



Magento®
An Adobe Company

Magento Commerce for Small Business

Ten Tips for Turning More Site Visits into Sales:

How to Increase Your Conversion Rates

This guide is a resource to help you increase conversion rates, and improve your online store's overall shopping experience. Use it as a quick-reference tool or as a primer for learning about the latest conversion trends in commerce.



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Conversion: A Quick Review

Conversion is your ability to get people to buy things from your online store. It can also mean getting people who visit your store to take other actions that might lead to future sales. These include signing up for a newsletter, creating a wish list, or starting a free trial.

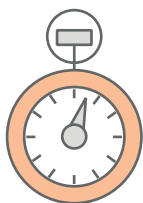
But most often, conversion reflects the percentage of visitors to your site who actually make a purchase. Your conversion rate is calculated as:

$$\frac{\text{\# of purchases (or goals)}}{\text{site visits}} = \text{conversion rate}$$

In preparing this guide, we've identified some easy and not-so-obvious opportunities for increasing conversion rates. The tips outlined here will be useful to even the most seasoned merchants.

Why Are Conversion Rates Important?

Your conversion rate is more than a measure of your sales. It's a measure of how well your store is meeting your customers' needs.



Fast Site Load

Is your site loading fast enough? Are your products easy to find? Is your checkout process fast and secure? Do you offer multiple payment options?



Multiple Payment Options

Your conversion rate is a measure of the quality of the traffic your site receives. Are the visitors you attract your target customers? Are you using promotions and SEO effectively? You can have a great website selling dancewear, but if your site visitor isn't a dancer, chances are she isn't going to buy anything.



Easy to Find Products

So many factors can influence conversion, it's hard to pinpoint just one or two factors as the reason for low or fluctuating conversion rates. Your site analytics can give you clues about why you're not converting more customers.

For example, if you're losing customers at checkout it could be that your customers have security, payment, or price concerns. If you're losing customers on your product pages it could be that you're not presenting enough detail or the right kind of product information.



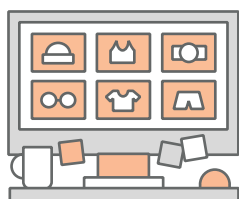
Fast & Secure Checkout

The good news is, there's always room for improvement. Whether your conversion rate is 3 percent (the current **industry average**) or 13 percent, you can always implement new strategies to help increase your sales.

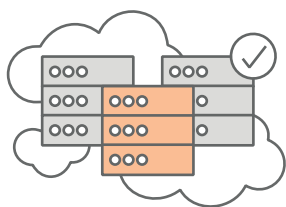
Where do I start?

It used to be that increasing sales and conversions meant increasing traffic volumes. But merchants are now realizing that getting visitors to your online store is only the first step in the conversion process.

Ideally, you want to optimize your site for conversion **before** you invest in strategies to drive more traffic to your site.



**Website
Design**



**Server
Performance**



**Product
Descriptions**



**Checkout
Experience**

Some merchants make the mistake of focusing exclusively on promotions to improve their conversion rates. But it pays to **evaluate and optimize your entire shopping experience** before implementing and optimizing promotions. Everything from server performance to site design to product descriptions to checkout can have a tremendous impact on conversion rates. Look for incremental opportunities to gain your customers' trust, capture their interest, and meet their needs—in addition to implementing promotions strategically.

1. Help Your Customers Find What They're Looking For

One of the biggest reasons shoppers leave an online store without buying isn't because of price. It's because they can't find something they want. There are two easy ways to help your customers find the right products – search and faceted search:

Search

Improving your product search capabilities is one of the best ways you can increase your conversion rate. Your search bar should be easily visible, and should appear consistently throughout your site. You should also enable autocomplete for search phrases, to minimize typing for your customer and present him or her with related search options.

