

The background features a white central rectangle with a dark blue border. Surrounding this rectangle are various decorative elements: a large blue semi-circle on the top left, a large blue semi-circle on the top right, a large red L-shaped block on the bottom right, and a large orange L-shaped block on the bottom left. There are also several small dark blue geometric shapes (crosses, arcs, wavy lines) and patterns of small dots scattered around the central area.

Supercharging Your 2022 Holiday Ecommerce Profits!

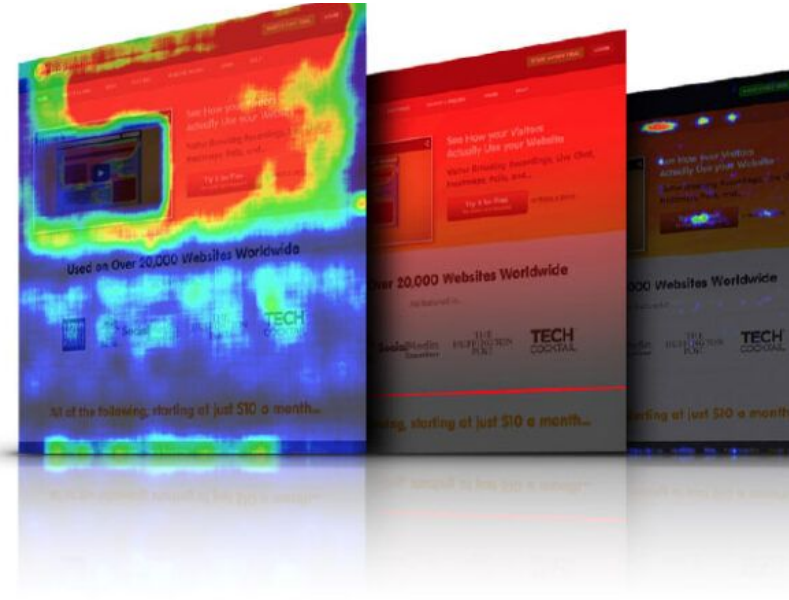
Conversion Rate Optimization

Why Conversion Rate Optimization Fuels Profitability



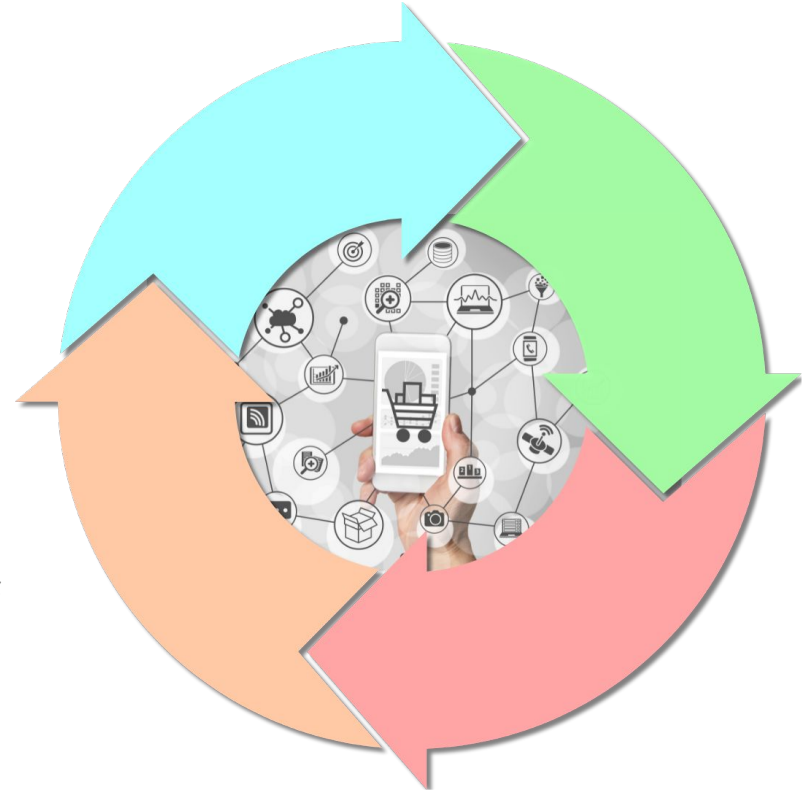
Conversion Rate Optimization Approach

- 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?

