

# 15 Ways to Maximize Conversions on Your E-commerce Website

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Converting potential buyers into loyal, repeat customers is the key to acquiring steady revenue and increasing your profit. Knowing your audience and how to provide them with the solutions they seek will help to secure your spot as a formidable ecommerce competitor.

First, let's define conversions. "Conversion" doesn't just mean to change something into a different form. In this case, it means speaking to your customers' concerns, engaging your customers' interests and solving your customers' problems in order to bring them to a level of comfort, inspiration and excitement worthy of their decision to purchase. Let's take a look at some tips for maximizing your conversions.

### **Keep Track**

Utilize the power and guidance of Google Analytics to see which of your pages needs the most attention with regard to bounce rates, low conversion rates, amount of time spent on page and any other worthwhile factors.

### **Clear Contact Info**

Make sure your contact information is easily visible by making it large, emphasizing it with color and placing it at the top of your site.

### **Clear-Cut Security**

Display your trust indicators, i.e. the Go Daddy secure site logo, the BuySAFE logo, the certified and authentic Secure Site logo, etc. in order to gain the trust of your customers.

### **Highlight Your Call to Action**

Make sure your call to action messages are presented in a pronounced color scheme to make them stand out.

### **Increase Conversions with A/B Testing**

A/B testing is used to figure out what website visitors are doing on your site. This will help to gauge the most appealing way for them to view your site, i.e. color schemes, length of your contact form, placement of your call to action messaging, prices you sell for, etc. This can be achieved with Google Analytics.

Keeping your most important information positioned toward the top of your website is always a best practice.

### **Emphasize Your Offers**

If you have a standard offer such as free shipping, make sure you call attention to it by making it big and positioning it at the top of your site.

### **Make It Easy to Buy**

It's no secret that you should make sure your Order or Buy Now button is prominently placed and easy to see, but did you know that a shopper's ability to find the product is the biggest factor in whether they buy or not? Make your products easy to buy by making your website, its search functions and category organization visible, simple, fast and functional.

### **Prioritize Positioning**

Don't make visitors search for the basics; keeping your most important information positioned toward the top of your website is always a best practice.

### **Relevant Content**

Treat your SEO rankings and site visitors with respect by making sure your content is not only interesting and relevant, but also unique, varied and grammatically sound.

### **Increase Visitor Trust**

This can be achieved by prominently displaying your 800#, site security logos, customer testimonials and helpful information for visitors.

### **Follow Up**

Abandoned carts can be troublesome to any ecommerce business. Instead, use "abandoned cart email" services to remind buyers about what they left behind without purchasing. These have around a 20% success rate in capturing what would have been a lost sale.

### **Keep Customers Engaged and Connected**

Offer whitepapers, newsletter sign ups, Facebook and Twitter connectivity and more. This will keep your customers interested and within reach.

Getting to understand both your customers and their habits will allow you to gain a better understanding of how to cater to their needs.

### **Know Your Audience**

Do they know exactly what they want and at what price they want it for? Make it extremely simple for them to navigate to and buy the product they want.

Do they love to spend tons of time on your site and explore for the sake of the joy that shopping provides them with? Give them great product content (both media and text) to peruse as they find the perfect deal or product.

Do you have shoppers that are generally uncomfortable with online shopping due to being less tech-savvy or particularly concerned about security? Build trust to help them make their purchase with confidence.

Know what type of shopper you cater to (we recommend using an online survey tool such as Qualaroo), and you'll know how to treat them to a seamless online shopping experience.

### **Go with a Guarantee**

If you have a guarantee, flaunt it! Customers want to see that you can be held accountable for the quality of service, product integrity and any other standards of business practice that you operate by.

### **Testify**

Getting a testimonial from a happy client is easy enough. Putting it on your website so others can see the glowing commendations you receive for your customer service, products or other fine attributes is invaluable.

Getting to understand both your customers and their habits will allow you to gain a better understanding of how to cater to their needs in terms of the operations of your business, the functionality and effectiveness of your website and the products and services you offer. At Active Web Group, we align our goals with your success by bringing out your brand's finest qualities. Email us or call 1-800-978-3417 today, and we'll get started on making your visitors into viable patrons, growing your business and your bottom line.

## About Active Web Group

Active Web Group is an industry leader known for its highly effective optimization campaigns and for crafting successful SEO strategies. A full-service agency, Active Web Group also has extensive experience in high Google placement, Programming (all proficiencies including php, asp and asp.net), Email Marketing, Website Content Development, Graphic Design, Ecommerce, Magento Ecommerce, WordPress Ecommerce, Mobile sites, custom solutions and Pay-Per-Click Marketing.

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Contact Active Web Group today at 1-800-978-3417 and allow us to take you to great heights.

