THE CONTENT. Then we dangled it in the water and hoped the big one came along. THAT WAS THE SEO

Most time, we were unsuccessful. THAT WAS THE CONVERSION RATE. Perhaps that's why grown up anglers insist they fish for fun and relaxation. THAT'S A COP-OUT.

Modern fishing tackle are little engineering marvels. There are gadgets that find fish under water, and give feedback on fishing techniques that work best. THESE ARE PERFORMANCE METRICS.

You get the drift. If your website has a low conversion rate, you have to make some tweaks. The same way anglers choose their fishing tackle to land more fish.

I spent an hour tweaking a client's Shopify site. Here's a graphic showing the difference a little effort made.

5 Possibilities Why Your Website Design Has a Low Conversion Rate

First Possibility: The First Impression is a Bad One

We shop on the internet the way we do in brick and mortar stores. If the takeout floor is dirty we don't trust the food and we walk out. E-commerce works the same way. If the landing page looks half-baked, we suspect it is a swindle and click out.

If users do not trust your website, or become confused by the layout, they drift away. YOU WILL NOT SELL ANYTHING UNLESS YOU CAN KEEP PEOPLE ON YOUR PAGE.

On some ecommerce sites, I have to scroll down past images and endless hype to get to the products. If I get confused by a flood of useless information, I go somewhere else where the layout is simple, clean, and tidy.

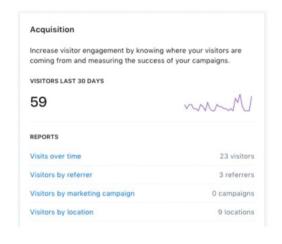LESSON # 1: KEEP YOUR LAYOUT SIMPLE, CLEAN AND TIDY

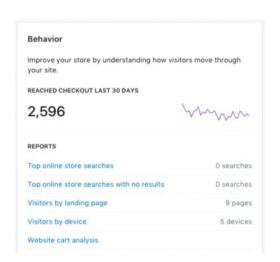## Second Possibility: You Are Confusing Everybody

I just came off an ecommerce site that literally drove me away. I wanted an electronic spare, but the store layout was so bad I got totally lost.

There were dozens of irrelevant items and I got bored with paging down. So I went somewhere else and bought what I wanted.

MOST SHOPPERS ARE NOT TECHNICAL OR SAVVY SURFERS. If your website has a low conversion rate, lay the place out with tips telling shoppers what to do.

Pull a Shopify report a few days later like this one and see how much you improved.
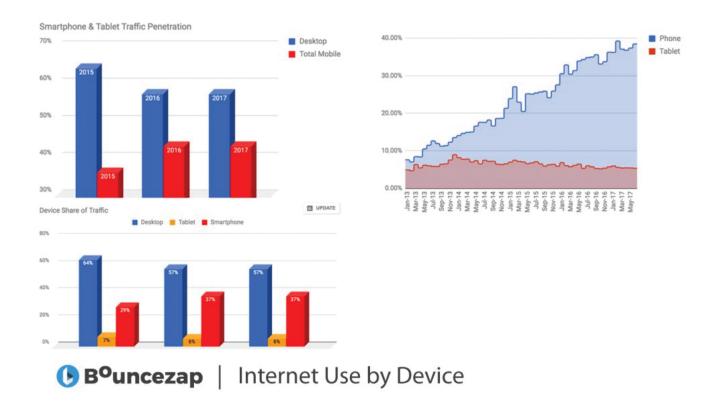
Acquisition		Behavior	
Increase visitor engagement by knowing where your visitors are coming from and measuring the success of your campaigns.		Improve your store by understanding how visitors move through your site.	
VISITORS LAST 30 DAYS		**REACHED CHECKOUT LAST 30 DAYS**	
59		2,596	
REPORTS		**REPORTS**	
Visits over time	23 visitors	Top online store searches	0 searches
Visitors by referrer	3 referrers	Top online store searches with no results	0 searches
Visitors by marketing campaign	0 campaigns	Visitors by landing page	9 pages
Visitors by location	9 locations	Visitors by device	5 devices
		Website cart analysis	

Shopify A/B Report

LESSON # 2: MAKE YOUR WEBSITE EASY TO NAVIGATE

Third Possibility: Your Web Site Is Not Scaling for Mobile

Mobile exceeded desktop in December 2016. The move is still to smartphones as opposed to tablets. Here's a report that makes this trend virtually irreversible.

If you did not make your e-commerce pages scalable this could be why your website has a low conversion rate for mobile. AND MOBILE IS WHERE THE ACTION IS.

Bouncezap | Internet Use by Device

Total online global retail sales touched $22 trillion in 2016. This is likely to amount to 8.8% of all global retail revenue this year. If you want a serious bite of this juicy cherry you need separate urls.

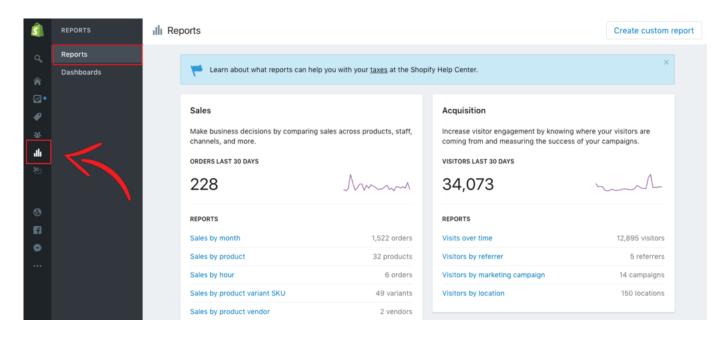### Fourth Possibility: No Live Chat to Help Leads Check Out

If I cannot get to the cashier quickly, I abandon my trolley and the store loses out. I just googled 'find checkout' and I got 21,600,000 results.

When did you last ask a stranger to test your website? DID YOU EVER TRY TO BUY SOMETHING YOURSELF? People want instant gratification. They want to have it now. They only give you a few seconds of their time.LESSON # 4: STOP MAKING IT DIFFICULT FOR PEOPLE TO GIVE YOU MONEY

Fifth Possibility: You Have Dirty Tracking Data

I gave you four reasons why your conversion rate may drop through the floor. But the answer may be simpler. YOU MAY HAVE CHANGED THE SETTINGS ON YOUR DASHBOARD BY MISTAKE.

This may be why your website has a low conversion rate. When last did you check the settings for your metrics? Here's where you can check the settings in Shopify:

LESSON # 5: DON'T BLINDLY TRUST COMPUTERS.

Conclusion

A website has a low conversion rate for a variety of reasons. Some of these have to do with design. Others relate to content or marketing strategy.

You may be able to sort all these problems without paying for advice. Register for our feed to get more great information on these topics.

Once you line things up, you'll be amazed at your website conversion rate. Go get results. Make more dollars with ecommerce.