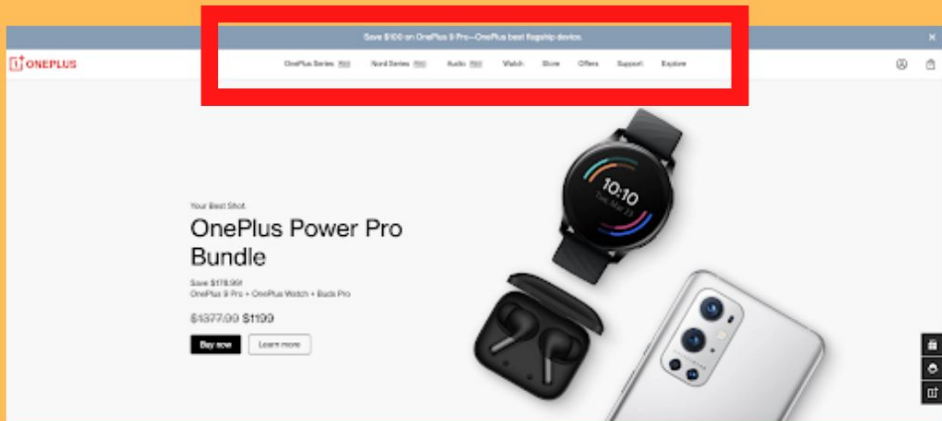


Navigation And Focus

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.

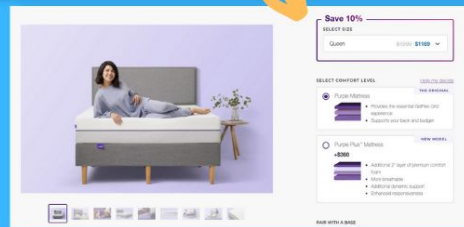
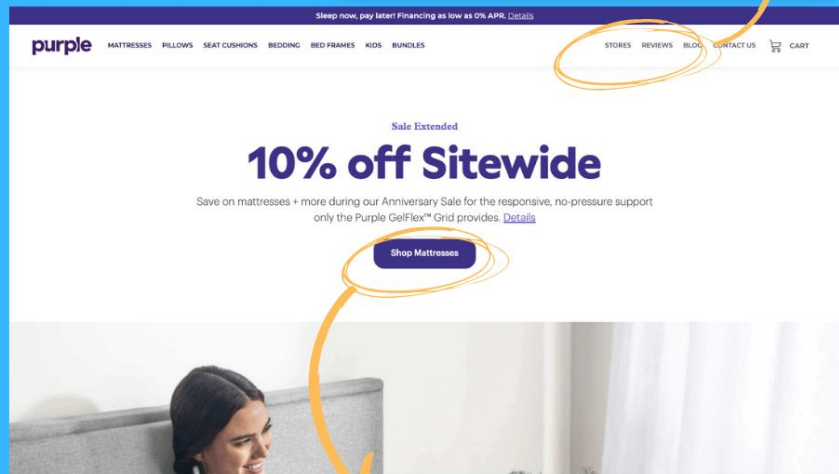


Omni Channel Purchase Options

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.



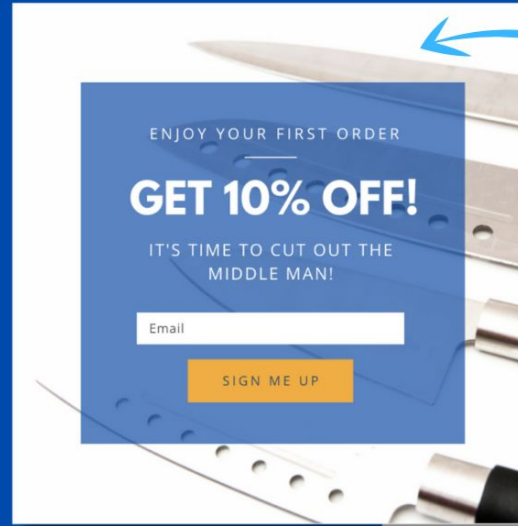
ONLINE
ECOMMERCE

Keep Promo Invites Simple

03

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

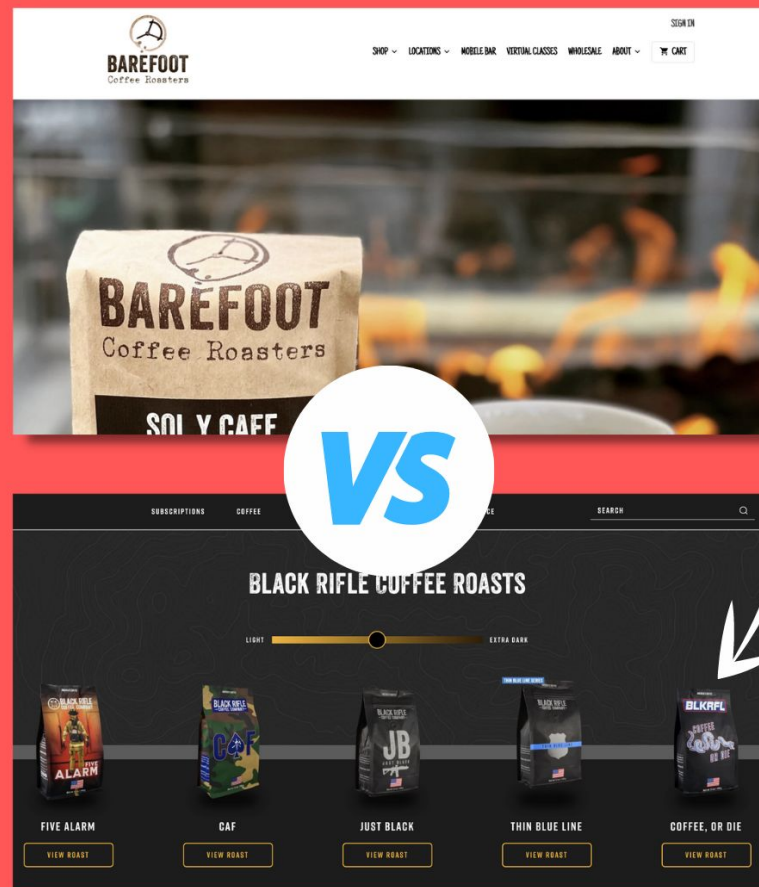
Ask for an email address where you will send them their “promo code,” or a phone number for their SMS text with their promo code. Better yet A/B test for each - but only ask for one.



