Supercharging Your 2022 Holiday Ecommerce Profits!

Conversion Rate Optimization

NATIONAL POSITIONS
PROFITABLE INTERNET MARKETING

Why Conversion Rate Optimization Fuels Profitability

Conversion Rate Optimization Approach

- Heuristics

- Analytics
  - Pinpointing Funnel Breakdown
  - Conversion Variations by Traffic Sources
    - Sources
    - Demographics & Geographics
    - Devices
- Heatmaps and real time recordings
  - Lucky Orange & Other Live Toolsets
  - Uncover User Friction & Bottlenecks
  - Live User Interaction Psychology
- Customer User Surveys/ Polling
  - Uncovering User Needs
  - Uncovering Unknown Friction
  - Onsite Polls/Surveys (Non-Buyers)
  - Post Purchase Surveys (Buyers)
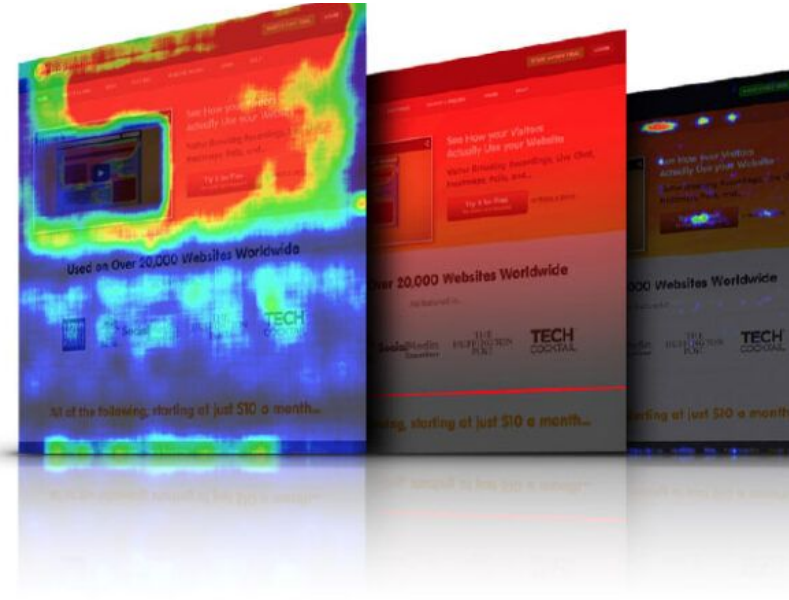
Our CRO Process

- Hypothesis Creation
  - Page Mock-Ups
    - *Creation*
    - *Coded*
- Applying Testing
    - *Google Optimize*
- Post Test Analysis
  - *CRO Improvement over Benchmarks*
  - Winner Selection
- Iterate/Repeat!
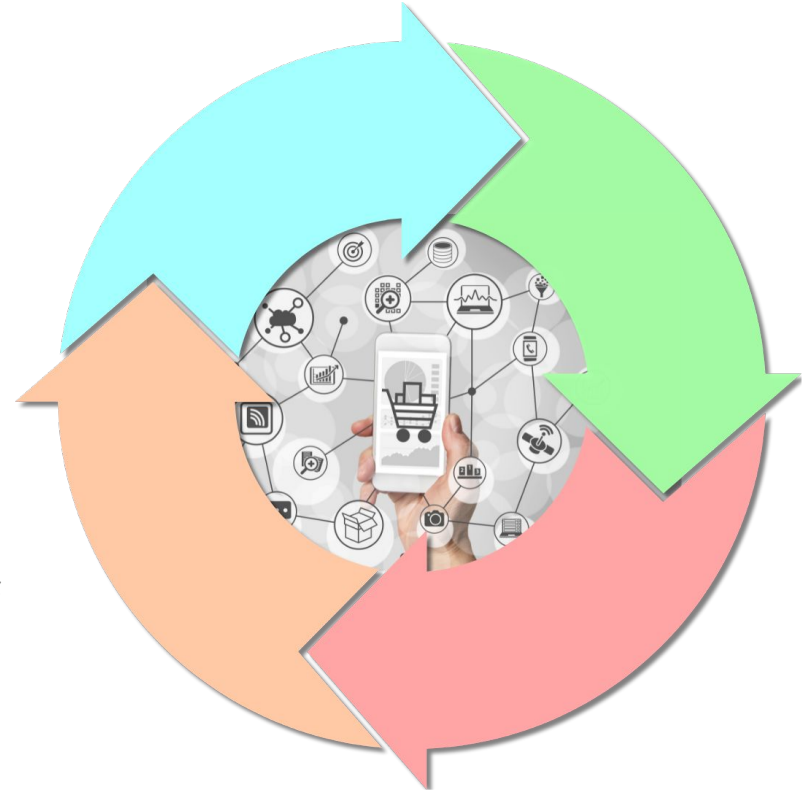
Do you have home page suggestions?

