

7 TIPS TO CONVERT MORE SALES

Insights from *Conversion secrets of the Internet Retailer Top 1000*, a special report by Internet Retailer®, commissioned by FedEx

WHAT WILL YOU FIND IN THIS SUMMARY?

Scannable tips and extra insights

Top takeaways on improving your website's conversion rate

Ideas to make it easier for your mobile customers to buy from your site

WHY IS THIS IMPORTANT?

Because getting people to visit your website doesn't necessarily equate to more sales. In fact, less than 3% of visits to a site end in a purchase, on average. For many online retailers, increasing this by just 1% can boost overall sales by 30%. The key is transitioning those who are *browsing* to those who are *buying* by improving your site experience and checkout process.

FIRST THINGS FIRST: WHAT'S YOUR CONVERSION RATE?

Before getting into the tips, let's define what "conversion rate" is: the percentage of website visitors who actually make a purchase (or *convert* from visitor to customer). To find your rate, first choose a timeframe (like one month). Find the number of site visitors and the number of people who purchased that month. Then follow this simple formula: **(number of people who purchased ÷ number of visitors) x 100 = your conversion rate.**

Boosting your conversion rate is a process of trial and error. It takes time, but it's a way to exponentially move the needle on sales.

2.51% The median conversion rate for the Top 1000 online retailers:

Rates vary by product and seller type. Check the typical rates for retailers of your size and type on page two of the *Conversion secrets of the Internet Retailer Top 1000* white paper before setting goals. Access the paper at bit.ly/2SZsBH8.

1. Make bestsellers, trending favorites, and new items easy to find.

TAKEAWAY: Shoppers can't buy what they can't find.

Most don't have the time or motivation to explore your website. If it takes more than three clicks to get to a product, consider it buried. Your site search is key to helping them find what they're looking for.

TAKE ACTION:

- ✔ Rearrange your site to reduce the number of clicks it takes to get to bestsellers.
- ✔ Allow customers to filter search results by best-selling products or product categories.
- ✔ Make key items quick to find with logical groupings and thorough descriptions.
- ✔ Personalize the user experience by showing relevant items first and recommending complementary products.

2. Make mobile checkout easier.

TAKEAWAY: Many mobile shoppers find checking out from their phones painful enough that they don't do it.

Tiny text boxes, hard-to-read buttons, and small product images cause many mobile shoppers to wait until they're at a desktop to buy — or abandon their carts permanently. Improve their experience to encourage buying on the spot.

Barriers to mobile conversion:²	19%	Poor product image visibility
	11%	Difficulty finding a product
	11%	Trouble entering payment/shipping info

TAKE ACTION:

- ✔ Offer quick payment options like PayPal, Apple Pay, and Amazon Pay. (More than half of mobile shoppers surveyed said they would use these methods.¹)
- ✔ Make it easy to input contact info and auto-populate it when possible.
- ✔ Put payment icons at the bottom of the screen so a shopper can easily tap them.
- ✔ Encourage mobile cart abandoners to return on a desktop by retargeting on other channels like email.
- ✔ Make buttons, product images, and search bars as large as possible.

3. Test every aspect of your site experience, from browsing through buying.

TAKEAWAY: Even the simplest website element changes can improve conversion rates.

Changing something as minor as the color, size, or location of a button can boost your sales. Successful retailers are testing every design element at every step of conversion.

TAKE ACTION:

- ✔ Use high-contrast color combinations for important text.
- ✔ Leverage artificial intelligence (AI) to test multiple variables at once and automatically apply the most effective design changes.
- ✔ Use website analytics to see where browsers are clicking. Note key information they're not seeing and make design adjustments to draw attention.
- ✔ Think beyond how your site looks to how it works for you and your potential buyers. Consider offering different pricing, promotions, and even shipping costs based on buyer behavior.
- ✔ Use heat mapping and testing to analyze your site and identify quick fixes.