First Impressions - Above the fold

04

Consider being a bit more conservative 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.



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.

The image illustrates the difference between desktop and mobile user experiences. On the left, a desktop monitor displays a website for 'dbrand' featuring an iPhone 13. The layout is wide, with a navigation bar at the top and a large image of the phone. On the right, a smartphone displays the same website, but the layout is optimized for a smaller screen, with the navigation bar collapsed and the phone image taking up more space. A curved arrow points from the desktop monitor to the smartphone, indicating the transition from desktop to mobile. A large black circle with the text 'VS' is placed between the two devices. Below the smartphone, a white brushstroke-style box contains statistics about mobile usage.

DESKTOP EXPERIENCE

VS

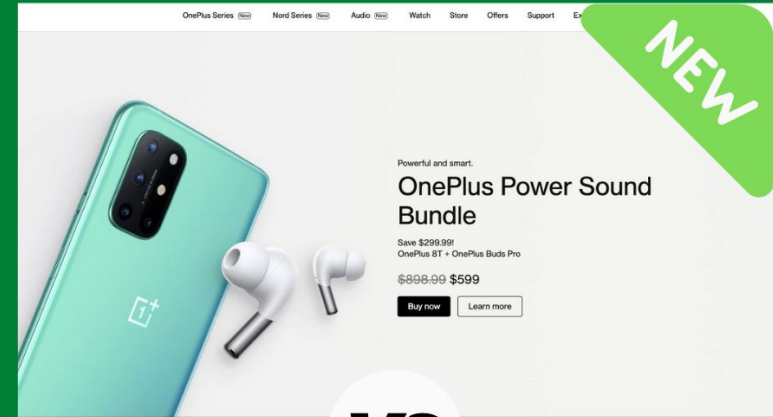
MOBILE EXPERIENCE

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

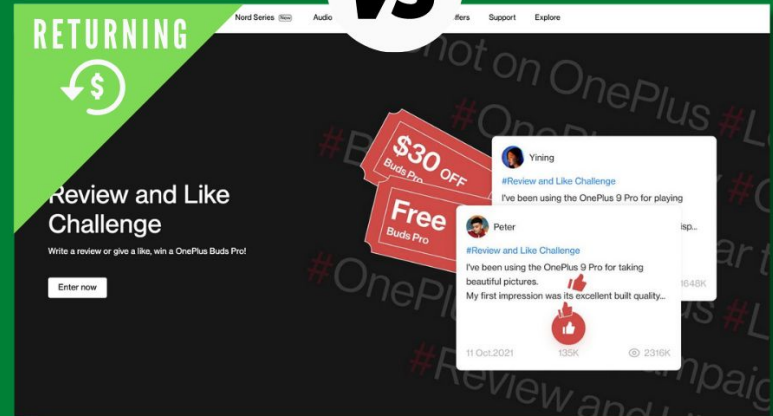
Personalize the Experience

06

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



VS



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.

FREE 3-MINUTE ASSESSMENT

Find Out Where You Need to Start

Ready to take control of your money? It won't happen overnight, but you can do it! Most people have no clue where to start. But we'll give you everything you need to get started—for free.

- 1**

We'll get to know you, your money habits, and the financial goals that matter to you most.
- 2**

We'll give you a free, customized financial plan, along with free tools and resources.
- 3**

We'll follow up with more tools and resources to help keep you motivated.

[Take Our Free Assessment](#)
[Terms & Conditions](#)

Tools to Simplify Your Life

Ramsey's Trusted Providers Find Your Pro	Our Proven Money Plan for Your Future Get It Now	The Best Budget App Sign Up (It's Free!)	Newest Books, Tools and More! Shop New Arrivals
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~~ENTER~~

~~SUBMIT~~

~~GO!~~



How do you improve messaging and reduce friction with CRO?