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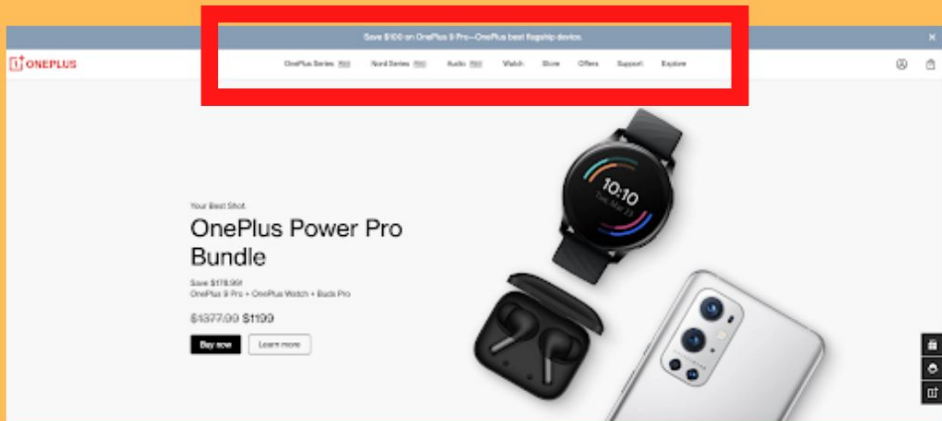PROFITABLE INTERNET MARKETING

Navigation And Focus

01

Arrange your most popular product lines in your header from left to right - beginning on the top left of your website.

Separate these "static" options from promo codes or special offer CTA's which can reside on the far right of your header, or elsewhere on the page.
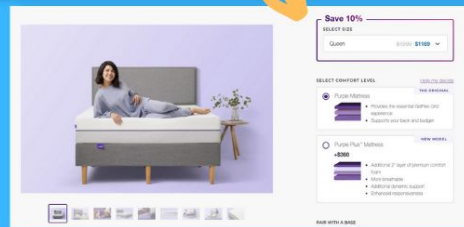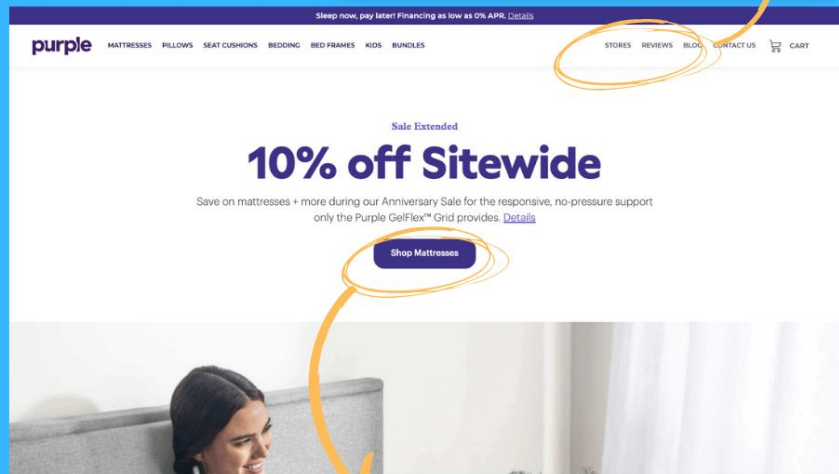
02

A/B test promotions and purchase options surrounding the buyers intent that address changes in the customer's preferred shopping experience.

These may include: Shipping / BOPIS Options, offline retail locations, availability/scarcity, etc.
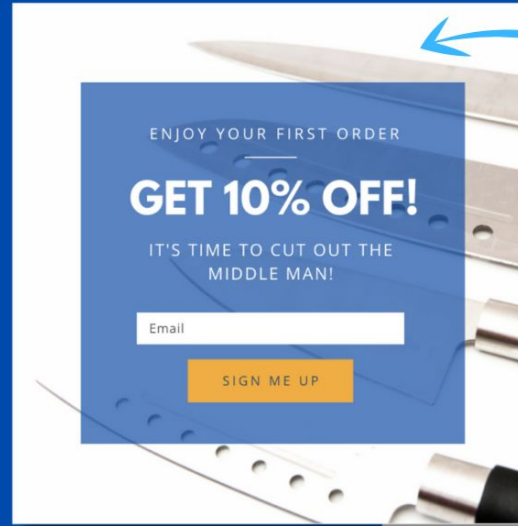
Keep Promo Invites Simple

03

For introductory (or most other) pop-ups simply ask for a single piece of information.