Shol	
Shoes	
Shower Accessories	
Shovels	

Faceted Search

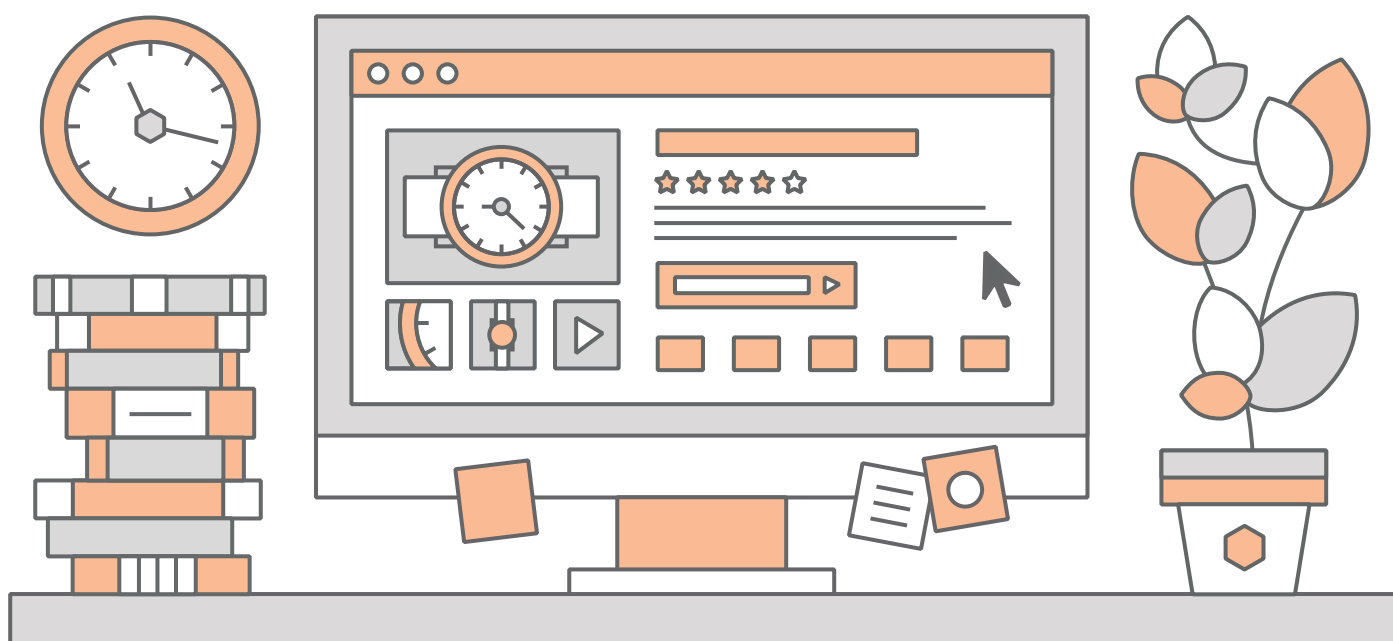
Use faceted search options to help customers narrow their searches according to various product attributes, including category, size, color, etc. And configure your search tool to include common misspellings and synonymous phrases to increase relevancy of results.



2. Merchandise Your Products

Once your customer finds a product and clicks on it to learn more, make sure you're doing all you can to merchandise and sell that product.

This means using **quality images** with zoom, detailed views, and even **video** to give customers numerous ways to view the product. Also, don't rely on canned or pre-written product descriptions. Tailor product descriptions to your specific target audience.



