

8 Significant Elements Your E-Commerce Site Needs To Increase Conversions

How to Increase Your Website's Conversion Rate

Setting up and maintaining an e-commerce site is no joke. It can be very difficult to draw in clients and ensure they proceed with a checkout. Many people simply add items to cart and leave it hanging for one reason or the other. Many times, there are certain elements on your website that can make all the difference, changing your client's perspective and user experience will help you to capture them for longer and ensure sales. Here we have portrayed some of the most important elements of your e-commerce site that are worth the extra time. They will certainly boost your revenue and fortify your traffic.

1. No questions asked

The best approach to ensure your client makes it to the end is to give them the minimal possible opportunities to rethink their decision. This means you need to eliminate the questions and the popup asking 'whether the client is sure'! Of course, he is sure the first time he clicked the buy button but repeatedly interrogating him may make him think otherwise. Try to leave minimal options for them to select. A simplified approach is as follows:

1. Allow clients to add objects to cart
2. Prompt all the important info such as billing address, payment method etc. on one page
3. Proceed to checkout

This three-step procedure will ensure the buyer has minimal rethinking time and is not irritated with annoying questions.

For example, a simple notification saying they have purchased the product suffices, along with the delivery time. This approach helps limit the no. of pages in the final checkout. Moreover, it has significant benefit in ensuring sales.

2. Instill trust

Just like buyers and sellers in real life, clients are looking for solid assurance before they proceed to purchase your products. For instance, for an online e-commerce site, certain elements help highlight the authenticity of the site. These include:

- Authentic buyer reviews
- Money back warranties
- Free returns
- Money back testimonials
- Secure payment portals
- Trust pilot
- Encrypted checkout

All of these different aspects help fortify the trust of the buyer. This makes it even more likely, that he will proceed with the checkout.

3. Take advantage of the live chat feature

Yes, it can be a bit hectic, having someone to answer the live chat any time of the day. This feature is one of the many ways of building customer confidence and increasing sales. Often clients are simply stuck in a little spot and some small help from the center scores a sale. Online chats are wonderful means of interacting with clients and motivating them towards a purchase. You can also direct them to different items. As for the part where you have to attend to the chat 24/7, there are ways to counteract it.

1. You can lay down certain timing every day
2. Incorporate an auto-generated message

3. Take the chat directly to mail in case of unavailability
4. Assign a telephone number

4. Incorporate customer feedback

There is nothing like an authenticity stamp than an actual customer review. The more reviews you have, the more people are going to trust you. This is an important way of building confidence. Being a blogger, you may have noticed the positive reviews and feedback on other blogs and e-commerce sites. This feedback leaves a great first impression. In addition, it also helps to highlight your good qualities. People feel reassured when they see that there are other people like them. Plus, a client is more likely to buy an item once they spot a similar customer leaving a good review of the product. We highly motivate the use of authentic reviews on your site. Adjust them along with the associated products preferably which will help to drive in relevant traffic.

5. Notification tags

Often clients need to be notified of the products repeatedly. Sometimes you can text them the new offers on certain products. For instance, if your site chooses to put up a sale send over messages describing it as well as occasional messages highlighting different products. This will:

- Peak consumer interest
- Attract potential buyers
- Increase popularity and work as an advertisements
- Convert newcomers into permanent clients

Employing these tactics will help you gain an advantage on multiple fronts. It will also help assure other people of money back guarantees as well as returns. This is because different customers will have a different experience and will certainly share it on the website. An immediate plus for you!

6. Countdown timers

This new tactic is a great addition to the e-commerce market. It helps users clinging on to every second. Introduce deals with a countdown timer. Moreover, this will limit the time for the client and motivate him to make an early decision. It also helps ensure that clients actually proceed with the purchase. As they know they might miss the deal, chances are they will proceed with the order, immediately! Countdown timers:

- Effectively create a state of urgency for the client
- Motivate clients to revisit for different deals
- Ensure checkout and reduces cart abandonment

7. Include a package

One other element on e-commerce sites is the package where a buyer has to select a certain amount of items to get a lower delivery or free delivery. This allows clients to look for multiple things that he may or may not need necessarily in order to avail a free delivery. Although you will pay for the delivery, the extra surge you got from the additional products the client bought can cover for it. This is one of the latest means of captivating buyers and motivating sales. However, you need to be consistent with this regime and offer reasonably proceed items along with the expensive ones in order to ensure a purchase. If you increase the prices chances are

1. Clients will avoid a purchase simply because of cost to high
2. Many buyers tend to refuse a checkout when they see a high total
3. Multiple cheap items are acceptable for a client but multiple expensive items provoke thought.

Hence, the package deal is something that you need to play wisely. You need to understand the mentality of the person in order to attract a purchase. Where you are gaining orders, you also need to offer clients something in return.

8. Prompt delivery options

One thing you can do to improve your site offers a prompt delivery option. However, you need to include a time limit for it. This way, clients who need it will order it for sure, without wasting time rethinking. In addition, the option helps encourage clients to place an order and checkout immediately. It also helps take the clients mind off the price and the actual need in favor of a prompt delivery. The satisfaction of receiving the product at an earlier date helps to outshine other problems. Furthermore, these clients' will surely shop again and leave a good review, which will boost your e-commerce site in multiple ways. It will

- Boost sales
- Improve reviews and attract more clients
- Increase permanent clients

These different elements will help address the many ways of improving your e-commerce sites. Many of these tips are simple and can be easily incorporated. Use them to boost sales and increase traffic. They are some of the authentic means of advertising and boosting product sales, which will surely boost your business as well.

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