

Want to increase your conversion rate?

(reading time: 4 minutes)

You've been selling online for a while. Traffic is good, but you know your conversions could be better. You want to know what's killing them, so you start researching...

The Shopify forums and agency blogs are full of *“install that next Shopify app and everything will change!”* kind of advice. You may have even tried some of that and seen, with disappointment, that it doesn't work as advertised. But why?

Well, every Shopify store is different. You are selling a different product to different people, compared to the ones featured in the articles you've read. While you and other store owners may share the same problems (“low conversion rate”) there is no “one-size-fits-all” solution.

What is common between yours and other online stores is the following:

1. Your website is a chain of steps that people have to take before they order from you. That's what marketers call “a funnel”.
2. Your store's conversion rate depends on the conversion rate of each of these steps.

3. Finding the right step to work on is what will save you the most effort and will give the most benefit to your store's conversion rate.

Let's get back to your shopping funnel

For you to get an order people have to continue moving from one step to the next. And hopefully, get to the last one. But not all of them do. Some *drop off*.

To know what you have to improve, your goal is to find where people are falling off the most on your website. **Not what industry research says for sites from your niche, but what your customer behavior data says for your visitors on your website.**

What you find will be specific to your business. This means it will work better for you than the general cookie-cutter advice scattered online.

Knowing where to focus will help you narrow down the list of potential causes and potential solutions to a manageable size. Confusion becomes less as the moving parts decrease.

That's what you are going to learn from the following pages.

Thankfully, if you have Google Analytics installed on your website you've got all the tools you need to do this.

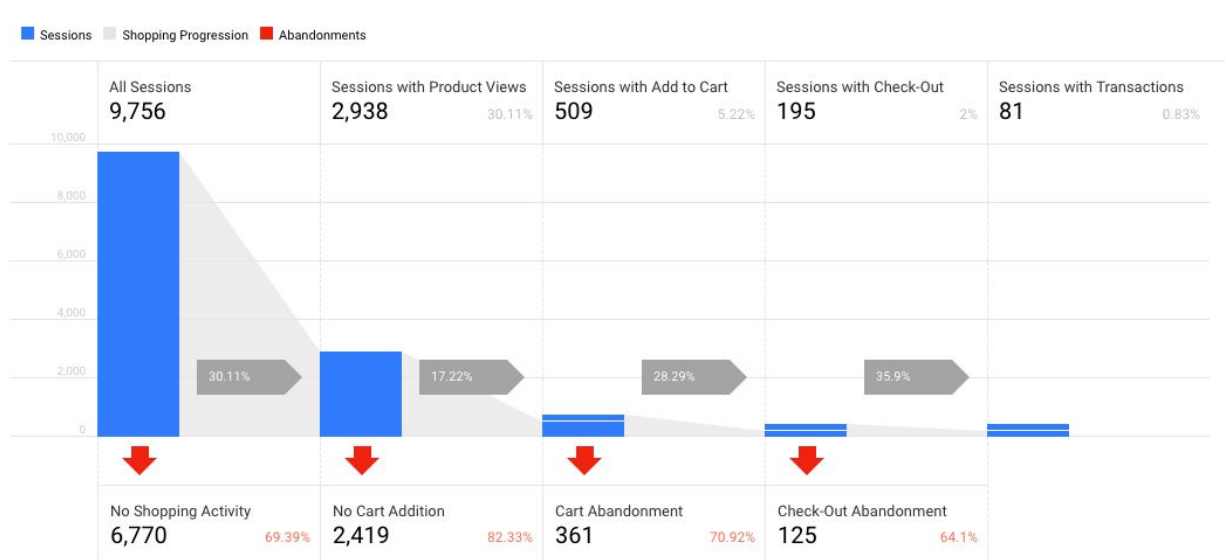
One simple step to spot funnel drop-offs with Google Analytics

A low conversion rate means something on your Shopify store is not working as expected. This makes people leave your site without buying.

While you can spot bugs by checking your site on your smartphone, you still don't know which step of your shopping funnel scares people away the most. Once you do, you can focus all your efforts there.