Ask for an email address where you will send them their "promo code," or a phone number for their SMS text with their promo code. Better yet A/B test for each - but only ask for one.

First Impressions - Above the fold

04

Consider being a bit more conservitive with your "above the fold" imagery. Featuring various products within your above the fold content can wet the appetite of your customer to scroll below the fold to learn more about what you have to offer.

VS

BLACK RIFLE COFFEE ROASTS
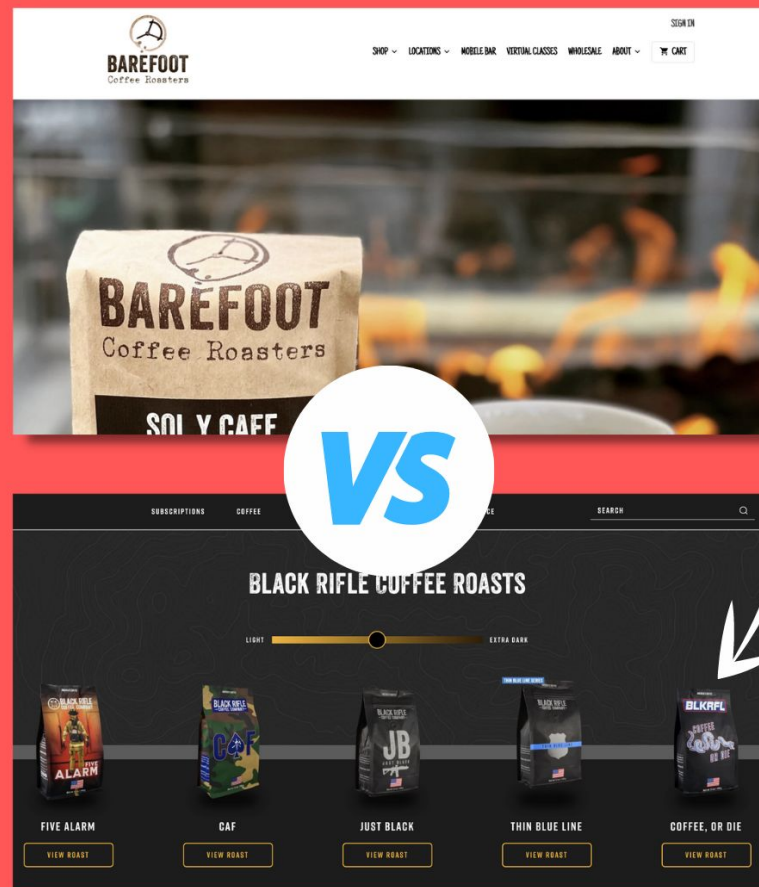
Prioritizing Mobile

05

From your site UX to promotions prioritize the mobile experience first and foremost!

"Trim the fat" when it comes to extraneous form fields or navigation and make everything simple to click, swipe, and add to cart with one hand.

Make images bold and easily recognizable and copy simple to read with a glance.

DESKTOP EXPERIANCE

VS

MOBILE EXPERIANCE

- 55% OF ALL PAGEVIEWS
- NEARLY 50% OF ALL SEARCH TRAFFIC
- 45% OF ALL ECOMMERCE PURCHASES (USA)

NATIONAL POSITIONS
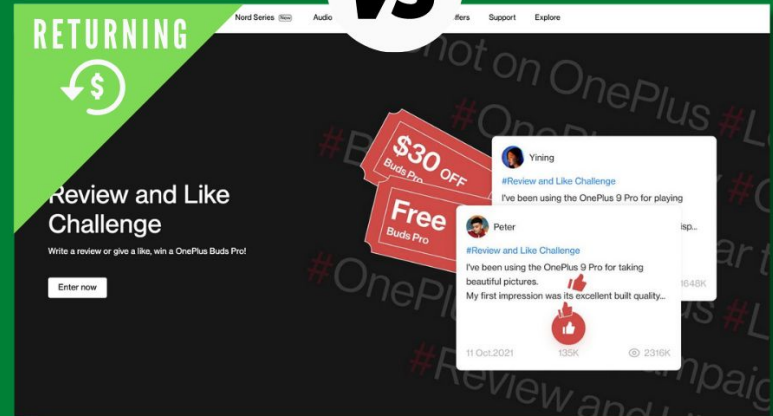PROFITABLE INTERNET MARKETING

