

Psychologische trucs voor een hogere conversie

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Zo ongeveer elk element van een webpagina is van invloed op de kans dat een bezoeker tot een aankoop overgaat. Daarom is het volgens Data Dial belangrijk dat retailers de juiste tests uitvoert. Het webdesignbureau heeft een infographic opgesteld met zoveel mogelijk psychologische trucs om de conversie omhoog te krijgen.

Are you running an ecommerce website?
Want to boost your conversion rate?

Read on to learn the powerful mind tricks used by successful online retailers. Applications are discussed for each trick.

Human nature means we are easily influenced by peer groups. This is why successful online retailers use the 'social proof' technique.

and by your problem
help done much that good.

way to satisfy customers,

would to your clients.

There are certain pricing triggers that either put people off or cause them to click. However, not all target audiences are the same, so it's also about finding what does and doesn't work for them.

Scarcity, Fear of Missing Out (FoMO) or Loss Aversion

Vile we hardened to have scarcity, in reality, scarcity means the difference between life and death. As an online retailer, you can take advantage of this psychological factor.

Size | weight and Colour:

The way the site is laid out can have a dramatic effect on a person's psychology. These tips will help you get it right.

Photography and Video

The problem with online shopping is that you can't touch and smell the product. You can, however, actually recreate that sense of 'real-world shopping'.

Closing the sale at checkout

Okay, you've laid out your website perfectly, compelled them to place more items in their basket than they need, now for the final hurdle: closing the sale. Many ecommerce websites fail.

Reciprocation and Commitment

Reciprocation is the idea that if you give something to a prospect they'll give you something in return i.e. a sale. Sincerely, if you give away something for free with 'no-strings-attached' they'll tend to

nothing is certain to something	nothing is too uncertain to give something back.	I beg't but beg'st they be renew'd price with a sale.
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“We worked in this industry for 20 years. This is unusual.”

Take these mind-tricks and turn casual users into loyal buyers!

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