



Mobile Commerce Optimization

8 Strategies to Boost Mobile Conversion Rates

by Cassandra Michael

Introduction

With [more than half](#) of ecommerce activity coming through a mobile device, and the majority of online shoppers using mobile as their primary internet source, it has never been more important for ecommerce professionals to have a strong mobile strategy in place.

In this ebook, we give you the 8 must-have elements of a successful mobile commerce campaign that will help you boost conversions and build customer loyalty.



Cassandra Michael

Online Marketing
Manager at Usabilla

Connect with her on
Linkedin.

Cassandra is the Online Marketing Manager at Usabilla. With over 7 years experience in online marketing, public relations and sales, she has led a variety of integrated campaigns for large corporations and start-ups alike. Her expertise lies in translating business objectives into robust and successful digital strategies.



1. *Create a Fast Checkout*

- The fewer checkout steps, the better. Use short forms and ask for as little information as possible.
- Use social logins, PayPal or Amazon Payments to speed up the process.
- Use 1-click checkouts for return customers.
- Make sure the “Add to Cart” and “Checkout” buttons are clearly visible and easy to find.
- Optimize the load time of your site by reducing dependencies, image dimensions and client-side processing.
- Try adding a progress bar across the top or bottom of the screen to provide users context of where they are in the checkout process.

2. Leverage Cross-Device Shopping

- Send cart abandonment emails so that your customers can start where they left off from another device.
- Ensure that the links in the emails do not lead to an empty shopping cart page due to a different session cookie.
- Implement cross-channel tracking to measure the volume of mobile traffic that results in non-mobile conversions. Facebook, for example, offers cross-device measurement technology.

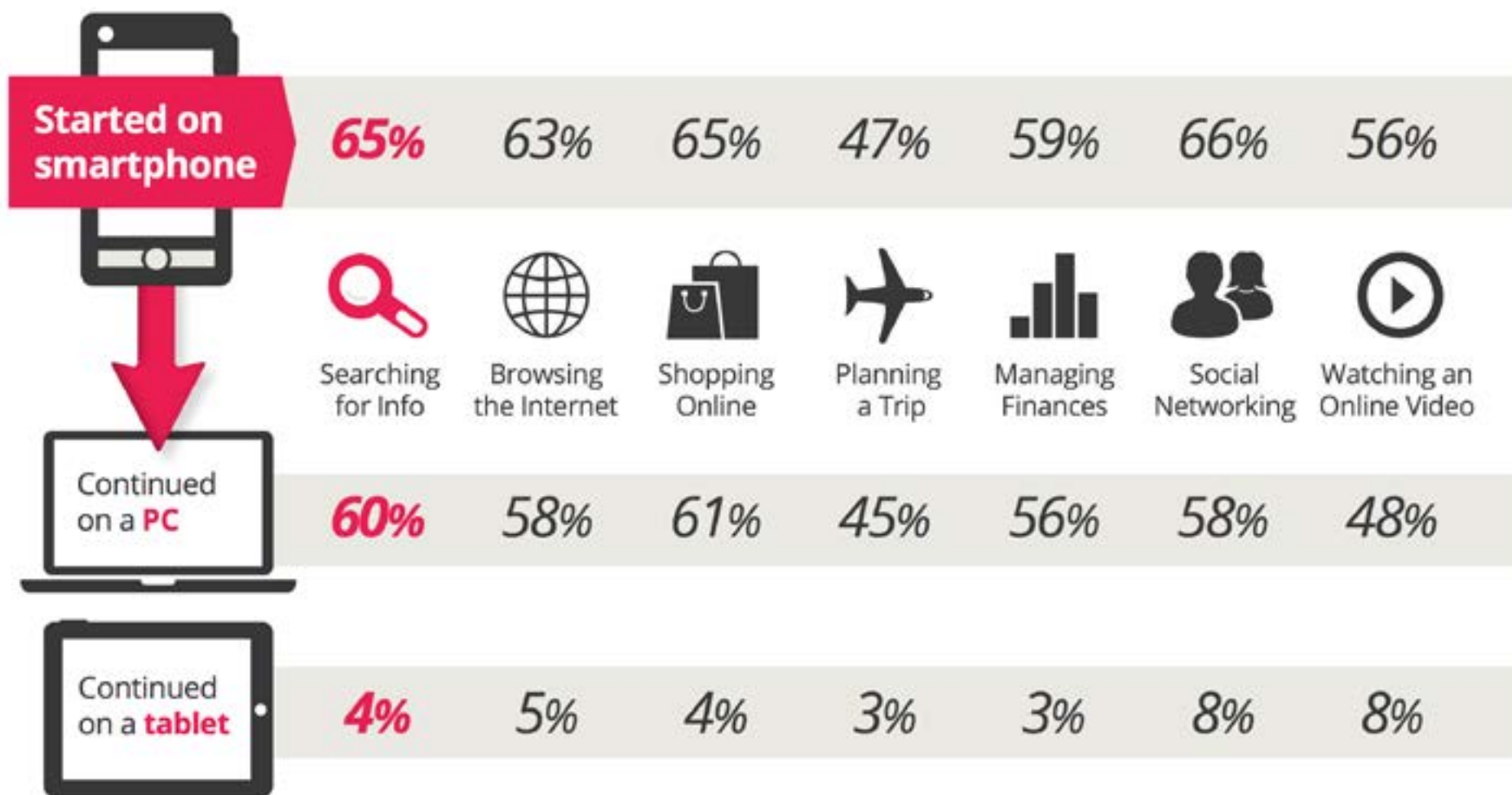
“32% of consumers who showed interest in a mobile Facebook ad converted on a desktop within 28 days.”