Personalize the Experience

06

Capitalize by providing a more granular experience to returning visitors based on: previous behaviours, products viewed, or purchases, with personalised offers or promotions.
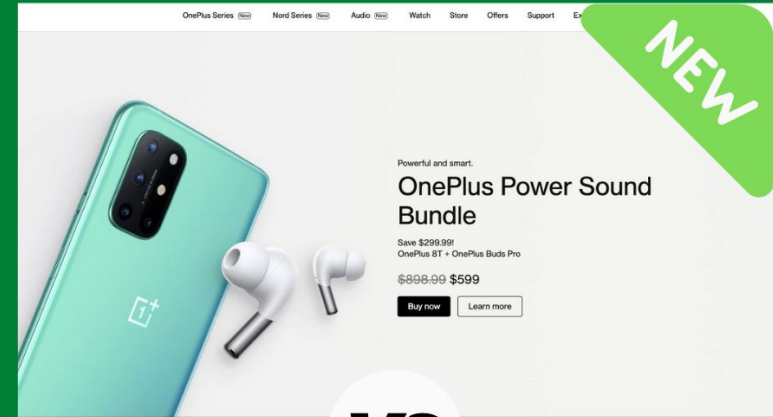
Calls to Action

07

Don't bait and switch with CTA's, doing so can damage any trust you have built - causing prospective customers to leave your site and seek out a competitor.

Whatever your CTA says - continue with the "action" that you are advertising.
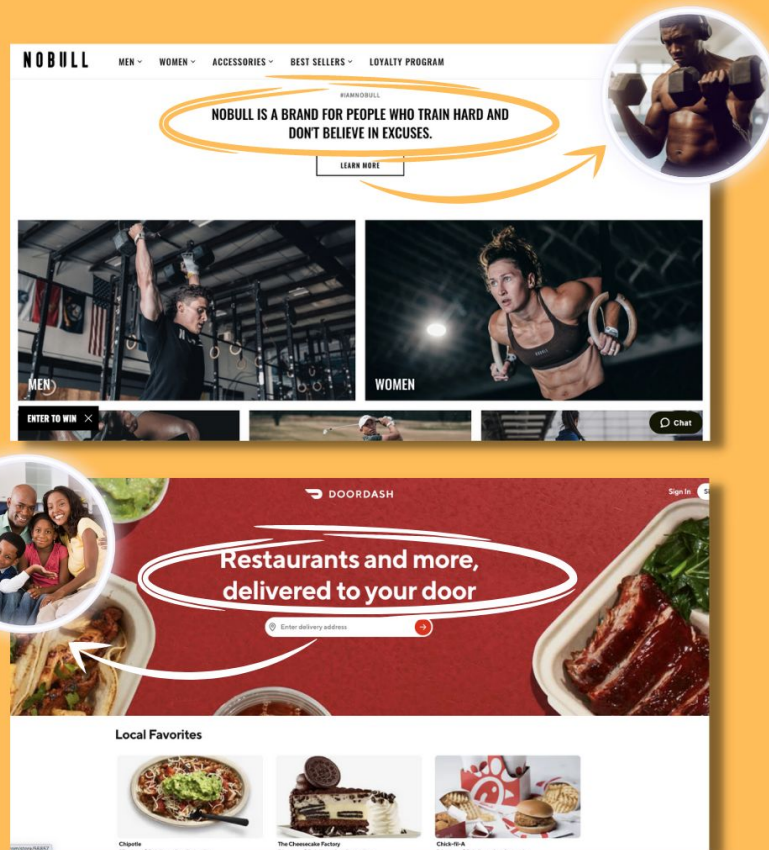
How do you improve messaging and reduce friction with CRO?