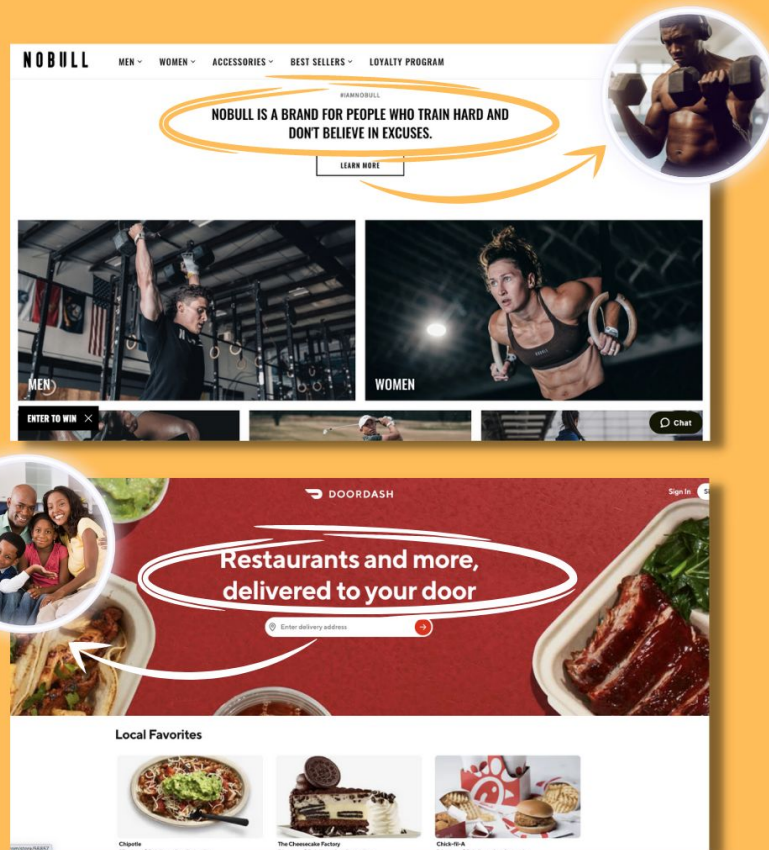


Pinpoint Messaging

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?

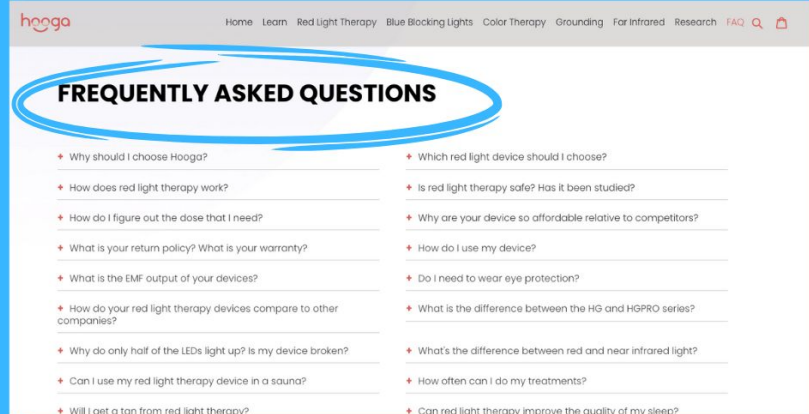
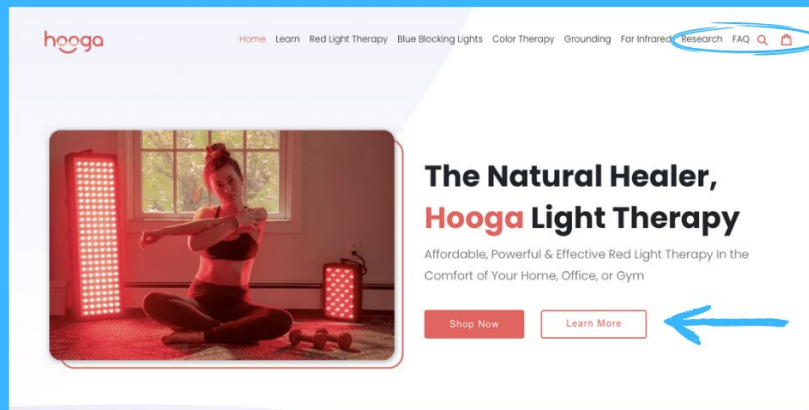
Try using this curated brand tone into your category and product pages.



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.

