**Are you leaving money on the table with your ecommerce store?**

Well, the fact is, if your design isn't pimping, you might just be doing that!

You see, design plays a **huge** role in creating a seamless shopping experience for your website visitors. And that seamless experience translates to **more sales**.

But here's the thing, most ecommerce store owners **completely ignore** improving and testing their website design.

Smaller stores tend to think that design isn't an important factor in sales. After all, they don't have the budget to hire a fancy designer or run expensive A/B tests.

And their larger counterparts sometimes forget the basics, because they think their number of sales is good enough.

But the truth is, design can make or break your online store. And if you're not constantly improving and testing it, you're **leaving money on the table.**

So, let's dive deeper into why design is so important and how it can positively impact your sales.

1. **Design creates a first impression**

Think about it, when someone visits your online store, the first thing they notice is the design. And that first impression is crucial. It can either entice them to stay and explore or it can make them leave immediately.

1. **Design impacts user experience**

The design of your online store impacts the user experience. And a good user experience translates to happy customers and more sales. A seamless, user-friendly design ensures that your visitors can easily find what they're looking for and complete the checkout process without any hiccups.

1. **Design builds trust**

A well-designed online store also helps to build trust with your visitors. It shows that you're a legitimate business that takes pride in its appearance and cares about the shopping experience of its customers. And that trust can translate to more sales and repeat business.

1. **Design sets you apart from the competition**

In a sea of online stores, a well-designed website can set you apart from the competition. It can make you memorable and make your customers feel confident in their purchase decision.

Now that we know the importance of having a well-designed online store, let's talk about why you should continuously improve your website design to stay up-to-date with the **latest design trends.**

First and foremost, updating your website design can lead to **quick wins** and **immediate sales boosts.**

But it's not just about short-term gains. Continuous improvement also sets you up for **long-term success** and helps you **stay ahead of the competition.**

Here are some specific benefits of improving different parts of your website's design:

1. **Navigation**

Clear and easy-to-use navigation helps your visitors find what they're looking for faster

A well-designed navigation can **increase your conversion rate by up to 20%** (source: HubSpot)

1. **Product pages**

High-quality product images and detailed descriptions can **increase your conversion rate by up to 40%** (source: BigCommerce)

Including social proof, such as customer reviews and ratings, can **increase sales by up to 270%** (source: Spiegel Research Center)

1. **Call-to-action buttons**

A well-designed and prominent call-to-action button can **increase your conversion rate by up to 45%** (source: Small Business Trends)

Using action-oriented copy, such as "Add to Cart" or "Buy Now", can lead to **more sales** than generic copy, such as "Learn More"

1. **Upsells and order bumps**

Upsells and order bumps can **increase your average order value by up to 10%** (source: Shopify)

Including complementary products or services can lead to more sales and happier customers

1. **Checkout process**

A simplified and streamlined checkout process can **reduce cart abandonment rates by up to 20%** (source: Baymard Institute)

Including trust signals, such as **security badges** and **customer support information**, can **increase conversion rates by up to 10%** (source: ConversionXL)

1. **Staying in touch with customers**

Sending follow-up emails after a purchase can lead to more repeat business and referrals

Personalizing communication with customers can lead to a **29% increase in sales** (source: Experian)

As you can see, there are many benefits to continuously improving your website's design.

And the good news is, you don't have to make huge, expensive changes all at once.

**Small tweaks** and **tests** can lead to **big improvements over time!**