

SalesGenomics

SHOPIFY CONVERSION **OPTIMIZATION GROWTH HACKS**

(FREE CHECKLIST)

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You can do quite a lot to improve your Shopify store's conversion rate.

The design of your website has a huge impact on the customers'
experience, and every shop owner should have that in mind when
building the website.

Since customer experience translates directly into conversion rate,
I prepared a free checklist to help you make sure that your Shopify
store is as efficient as possible. The list includes over 160 tips and
tricks that will make every stage of customers' journey better, from
the home page and category pages to product site, cart, and checkout.
After that, you'll find some general best practices regarding copywriting,
forms, and mobile version of the website. Finally, in the end, there are
a few psychological principles that will help you sell even more.

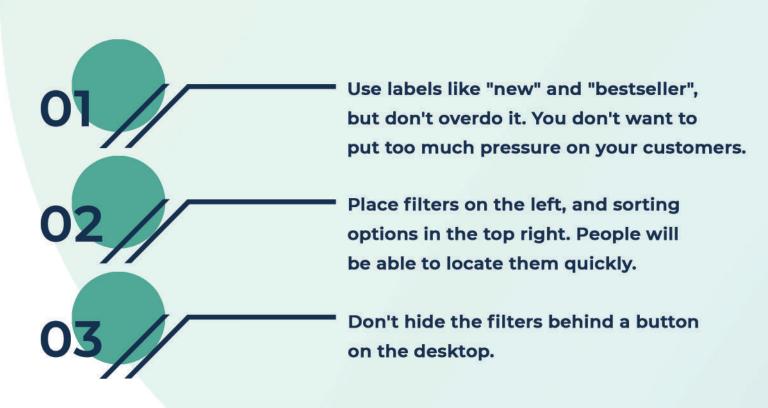


HOME PAGE

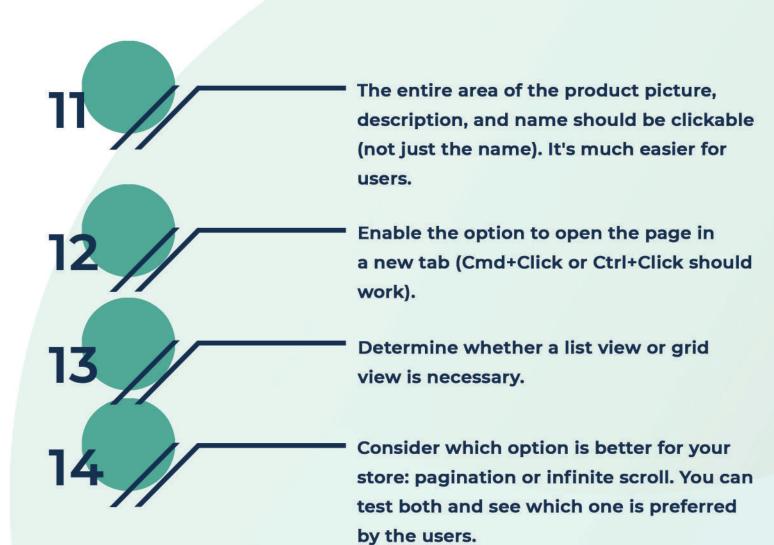




CATEGORY PAGE

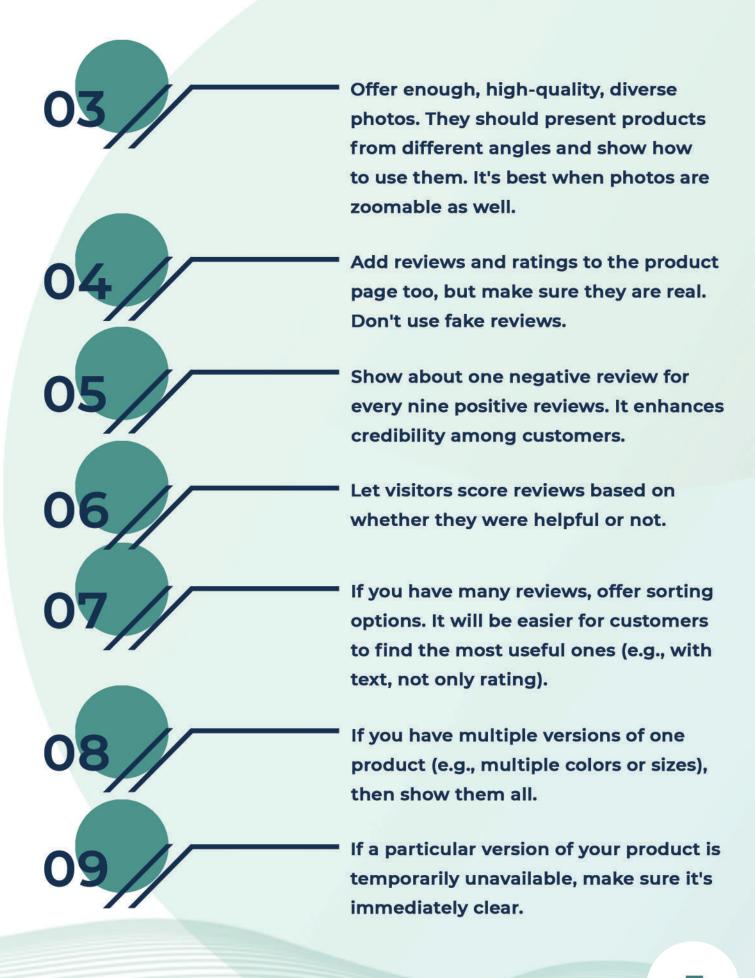






PRODUCT PAGE







Make it clear when the product will be delivered, whether you have free returns, and what the warranty period is.

Customers prefer to know how long it will take for them to receive the product.

They also tend to choose stores in which return policy is customer friendly.



The "Buy" button should be big enough and should have enough white space around it. This way, customers can easily distinguish it from the rest of the website.