Pinpoint Messaging

08

Consider how you would speak to a customer in the real world about your product. Would you be more casual or direct? More conversational or factual?
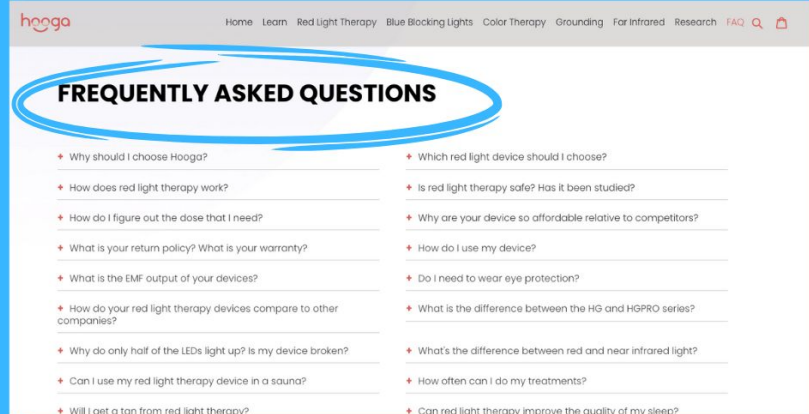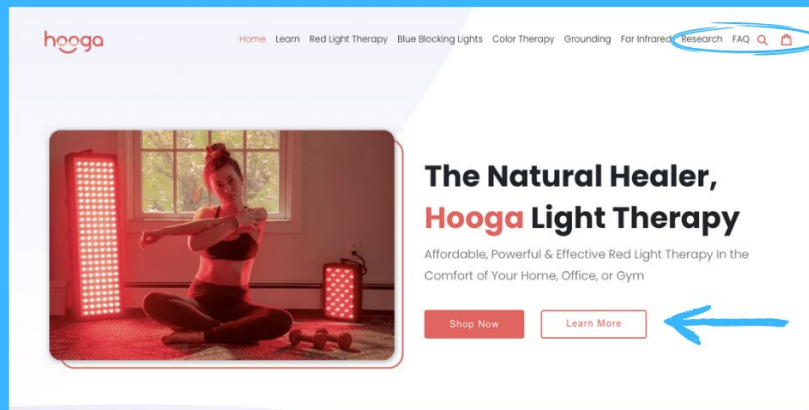
Try using this curated brand tone into your category and product pages.

Crushing Fear & Reducing Friction

09

As you uncover common points of friction address them with an up to date FAQ that is easily accessible. You can also take this a step further by providing a chatbot (live or programmed) on your website.
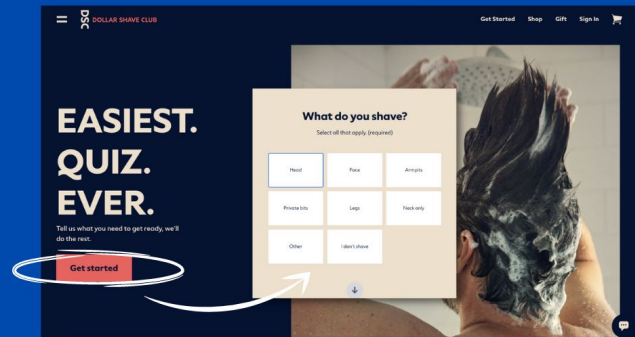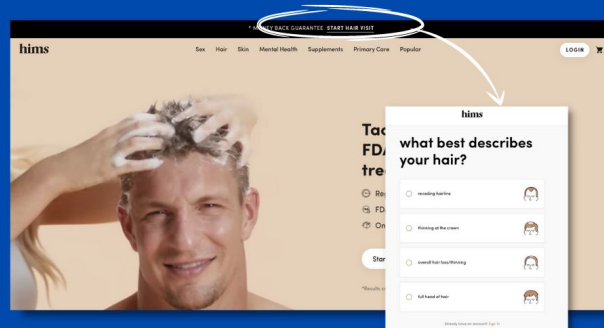
Make Choices Simpler

10

If options are part of your product line consider walking then through the process with either a multi step checkout or separating into basic and advanced options.

This can help reduce "checkout anxiety" or analysis paralysis over too many up-front options.

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Any CRO Suggestions for product descriptions or product detail pages?

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Reducing Friction

11

List the top ten common buyer friction points (or fear points) and see what you can alleviate with a guarantee.

This might be price matching, hassle free return policy, or 90-day satisfaction guarantee. Start testing and see what resonates.

12

Start batching product by type and lay your products out in a simple to navigate "tile" format so customers can pinpoint their options.

