

17 tips voor meer omzet met je webshop

08-03-2021 13:35



Tijdens de coronacrisis deden nog meer klanten hun aankopen online. En deze trend zal zich voortzetten, zeggen deskundigen. Maar dat betekent uiteraard niet dat klanten vanzelf wel naar je webshop komen en daar ook meteen van alles en nog wat kopen. Maar kleine veranderingen kunnen al een groot verschil maken, zegt het team van Zissu. Een infographic met zeventien waardevolle tips voor je webshop.

17 eCommerce Conversion Boosters



Highlight Product Benefits Clearly

Highlight the reason why someone should purchase your product. Use infographics if a certain item is made from certified organic ingredients or that they're 100% cruelty-free.



Personalization

51% of consumers expect eCommerce websites to anticipate their needs and make relevant suggestions. Marketers see an average increase of 20% in sales when offering personalized experiences.



Upsell and Cross-Sell

Recommend relevant product add-ons to what a customer is already looking at to encourage users to buy a complete kit.



Simplify the checkout process

Offer two options to shoppers: add the product to cart and continue browsing or buy the product directly.



Guest Checkout

34% of shoppers have abandoned carts because the store wanted them to create an account to complete the checkout.



Useful and Valuable Content

Leverage blogging to educate, inform, and engage your target audience.



Reduce Price Shock

If you're charging for any other thing (like tax), make sure to mention it on the product's page to reduce price shock and increase the likelihood of conversion.



Remarketing

In remarketing, you show visitors the exact products they viewed/shopped on your website while they browse the internet.



Limited Time Offers

It appears to the shoppers' FOMO (fear of missing out) and encourages them to purchase instantly.



Live Chat

Live chats lead to a 40% increase in the conversion rate. Activating live chat helps build a direct connection with potential shoppers right when they're considering to purchase your products.



Trust Badges

The challenge is to build trust with shoppers on their first visit. They want to know if they're dealing with a legitimate store that follows industry standard security practices.



Easy navigation

Logically structuring your products makes it easier for your customers to find the products they're looking for. It includes enabling advanced sorting features to help users find specific products from multiple versions.



Product Images and Videos

High-quality product images and product videos help shoppers visualize the items they're buying. This helps increase conversion rates as well as reduce return requests.



Highlight Your Return/Refund Policy

Around 67% of consumers check the return policy before making a purchase. Having a great return/refund policy reduces fears and last-minute hesitations. It also encourages them to proceed to a purchase.



Customer Reviews

72% of people read reviews before taking any action. Having customer reviews on your website can increase the conversion rate by 18%.



Abandoned Carts
Email marketing helps to target abandoned carts and increase your conversion optimization rate. In fact, 28.3% of all eCommerce revenue comes from successful abandoned cart emails.



Notifications

An out-of-stock item doesn't mean you have to lose the customer. When one of your products is sold out, you can still attract shoppers by giving them an option to leave their contact information so you can notify them when the product is available again.