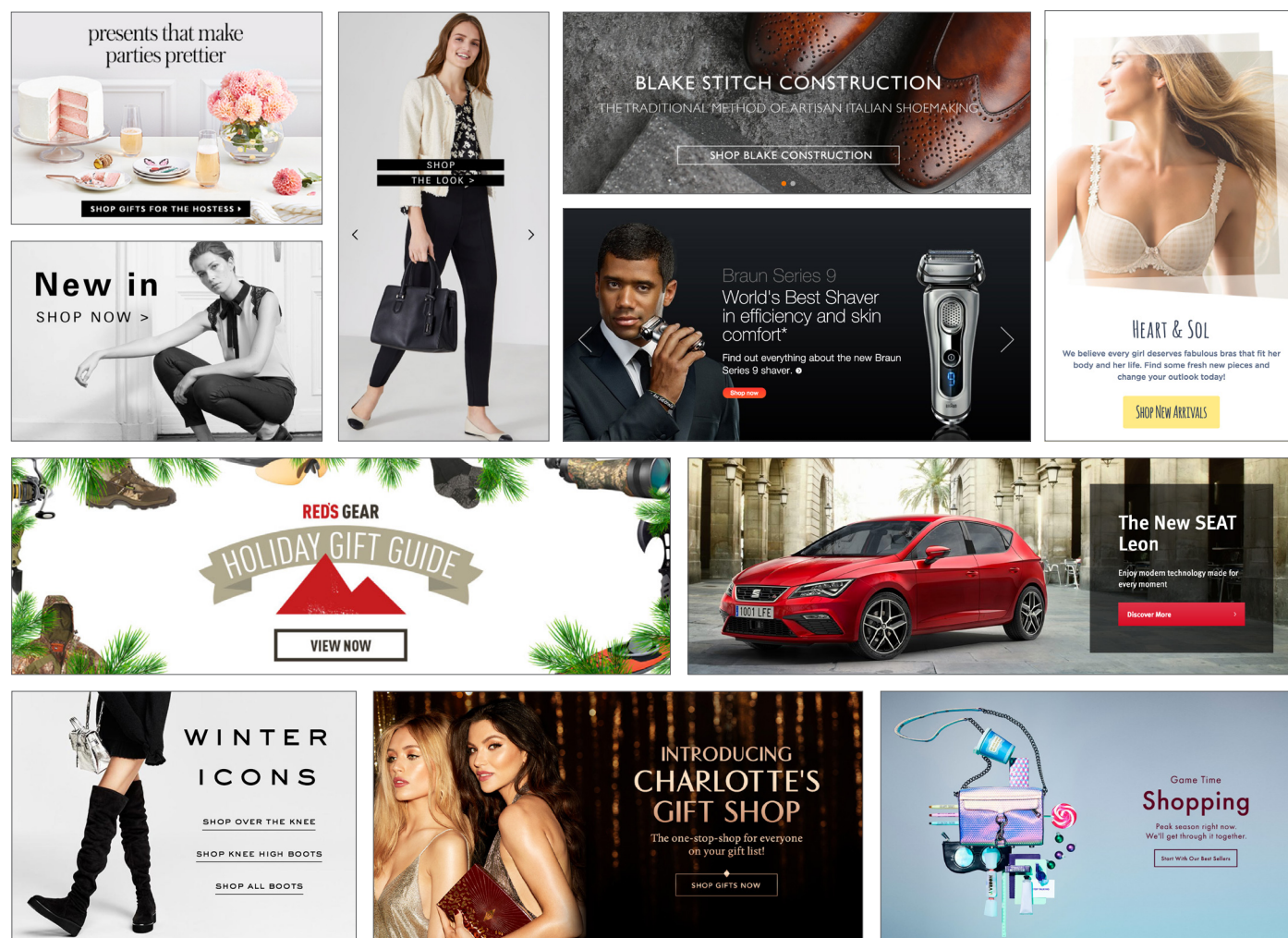
One way to convince customers to buy is through customer ratings and reviews. Reviews engage your customers with valuable content provided by other customers, providing credible social proof to support your product descriptions. Customer reviews tend to answer a range of questions about size and fit, and may also reduce the number of customer support calls.

Another way to showcase your products is to add them to different product categories. The goal is to help customers find the same product through different navigational routes. Likewise, use **up-sell and cross-sell techniques** to expose customers to a greater number of products in your store. Suggest more expensive items your customer might also like (up-sell), or suggest related items other customers may have purchased (cross-sell).

3. Use Clear & Compelling CTAs

Your customer shouldn't have any doubt as to what will happen when they click a button or link.

Do your 'calls to action' convey a clear action? A good rule of thumb is to start your CTA with a verb, and be as concise as possible. 'Add to Basket,' 'Proceed to Checkout,' and 'Register Now' are all good examples.



Make sure CTAs are easy to see, and that you have at least one call to action on every page. Use different colors and font sizes for your CTAs to help your customer prioritize calls to action visually. For example, Buy Now should stand out more than Add to Favorites.

Another thing to consider is primary vs. secondary CTAs. The same rules apply to secondary CTAs as well. While we all want people to buy, we should also be able to convert on secondary goals such as newsletter subscriptions, wish lists, etc. This helps to capture people who are researching but not ready to buy.

4. Make Your Site Fast

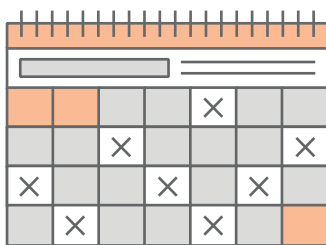
Never underestimate the importance of a speedy site. Online shoppers can and will abandon a shopping experience because of pages that are slow to load. According to a 2015 ***Internet Retailer*** study, if shoppers encounter a slow-loading or stalling site, 50% will go to another site to accomplish their task and 22% won't return.

Start by analyzing your performance metrics. ***Google Page Speed*** and ***Pingdom*** are free tools you can use to measure page load times. Work with your technical team to identify potential bottlenecks and areas of improvement for your specific implementation.

