10

Best Ecommerce Practices:

Explode Your Online Sales

Stop Using The Sliding Carousel

Users would much prefer to take their own time to read the content on the website, and will abandon it if they are unable to get the information they want.

Also, sliding carousels cause banner blindness.

1

Use Better **Quality** Images

High quality images help them to better imagine owning the product — which improves your conversion rate.

2

Inspire **Trust** On Your Website

A – Trust Badges
B – Press (marketing campaign)
C- Reviews/Testimonials
D – Phone Number
E – Physical Address

3

Write Great Product **Description**

As every great direct response copywriter would know... Copy is important.

Great copy can be the difference between a sky-high conversion rate and a dismal one. Great copy can be the reason why people remark about your brand... and why people don't remember a single thing about you.

4

Simplify Your Navigation Bar

Cognitive load in user experience design is the amount of mental processing power needed to use your site.

The higher the cognitive load, the tougher it is for the user to find the things they want, the more likely they are going to bounce off your website and never come back.

5

Create **Scarcity**

We are drawn to things that are hard to come by and exclusive. If things are rare, we think that they are more valuable. It becomes urgent, something we desperately want.

As a start, here are some suggestions:

Flash Sales
Last Day Offers
While Stocks Last
Limited Release (like Yeezy's)

6

Use **Remarketing**

Visited a website to look at some products... and then got shocked that now you're seeing it everywhere you browse on the Internet?

That's a technology called remarketing.
So, how do you start remarketing?

You can:

- Install the Facebook Pixel on your store by following this guide.
- Use Perfect Audience and look at your retargeting all at once.

7

Test What Products To Display On Your Homepage

Keep Things Simple.

Instead of featuring every product available, test to see which one deserves to be on your front page (or maybe even none at all.)

8

Declare **Free** Shipping

55% of shoppers abandon carts due to shipping costs. An E-tailing group study showed that 70% of the participants identify "free shipping" as critical to the purchase.

Free shipping works.

9

Make Your Products **Easy To Find**

Product filters sort your products — helping visitors focus on the items that matches what they want (which increases the likelihood of them purchasing something.)

Think about what is important to your visitors, then create filters that are relevant for them.

10