

5 things to boost conversions

We all want a 100% conversion rate, so it makes sense to invest in improving conversions rather than driving more traffic. However, most companies choose to spend millions on advertising rather than focusing on treating their potential customers really well.

One of my passions is helping companies (both big and small) improve their conversions, whether it's a digital service or an e-commerce. My experiences have taught me quite a bit about how people think and what we can do to get them to press that "buy" button.

1.

Make it Easy. Make it Fast. Make it Pretty.

There always seems to be one feature that gets overlooked when we launch product. Here's a hint: It's not something you can wireframe. Did you know that a one second extra load time can result in a 25% drop in sales. For Amazon, that is a ton of money – 1.6 billion dollars in lost annual sales to be exact.

Everyone loves speed.

2.

A/B tests are great but you must be patient

Just because we can make changes quickly, we assume that results will be just as fast. The real world shows us a different story. Success is found when you trust in the changes that were made and are patient enough to wait for the results. Great user experiences come from constant, well thought out iterations.

3.

No sane person wants to share a kitchen knob on Facebook.

Adding share buttons to your product pages may seem like a wise move in our social media world, but did you know it could have a negative impact on your conversions? Visual Website Optimizer ran tests showing that removal these buttons actually improved conversions by 12%.

4.

Consider page load

I know this is a bit technical (I promise, it'll be the only time), but what really matters is your page load speed. Did you know that 4 in 10 Americans will give up on a shopping site that takes more than three seconds to load? Keyword here is reduction.

5.

Don't sell the product, sell the problem it solves.

There's a saying that customers don't want to buy a screwdriver, they want a painting on the wall. Don't sell the product, sell the problems it solves. I think I'll let Super Mario explain this.

Anton Sten

Pretty straight-forward, huh? I think so too. I'm always amazed by how many websites and e-commerces fail to deliver on simple things like these.

If you want to discuss how we can improve the conversions of your website or e-commerce, just e-mail and I'd be happy to help you out.

Anton