Here are a ***few recommendations*** for overall website performance:



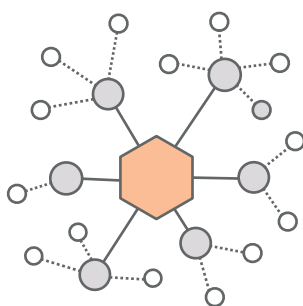
Make sure caching (including query and full-page caching) is enabled on your site.



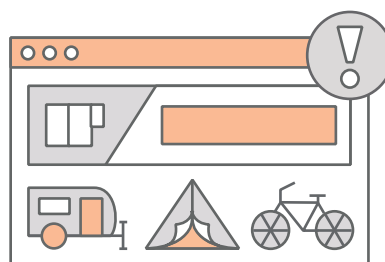
Clean up any inactive CMS pages and remove out-of-date promotions and products.



Archive old orders and limit your shopping cart lifespan.



Use a global Content Delivery Network (CDN) to serve static content and HTML files.



Limit the number of concurrent promotions, and disable any functionality you're not using.

5. Be Mobile Friendly

A growing number of your potential customers will be visiting your store via their mobile phones or tablet computers. According to [comScore](#), consumers spend 66 percent of retail time on cell phones. They're also using smartphones to [comparison shop or check for coupons](#) while in the store.

Make sure customers aren't waiting for image-heavy pages to load or struggling to view pages optimized for desktop or laptop screens. Your site should be easy to navigate on any smartphone without a lot of pinching and scrolling, and images should be optimized for mobile so that they load quickly.



A good way to optimize your site for mobile is to automatically detect mobile browsers and display a mobile-optimized version of your site. The auto-detected mobile version of your site might include a pared-down product catalog with simplified navigation and reformatted pages with big, mobile-friendly buttons and calls to action.

Another solution is to create a separate mobile app for your store. A fully optimized mobile app will speed page loads, help customers locate products more quickly, and speed payment and checkout. If you choose to develop a mobile app for your store, consider offering customers an incentive (a discount with purchase, for example), to get them to download and install the mobile app.

6. Stay With Your Customer

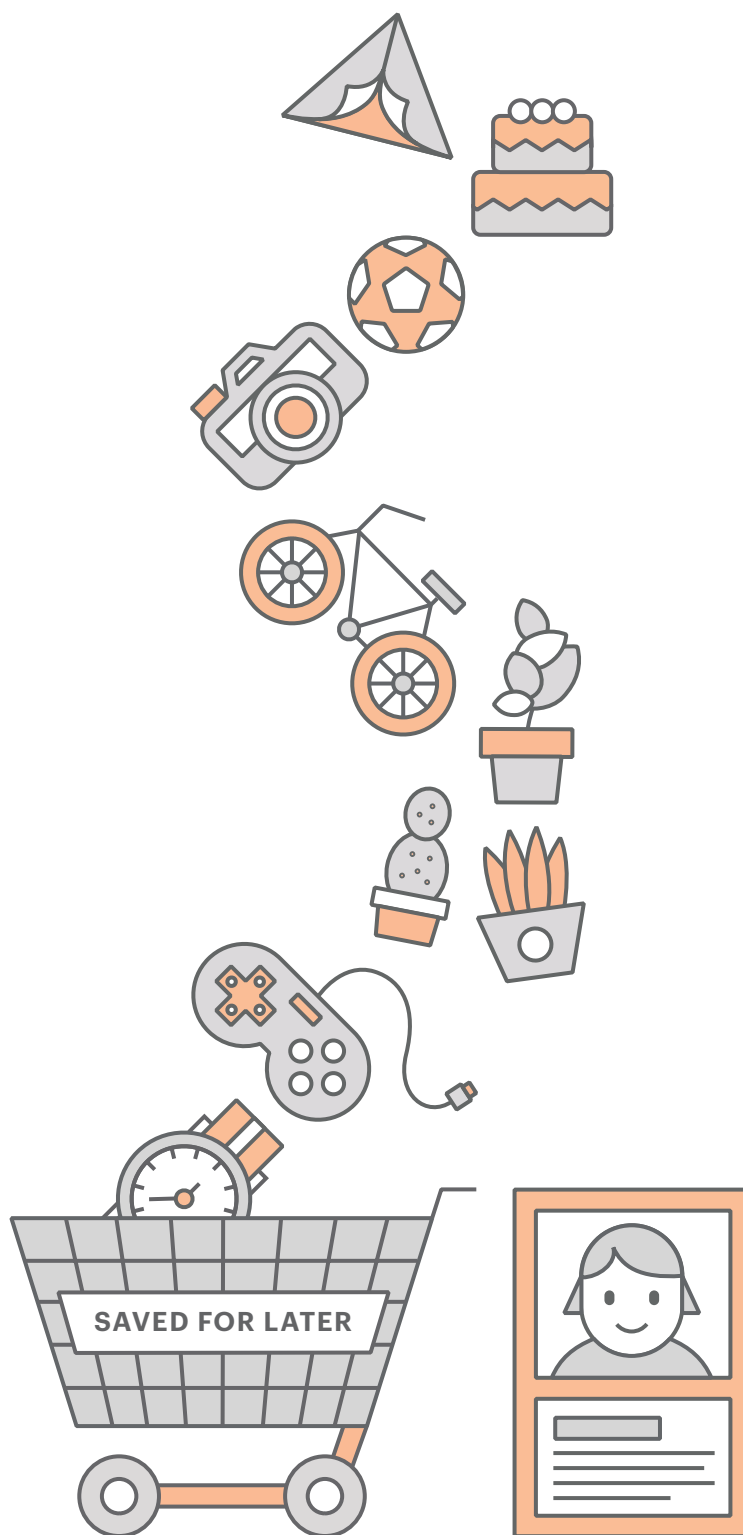
There are several reasons customers abandon shopping experiences, according to conversion experts. But those sales aren't necessarily lost.