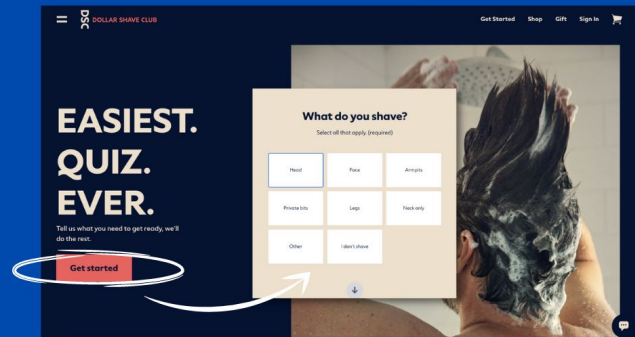
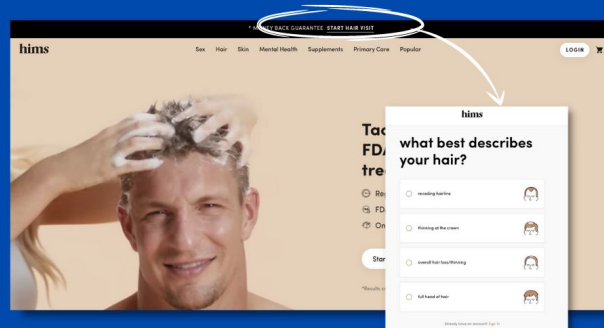


Make Choices Simpler

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.



**Any CRO Suggestions for
product descriptions or
product detail pages?**



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.



SCANPAN
MADE IN DENMARK

Search entire store here...

COOKWARE CUTLERY ACCESSORIES CUSTOMER FAVORITES SALE CLEARANCE GIFTS

ABOUT FAQ MOXIE

FREE SHIPPING ON ORDERS OVER \$50. Terms & Conditions apply

HAPTiQ 2 Piece Skillet Set

- Commercial-grade nonstick results in incredible searing and browning.
- Suitable for all stovetops including induction.
- High-quality mirror-polished exterior.

Originally \$434.00
NOW \$249.95 [Shop Now](#)

FRY PANS SETS

Warranty & Returns

PLEASE NOTE: We are experiencing delays due to Covid-19 workplace requirements and a higher than usual volume of inquiries. For all approved claims, please allow up to 6 weeks from the time we receive your package for your replacement to ship.

If you have an inquiry on the status of your claim, please email scanpanwarranty@scanpan.com and provide your full name and assigned RA number for reference.

RETURN POLICY

The following policies apply to all returns:

REFUNDS

Full refunds only apply to purchases made directly from scanpan.com and not our retail partners. All refund requests for orders made outside of scanpan.com must go through the original place of purchase as per their refund policy.

- For a full refund, you must contact us within 30 days of receipt of your order. You must have your receipt to receive a refund in the original tender.
- Merchandise must be **UNOPENED** or **UNUSED** to qualify for a refund.

WARRANTY

- If you believe a product to be defective, it may be returned based on the warranty specific to the item. This warranty is included in the original packaging. Please refer to it before attempting to return the item.
- All returns must have a Returns Authorization Merchandise (RMA) number. The RMA number will allow our Warranty department to associate your returned item with your purchase to ensure swift resolution of your return claim.
- Please email our Customer Care department at scanpanwarranty@scanpan.com or you may call them toll-free at 1-877-373-5467.

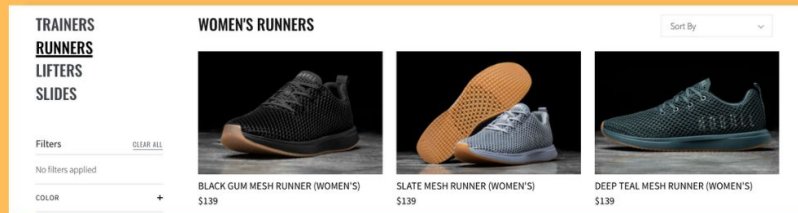
Subscribe for 15% Off! [Support](#)

We Buy with Our Eyes First!

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.