The First Step to Diagnose a Problem is to Locate it

Having enhanced ecommerce tracking and reporting turned on will give you the following report in Google Analytics:



This is what you see when you go to Conversions > Ecommerce > Shopping Behavior. Can't find that report in Google Analytics? Refer to the Appendix at the end of this document.

From the graphic above you see that 69% of the visitors don't even look at a product page. (*That's the percentage in the bottom left of the image—No Shopping Activity*). Let's assume, for the sake of the example, that the diagram above is for your store.

Fixing the drop-off rates of any of the steps would benefit you. Still, you are going to widen the bottleneck (and increase your conversions the most) if you focus on the step with the highest percentage of abandonment. In the case of the above chart—that's the lack of cart addition (82%).

Lack of “add to carts” means the problem is where people see an “add to cart” button, which 99% of the time is on a product page.

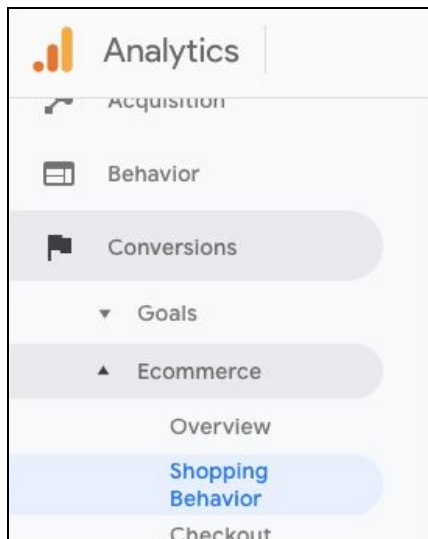
Takeaway: always focus on the step with the biggest percentage drop off in the Shopping Behavior report (bottom row of percentages) . The pages from that step are responsible for the lack of action on the step with the most drop-offs.

Now you can focus and analyze these pages in detail. The scope of the search is narrowed down. Hooray! That's a small conversion rate optimization win for you!

If you have questions or you can't determine which step of the funnel exactly you should focus on, don't hesitate to contact me

at rumen@rumendimitrov.com.

Appendix



How to Access The Shopping Behavior Report so I Can See Where My Funnel is Leaking?

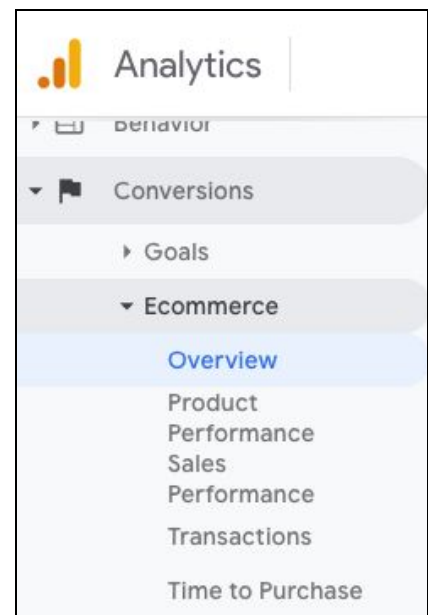
Open Google Analytics on your computer and scroll to the bottom of the left menu until you see “Conversions”. Click on it and go to Ecommerce, then “Shopping Behavior”.

I Don't Have “Shopping Behavior” In My Google Analytics

Does your left-hand menu look like this? →

If so, you need to enable “Enhanced Ecommerce Reporting” to get the “Shopping Behavior” report. To solve this, here is [a guide from Shopify on how to do it](#).

As you enable this now, let some data accumulate before you check your Shopping Behavior report again in a week.





Rumen Dimitrov is a conversion rate optimizer who is now on a mission to help family-run brands grow their D2C sales online. He is the author of “Your Next Brass Ring: Find where you are leaving money on the table with your Shopify store” and writes a weekly-ish newsletter on conversion rate optimization for Shopify store owners. You can reach him at rumen@rumendimitrov.com