The key is to create a seamless shopping experience for your customers as they switch between devices and browsers, and that means enabling persistent shopping cart functionality.

Persistent shopping cart functionality works by establishing a long-term cookie for each device a customer uses to login to your site. The cookie enables the customer to add products to the same shopping cart from multiple devices and locations, while only having to login once.

You can use email reminders to prompt customers to login to save their shopping carts, and send them discount offers and product updates for items they've already added to their carts.

Enabling wish lists and "save for later" functionality are other ways to keep customers engaged until they're ready to buy. You can also enable live chat on the checkout page to try to answer any questions that may stop your customer from completing the checkout process.



7. Keep Checkout Simple

Once your customer has decided to buy, try to move them through checkout as quickly as possible.

Your checkout form should ideally be just one page, with as few required fields as possible. You can always ask your customer for more information later, or invite them to register after they've made their purchase. (A **Baymard study** found that 35% of US online shoppers have abandoned their order during checkout because the site requested they create an account.)

The same goes for advertising or displaying products other customers also bought. You want as few distractions as possible on your checkout page to ensure a seamless process. It's also a good idea to remind your customers via logos and other visible statements that your checkout process is secure, and that your site meets PCI compliance for securing transactions. You don't want security doubts to be the reason a customer abandons a shopping session.



8. Offer Multiple Payment & Shipping Options

Create a shopping experience to meet the needs of different kinds of customers: There are customers who want their purchases right away, and those who won't buy anything unless they get free shipping with flexible shipping options. Increasingly, people are asking for free returns too. So you need to think about what your business brings to the table.



Flexibility is Key

Some customers are uneasy about using their credit cards online, or putting their credit card number into any form, even if very secure. Others wish to finance their purchases over time. Together with PayPal and Braintree, Magento delivers a world-class payment platform in one simple integration.