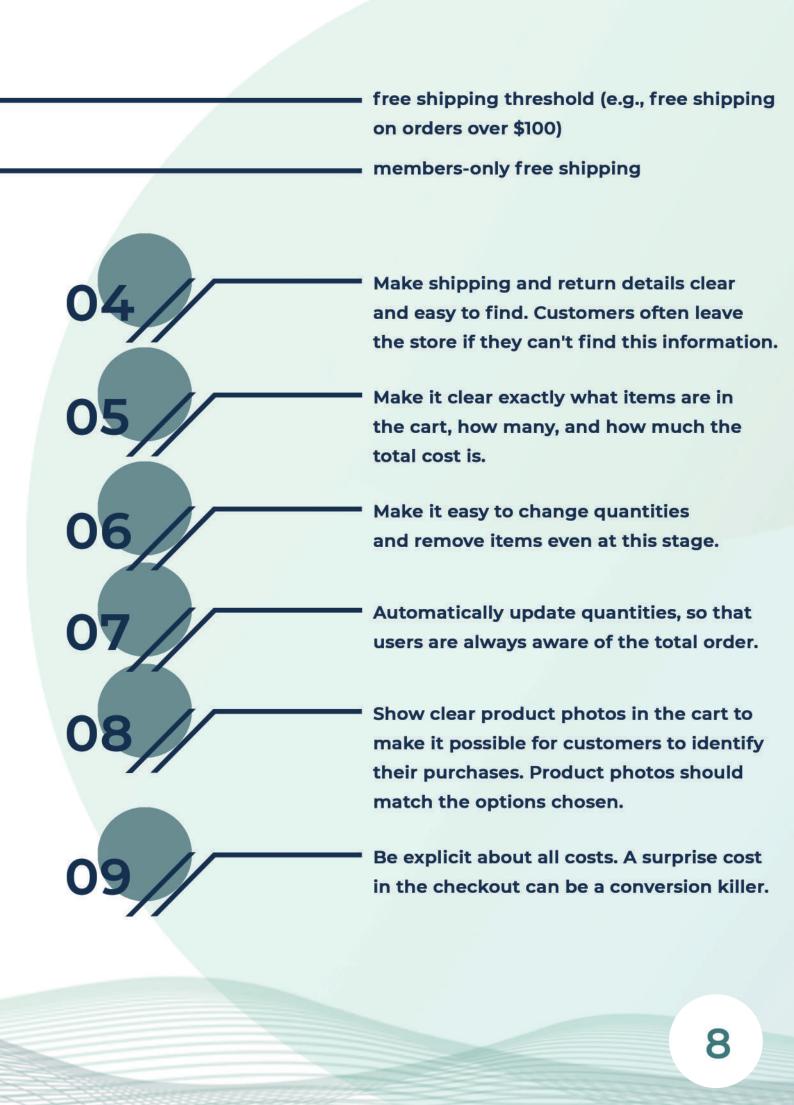
CART

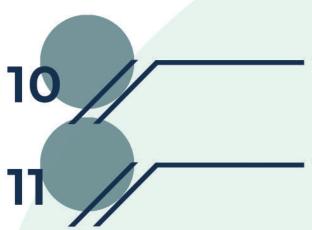


Make sure the add to cart option you have is optimal. There are four options:

show an alert that the item has been added to the cart, but keep your visitor on the product page. Sometimes the confirmation is so subtle that people think that it hasn't been added, and when you don't get a clear confirmation you're going to add it again. You'll have the same product twice in your cart. Now usually

people are going to see that eventually, but it's going to frustrate them. It's going to cause friction. Remember the "bucket of goodwill" that you want to keep filled take the visitor directly to the cart page display an overlay that confirms that the item has been added as well as options allowing the visitor to go to the cart or continue shopping. This is also a good place to display cross-sell items take the visitor to an "in-between" page that displays recommended additional items they can add to the cart. This is a bit difficult to set up, but it could help increase average order values It's usually a good idea to have the "Proceed To Checkout" button above and below the cart. It makes it easier to find it. If you can, offer free shipping. It always attracts customers. If you're not able to offer it on every product, here are a few other ideas: free shipping days (offered on select days each year)





The cart should be persistent and not disappear when users continue shopping.

The coupon code input field should be subtle.

CHECKOUT



Don't force people to create an account, offer guest checkout. Customers don't like to create accounts and provide too much data to online stores.



Make it look secure. Of course, it should be on https (your entire site should be on https, not just the checkout). But you can also play around with labels (like a padlock) that make this more clear and/or with microcopy that mentions the secure payment.