This will help reduce friction caused by extraneous clicks, back clicks, and swipes.
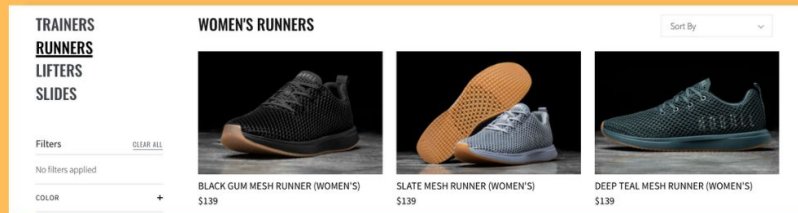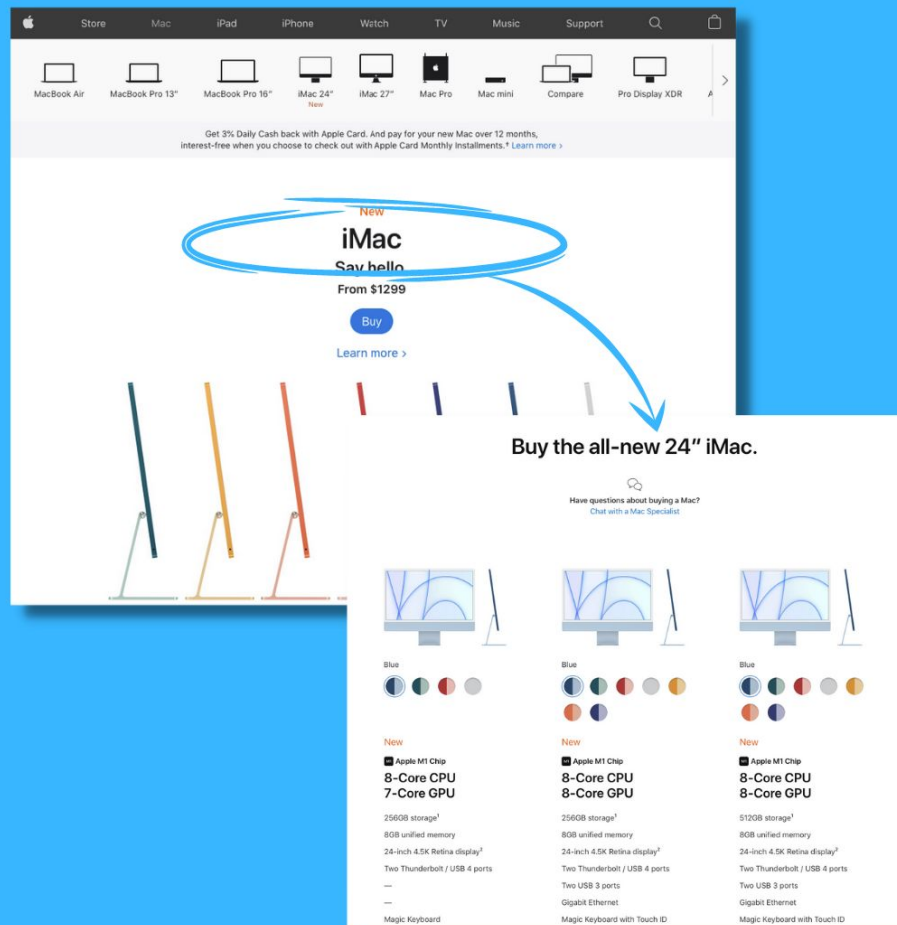
Highlighting the "Right" Features

13

Consider your customers perspective, do they care more about how it's made or how long it will last? Do they prefer quality or long term support?

Take stock of customer reviews or appreciation communications and test out featuring what these top value points.
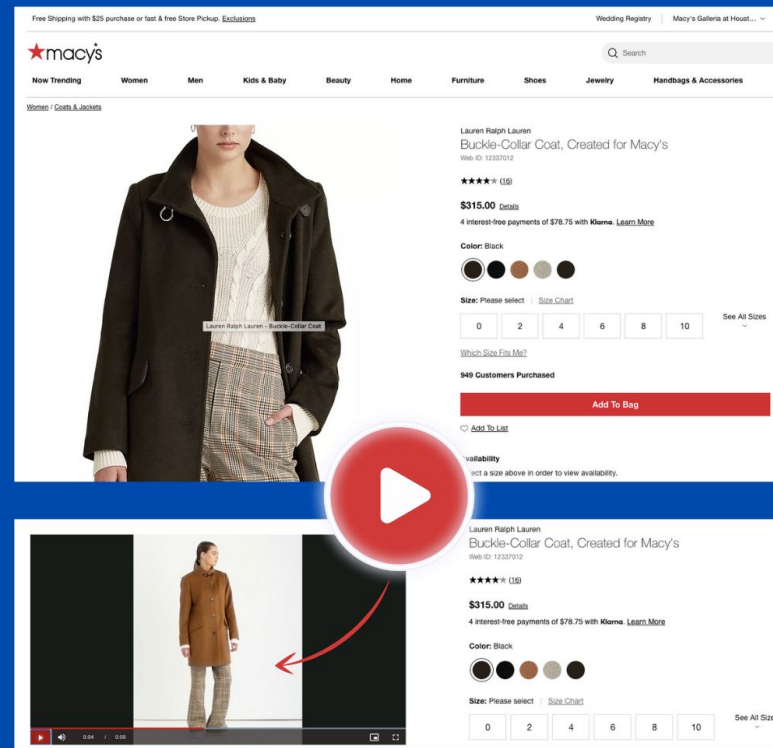
Let Them See it in Action!

14

Consider the various use cases for your product and feature these in short product videos.