Braintree

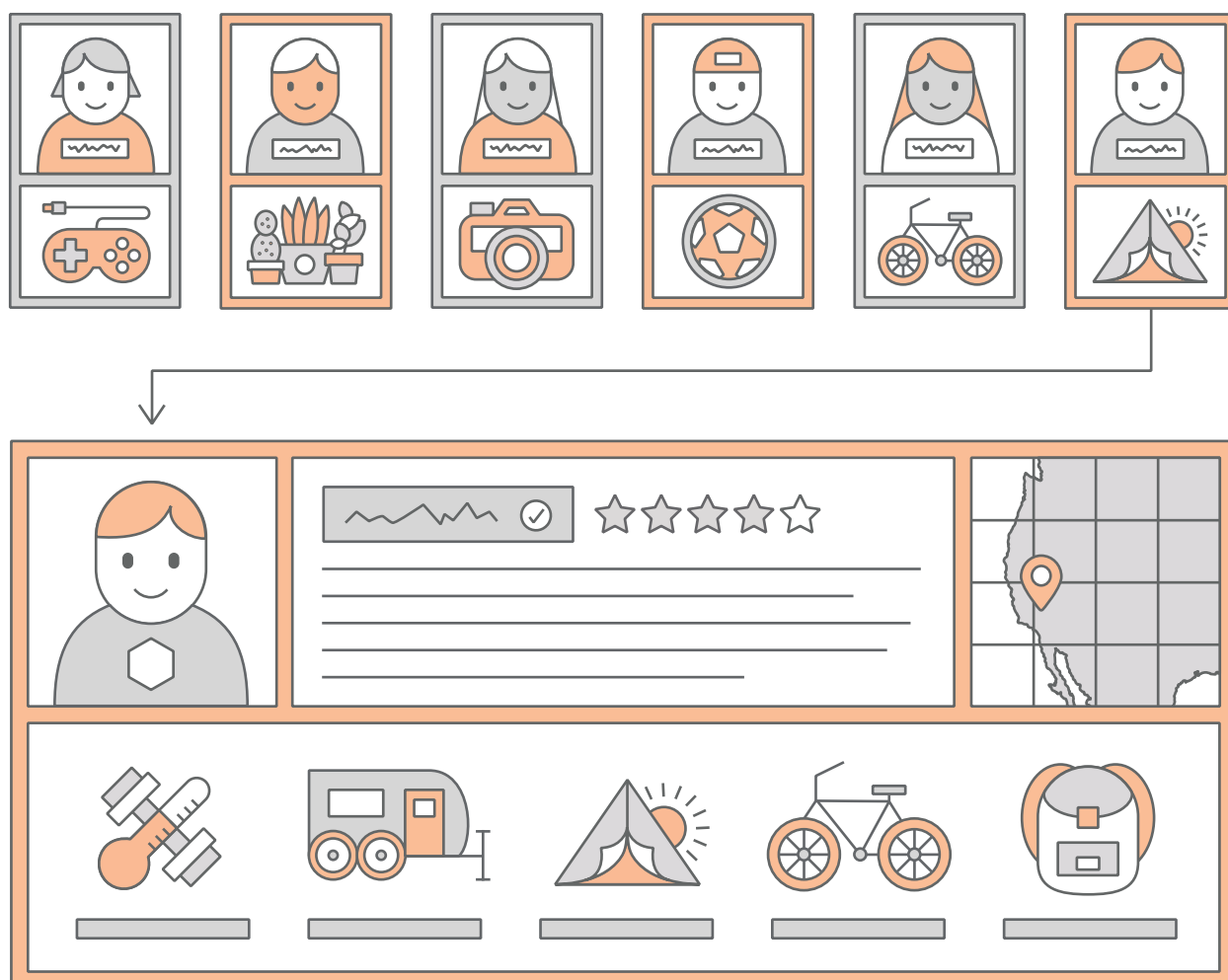
With Braintree's all-in-one payment solution powering your shopping cart, customers can pay via debit or credit card, PayPal, PayPal Credit, Apple Pay, Venmo, Bitcoin—or whatever's next.

PayPal

PayPal's Express Checkout button lets customers pay with a single click using debit, credit, PayPal, or PayPal Credit. It delivers a trusted payment experience that 188 million active PayPal users look for at checkout.

9. Make it Personal

The more you know about your customers, the more you can give them what they want. Segment your customers based on their behaviors (how much they spend, what they buy, how often they buy) and demographics (age, gender, country, city, state, region), as well as other data you collect. You can even collect data about first-time or unknown site visitors and segment them based on items they've browsed, what OS they're using, or how they found your site.



The key is to create and define distinct customer segments, with little or no customer overlap. You'll also want to assign values (return customers may warrant a higher value, for example) to your customer segments so that you can prioritize your marketing efforts for each segment accordingly. Then target those customer segments with special pricing and product offerings, and create email campaigns and promotions tailored just for them.

10. Use Price Promotions Wisely

Once you've optimized your site for performance and usability, it's time to focus on price promotions.

Keep in mind, however, that overusing price promotions could permanently alter the way customers perceive your brand.

Coupons are one of the most effective tools you can use for increasing conversions—especially when those coupons are used to target specific customer groups. In fact, **85 percent of consumers** look for coupons prior to visiting a retailer. Coupon codes are not only popular with consumers, they give merchants an easy way to measure the effectiveness of specific marketing campaigns.