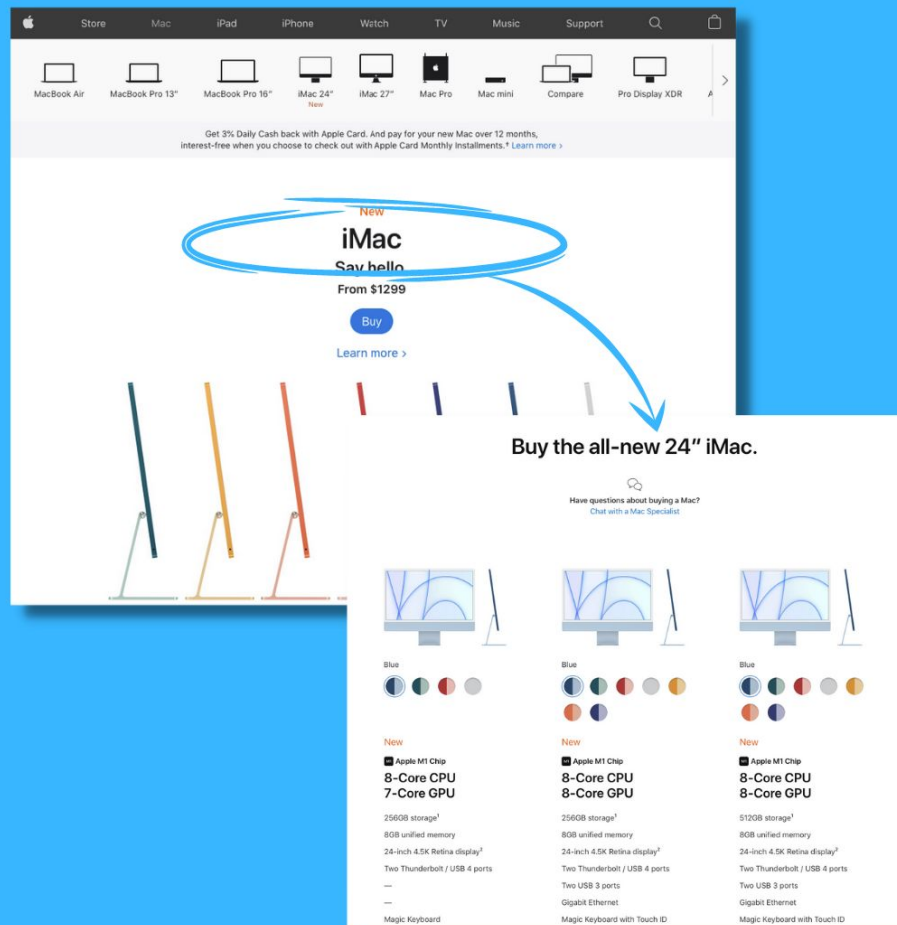


Highlighting the “Right” Features

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.

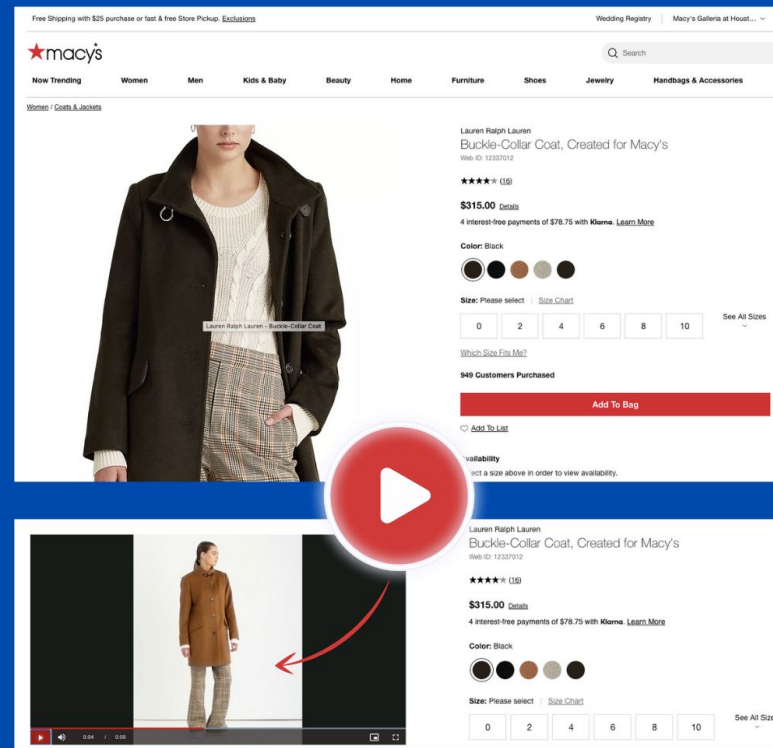


Let Them See it in Action!

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.

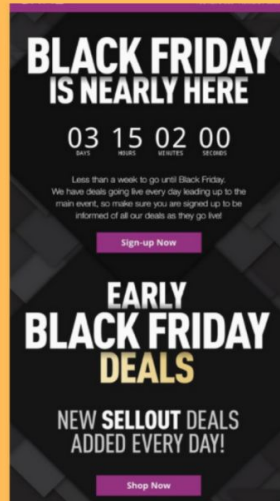


Black Friday & Cyber Monday (BFCM)

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.



Holiday deals



Computer & Accessories



Fashion



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.

The image shows two examples of product comparison interfaces. The top example is the ActiveCampaign pricing page, which features a blue header with navigation links and a prominent headline. Below the header, there's a section for selecting the number of contacts and a billing cycle toggle. The main part of the page displays four pricing tiers: Lite, Plus, Professional (marked as 'MOST POPULAR'), and Enterprise. Each tier shows a limited-time offer, the original price, the discounted price, and a 'Sign Up Now' button. The bottom example is a product comparison for a toothbrush, showing the 'DiamondClean Smart' model and three series: 9700 Series (2 colors), 500 Series (3 colors), and 9300 Series (5 colors). The 9700 Series is highlighted with a red circle. A red arrow points from the red circle to the right, indicating a transition or comparison.