4. Make sure your search brings back the most relevant results.

Only 9% of visitors use the search bar on a retail site.

But those visitors account for **23%** of online retail revenue.³

TAKEAWAY: Improving search results is one of the most effective ways to enhance your site experience for those who are likely to buy.

The challenge is that everyone uses different terms to search for what they want. But you can make it easier. For example, when a user searches for “green shirt,” ensure that your search logic returns all the results in your catalog with names like “dark forest,” “moss,” and “seafoam.”

TAKE ACTION:

- ✓ Audit your site search function to ensure that your results include colors and product types that are similar to the search term.
- ✓ Consider using software to automatically adapt your search results to return what’s most relevant.
- ✓ Test different designs on your results page to ensure speed and visual appeal.
- ✓ Only show search results for products that are ready to ship, and rank them strategically, giving priority to those that are most likely to sell (most popular, highly rated) and most profitable (highest margin).

5. Design for faster-loading mobile pages.

50% of visitors will abandon a mobile site if it takes longer than three seconds to load.⁴

TAKEAWAY: Mobile shoppers expect your site to load quickly, and they won’t stick around if it doesn’t.

The average web page loads 88% slower on mobile vs. desktop.⁴ And slow-loading pages have a measurable impact on company revenue. A one-second delay can reduce conversion rates by 7%.⁵

TAKE ACTION:

- ✓ Test both the desktop and mobile versions of your site for loading performance.
- ✓ Talk to a representative from your website platform about optimization tools.
- ✓ Limit the sizes of elements that can slow page loading times, especially images.
- ✓ Regularly cache your pages.



Want more insights?

Download *Conversion secrets of the Internet Retailer Top 1000* at bit.ly/2SZsBH4 to learn more about these topics and others, including testing with AI, avoiding malware, and creating shipping strategies.

6. Stand out with augmented reality (AR).

TAKEAWAY: You can increase a customer’s likelihood of buying an item by making it easy for them to visualize how it fits into their life.

AR apps, like “View in My Room” from Houzz.com, allow customers to use their phones to see items in place in their homes. These apps help people make personal connections with products and brands.

11x More than 2 million consumers have used the Houzz app, and those who use it are 11 times more likely to purchase.¹

TAKE ACTION:

- ✓ If no one in your category is using AR yet, consider how you could use it in new or unexpected ways.
- ✓ With your team, brainstorm ways you could use AR to get customers excited about your products.
- ✓ Explore other e-tailers that serve your audience, even if the product type is different. Note what they’re doing and use it as inspiration during brainstorming.
- ✓ Research apps offered by leading retailers in your category.

7. Make your emails work harder to drive sales.

TAKEAWAY: Email promotion is essential for retailers. Make sure your message cuts through the clutter.

Customers are inundated with email. To be noticed, yours has to be regular, readable, and relevant.

TAKE ACTION:

- ✓ Keep it simple. Respect your customers’ time by getting to the point, using conversational language, and making emails scannable with headings or bullets.
- ✓ Personalize email by making recommendations based on recent purchases or browsing behavior.
- ✓ Leverage predictive marketing to reach out to your audience when your data indicates that they’re likely to reorder.
- ✓ Send emails on a consistent schedule so your customers know when to expect them.
- ✓ Test every aspect of your email program for effectiveness, including frequency, topics, subject lines, length, and use of images, to see what drives opens, clicks, and purchases.
- ✓ Surprise and delight by thanking customers for their interest, inviting feedback, or including a small gift or incentive — like a discount or free shipping — on items they’ve expressed interest in.

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Original Research by
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¹ Source: *Internet Retailer*

² Source: *Internet Retailer and Bizrate Insights* ³ Source: *SapientRazorfish*

⁴ Source: <https://www.thinkwithgoogle.com/marketing-resources/data-measurement/mobile-page-speed-new-industry-benchmarks/>

⁵ Source: <https://backlinko.com/page-speed-stats>