This might mean showing how seamlessly your product can be stored away, packed for travel, or even used day in and day out.
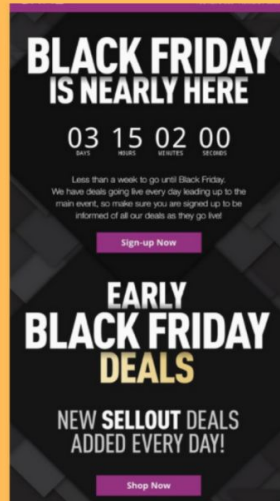
Black Friday & Cyber Monday (BFCM)

15

Prepare your customers now for what is to come for your Black Friday & Cyber Monday promotions.

Customers are preparing earlier than ever - so using a combination of priming, product/promotions batching, BLCM countdowns, and early access memberships to help customers prepare should be at the top of your "to-do now" list.

Make "Comparing" Simple

16

Create a side-by-side comparison of like product or top competitors products to show how everything stacks up.

This is also great if you have basic, upgradable, and pro product versions. Customers might even upsell themselves.

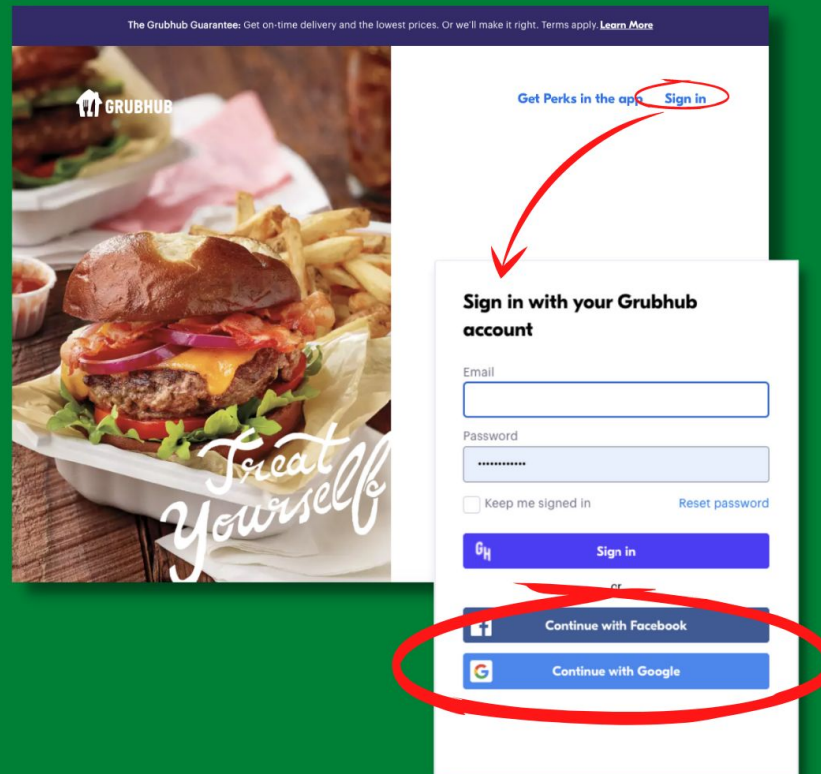# Any CRO ideas improve the checkout process?

Simplify "Sign-Ups" With Social

17

Use the ability for customer to "sign-up" using social media or email credentials.

This not only simplifies and speeds up the process - but it also alleviates the customer friction of having to remember yet another username and password.
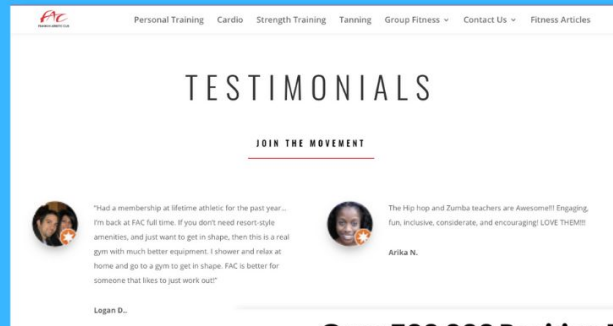
Social Proof To Build Trust

18

Feature positive social proof onto your website, content, advertising, Etc. Feature public reviews, live video testimonials, profile brand logos, or even celebrity clientele!
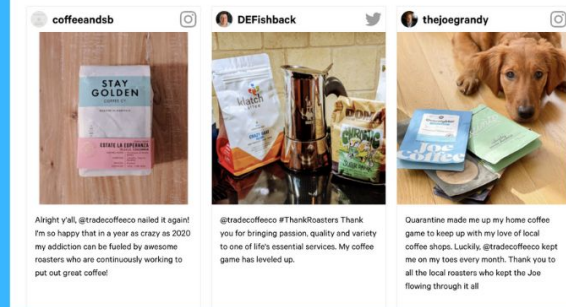
You are not "boasting" - you are building trust.