ActiveCampaign > Solutions Platform Pricing Request demo Email Address Try it free ▶

Simple pricing with no setup fees.

How many contacts do you have?
500 Contacts

Billed Yearly ☐

Lite	Plus	Professional <small>MOST POPULAR</small>	Enterprise
Limited time offer: 50% off 3 months. *			
\$115 \$7.50 <small>Paid monthly (USD)</small>	\$70 \$35 <small>Paid monthly (USD)</small>	\$159 \$79.50 <small>Paid monthly (USD)</small>	\$279 \$139.50 <small>Paid monthly (USD)</small>
Sign Up Now	Sign Up Now	Sign Up Now	Sign Up Now

Our toothbrush with Smart Sensor Technology for superior oral care

DiamondClean Smart

Calculate our 3 Series

9700 Series 2 colors	500 Series 3 colors	9300 Series 5 colors
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Any CRO ideas improve the checkout process?

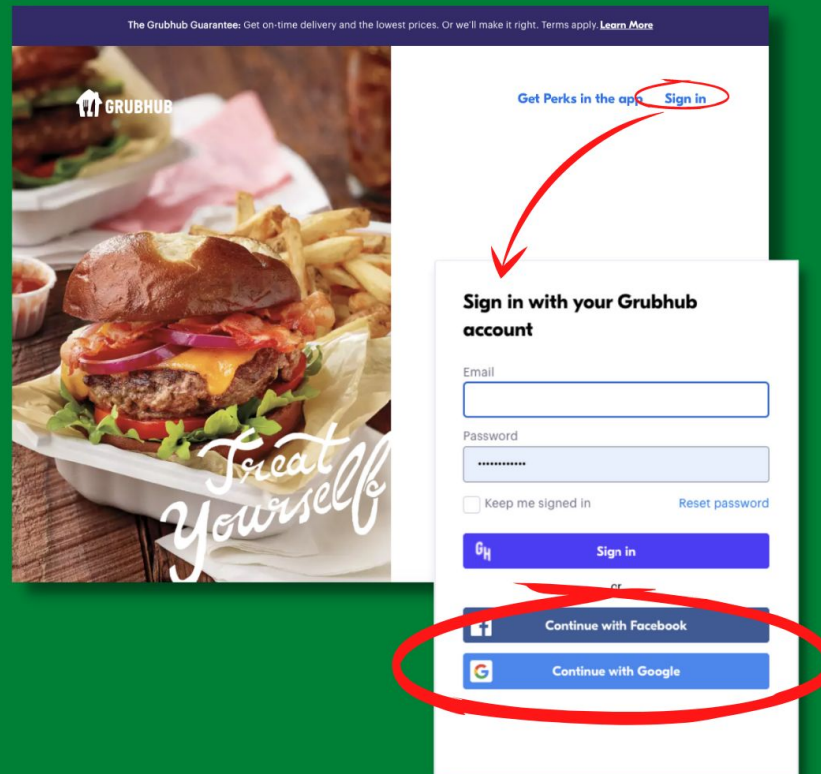


Simplify “Sign-Ups” With Social

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.

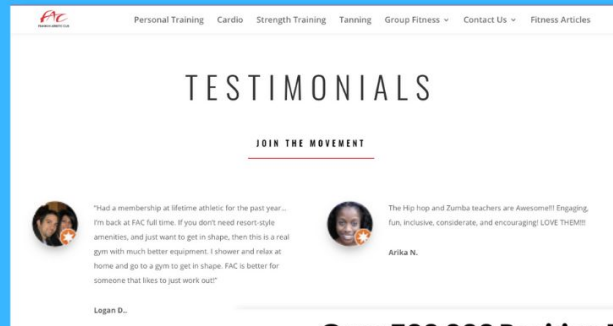


Social Proof To Build Trust

18

Feature positive social proof onto your website, content, advertising, Etc. Feature public reviews, live video testimonials, profile brand logos, or even celebrity clientele!

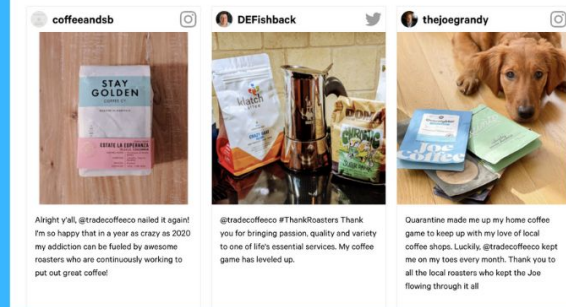
You are not “boasting” - you are building trust.



Over 300,000 Positive Reviews

Jacob, IL ★ 10/10	Amber, UT ★★★★★	Chris, GA ★★★★★
Nowhere else offers such a variety of coffees and the experience of knowing where coffee is from, how to brew it, and how roasters roast their coffee! Trade is 10/10 easy!	I love the backstory of the roasting companies and that I can rate each bag. Pretty much changed how I wake up each morning!	I love supporting small businesses who really love what they do. Trade has consistently delivered an amazing coffee, just for me.