Targeted Discount



Budle Promotion

Be aware that overusing coupons can negatively affect profits—and set consumer expectations that may be difficult to overcome down the road. Once customers begin to expect coupon deals or special offers with every purchase, they may start delaying purchases until a coupon or special offer is available. Be sure all price promotions are consistent with your brand identity and image—and that they don't undercut or alienate your retail distributors.

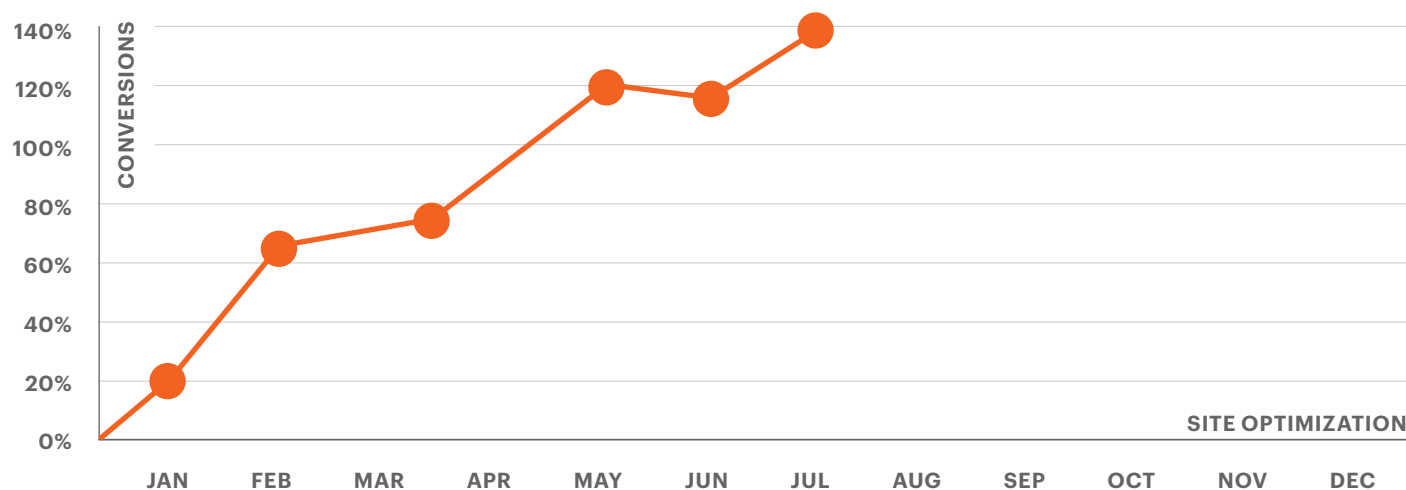
What are some other promotions you can use in addition to coupons? Product bundling and customer rewards points programs can be just as effective at increasing conversion rates and customer satisfaction. In fact, product bundling—offering groups of products together for one (often discounted) price—is often used to increase average order values. Likewise, customer rewards and point programs can provide powerful behavioral incentives that also build customer satisfaction and loyalty while protecting your brand.



Increasing Conversion Rates: An Ongoing Process

Increasing conversion rates should be viewed as an ongoing process, not a one-time event.

You'll need to continually optimize your site to accommodate new visitors, products, promotions, and seasonal events—and that means continually optimizing your site for conversions. The ten conversion tips outlined here can give you a great place to start, and can even serve as a checklist to help you decide where to focus your optimization attention and resources. Not everyone who visits your store site will make a purchase. But some of your site visitors may return to make a purchase at a later date. As you optimize your site, think of ways to maximize the potential for every site visitor to make a purchase.



Learn More



Questions?

We've got a team of friendly commerce experts ready to answer them! We don't bite, but we will help you grow your business.

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About Magento Commerce

Magento Commerce is the leading provider of cloud commerce innovation to merchants and brands across B2C and B2B industries, with more than \$155 billion in gross merchandise volume transacted on the platform annually. In addition to its flagship digital commerce platform, Magento Commerce boasts a strong portfolio of cloud-based omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences. Magento Commerce is the #1 provider to the Internet Retailer Top 1000, the B2B 300 and the Top 500 Guides for Europe and Latin America. Magento Commerce is supported by a vast global network of solution and technology partners, a highly active global developer community and the largest ecommerce marketplace for extensions available for download on the Magento Marketplace. More information can be found at magento.com.