Show Customers They are "Making -Progress"

19

Highlighting where your customer is in the process, such as; #1 profile, #2 shipping, and #3 payment preferences, psychologically lets your customer know how close they are to receiving their latest purchase.

Don't Let Them Forget - Their Cart

20

Make sure the customers shopping cart notification is clear and updates as make their choices.

This gentle reminder gives them a fast way finalize their purchase - but also gives customers returning to your site a reminder that they STILL HAVE ITEMS WAITING FOR THEM in their cart. (Retained in their cart via website cookies!)
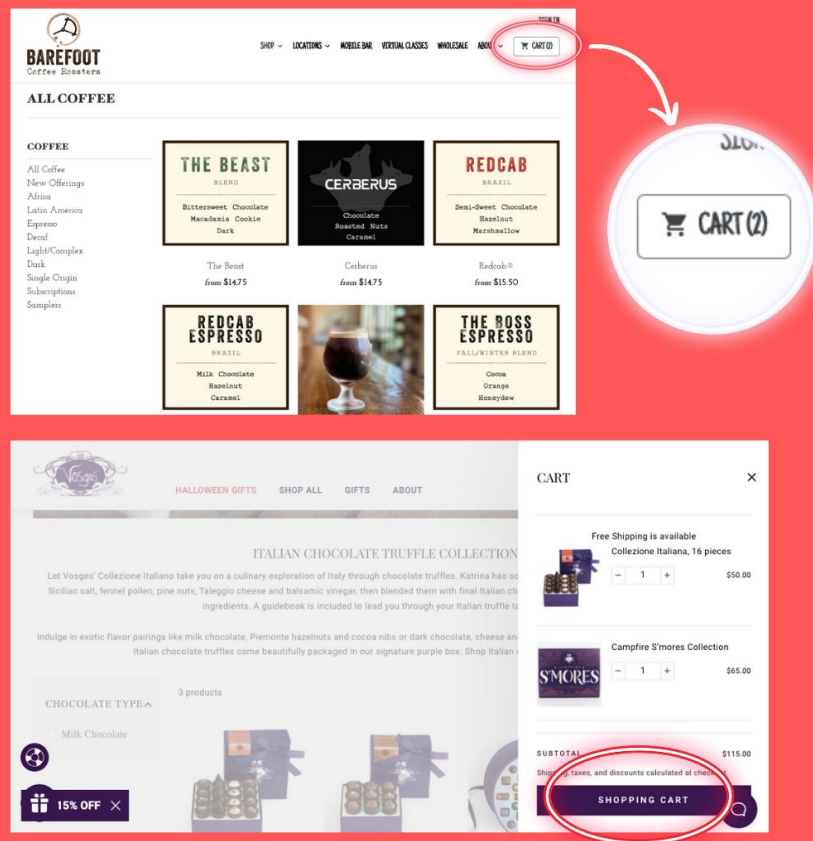
BONUS!

Once you have a new customer, the real fun is about to begin! Now it's time to focus building loyalty, affinity, and extending lifetime value.
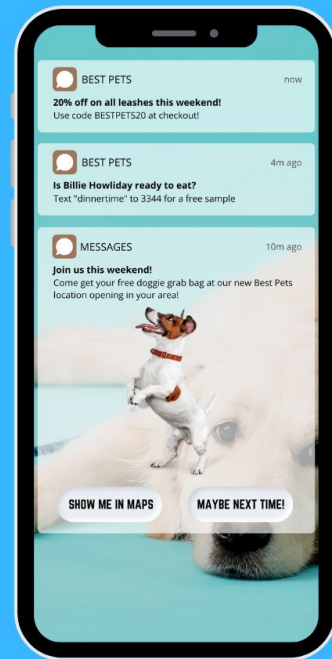
Re-engage your past customers with actionable direct messages about what is new with your brand, feedback surveys, order updates and targeted promotions that will keep your brand top of mind.

- COMMUNITY BUILDING

- FREE GIVEAWAYS

- RESTOCK ALERTS

- BIRTHDAY PROMOS

- PRODUCT BUNDLES

- VIP ACCESS DEALS

BEST PETS now
20% off on all leashes this weekend!
Use code BESTPETS20 at checkout!

BEST PETS 4m ago
Is Billie Howliday ready to eat?
Text "dinnertime" to 3344 for a free sample

MESSAGES 10m ago
Join us this weekend!
Come get your free doggie grab bag at our new Best Pets location opening in your area!

SHOW ME IN MAPS   MAYBE NEXT TIME!

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