100,000+ Happy Coffee Drinkers



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.

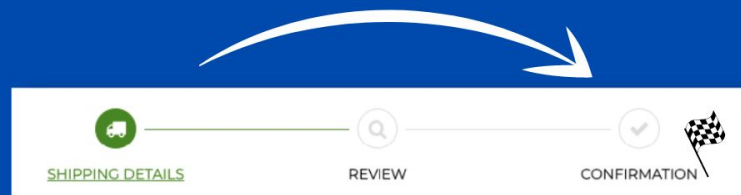


Diagram illustrating a checkout process flow:

- SHIPPING DETAILS (Active)
- REVIEW
- CONFIRMATION

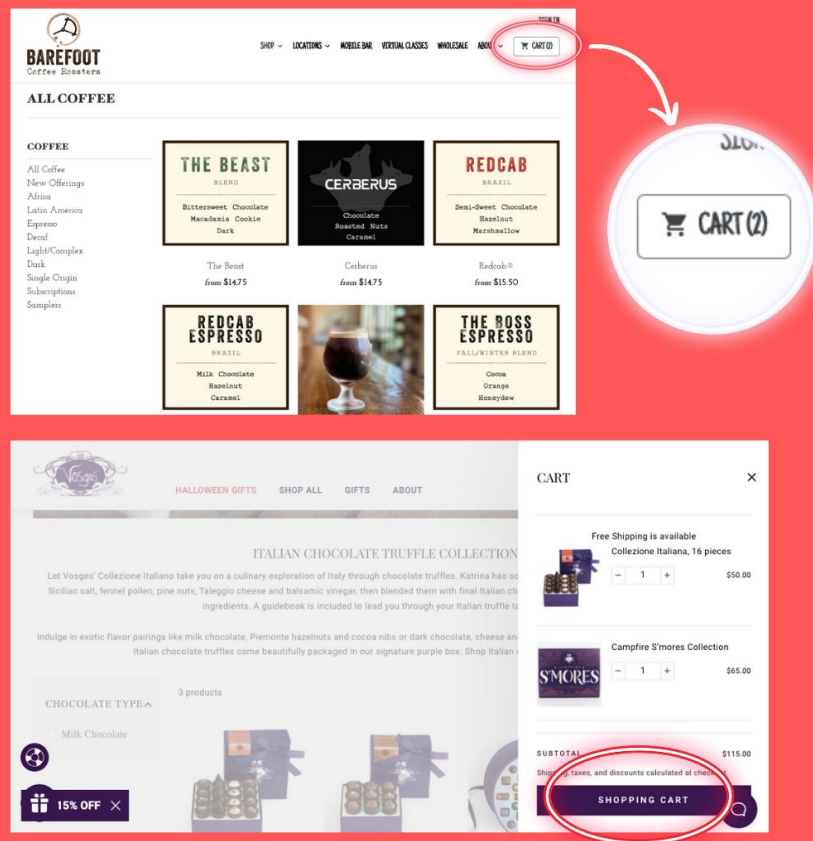
Below the diagram is a screenshot of a Clarks checkout page. The page shows a progress bar with three steps: SHIPPING DETAILS (Active), REVIEW, and CONFIRMATION. The page is titled "SECURE CHECKOUT AS GUEST" and "Clarks". A link "< BACK TO MY SHOPPING BAG" is visible. The page displays the Bag ID: 664466134 and a "Need help?" link. The "MY DETAILS" section includes input fields for First Name (required), Last Name, and Contact Number (required). The "ORDER SUMMARY" section shows the item "Dennet Mid Black Leather" with a size of 11 1/2, width of Medium, quantity of 1, and a price of \$110.00. The subtotal is \$110.00. The delivery address is partially visible at the bottom.

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!)



Extending Lifetime Customer Value

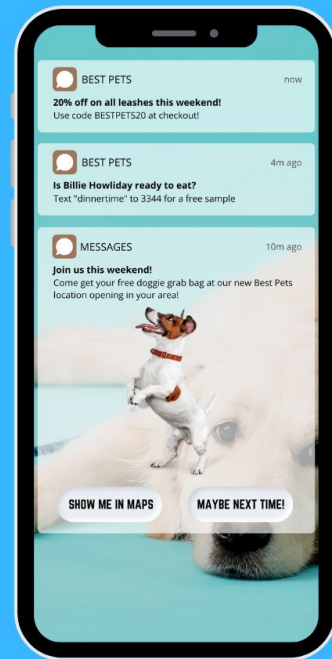
BONUS!

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





Los Angeles Office

31280 Oak Crest Dr Suite #1,
Westlake Village, CA 91361

Contact Us!

(818) 740-4774

Info@NationalPositions.com

www.NationalPositions.com



shopify partner