TWEET THIS

Source: Facebook internal data, August 2014

Smartphones are the most common starting place for online activities



Source: The New Multi-screen World, Google

3. Optimize the Layout

- Minimize content and adapt the layout so that the most important information (price, features etc.) is visible above the fold.
- A good alternative to listing all website content in a vertical layout and giving the impression of an endless scroll, is to use videos. Aim for a simpler layout that keeps your customers focused on making a purchase.
- Offering fewer options to your customers is proven to boost conversions. If you are an online retailer, 4–6 options is ideal, whereas for SaaS providers 2–5 options work well ([Source: QuickSprout](#)).

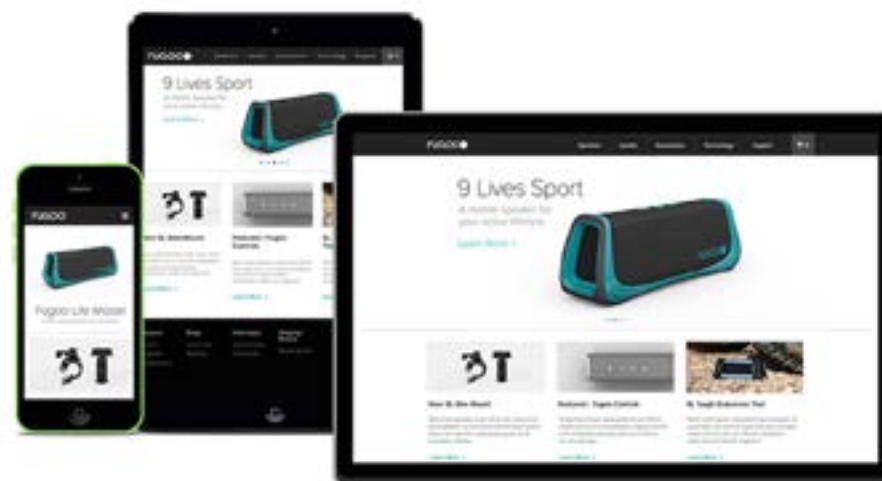
4. Optimize Images

- Google requires your mobile site to load in less than one second. If it is slower, there is a risk of being penalized with regards to ranking and visibility.
- The rule of thumb for images in ecommerce is to have 5 photos per product page.
- Image sliders kill conversions, especially on mobile devices. Replace the slider with a static image and take it one step further by making the static image more dynamic through personalization.
- Save your visitors time and bandwidth by using mobile-optimized images.
- Take into consideration the dimensions of popular smartphones. For example, the 4-inch touchscreen on an iPhone 5s is 1,136 by 640 pixels.



5. Increase Whitespace

- Place anything clickable, like buttons and links at a clear distance from each other on mobile sites to avoid involuntary clicks.
- Leave a blank border between the content and the outer border of the screen to improve scrolling and aesthetics.
- Take a look at ecommerce store Fugoo's site on the left: note how whitespace and clear CTAs are used in order to optimize the experience for the user.



6. Optimize Site Search

- Search is the #1 mobile browser activity. Auto-complete functionality and prominence of the search bar have been shown to increase searches on mobile.
- Allow customers to quickly and easily find the products they are looking for. Ideally, they should be able to narrow down the list of products with 4 clicks or less.
- A good approach is to ask a few filter questions ahead of time; for example, if you're selling shoes, you may want to ask if the user is looking for products for men or women.



7. *Create Urgency*

- Make a special offer or launch a competition exclusively for mobile shoppers. For example, two-for-one, discounts and free shipping.
- Another good technique to boost conversions is to make customers a special offer if they put something in their shopping cart and checkout with any device within the next 24 hours.

8. Use Clear Mobile CTAs

- Design your CTA button so that it takes up the full width of the screen. This ensures it stands out and users do not have to zoom in order to view and click it.
- Incorporate the element of social proof in your CTAs. This could be testimonials, social following metrics or data security certifications
- Write CTA copy in the first person. “Claim your offer” as opposed to “Claim the offer”.

Let your customers tell you why your mobile site isn't converting



Improve user experience



Boost customer satisfaction



Increase conversions



The standard in user feedback

[LEARN MORE](#)