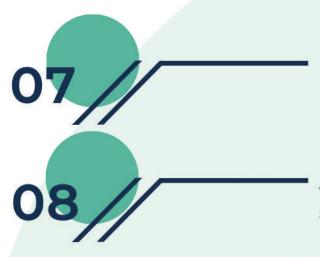
Determine whether you want to have one page vs. multi-page checkout.





CONFIRMATION PAGE (THANK YOU PAGE)





Try promoting some cross-sell items.

At this stage, it's not invasive and proves to generate positive results.

Add a "continue shopping" button, so they don't leave your site right away.

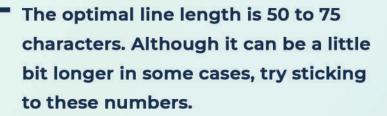
After going through the whole purchase process, let's take a look at some general rules.

READABILITY



Body copy font should be at least 16 pixels to make it easy to read.

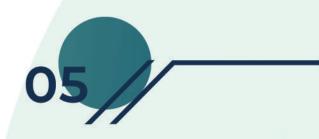
Make sure to structure your content: use lists, break it up with images, start a new paragraph every 3 to 4 lines, and add a sub-headline after 1 or 2 paragraphs.





When you use subheadings, they should serve as a summary of the paragraph.

Many people scroll through headings and subheadings only, so make sure they contain the most relevant information.



Make sure your font color contrasts with the background (i.e., don't put a light grey font on a white background).

CALLS TO ACTION& BUTTONS



Each page should have a single most wanted action. This will be your primary CTA. Don't distract users with too many CTAs, as it may result in them just leaving the website.



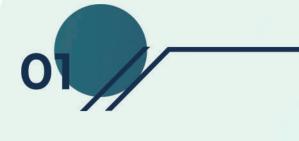
Make the primary CTA look primary, and the secondary look secondary.

The hierarchy should be clear for customers from the moment they land on the page.



Make your CTA specific. Avoid general messages, so that users know exactly where the CTA takes them.

FORMS



Reduce the number of form fields.

The more information customers have to provide, the less eager they are to finalize the purchase.



Ensure the form is clear. It should be well visible which label corresponds to which field and what kind of information it requires.

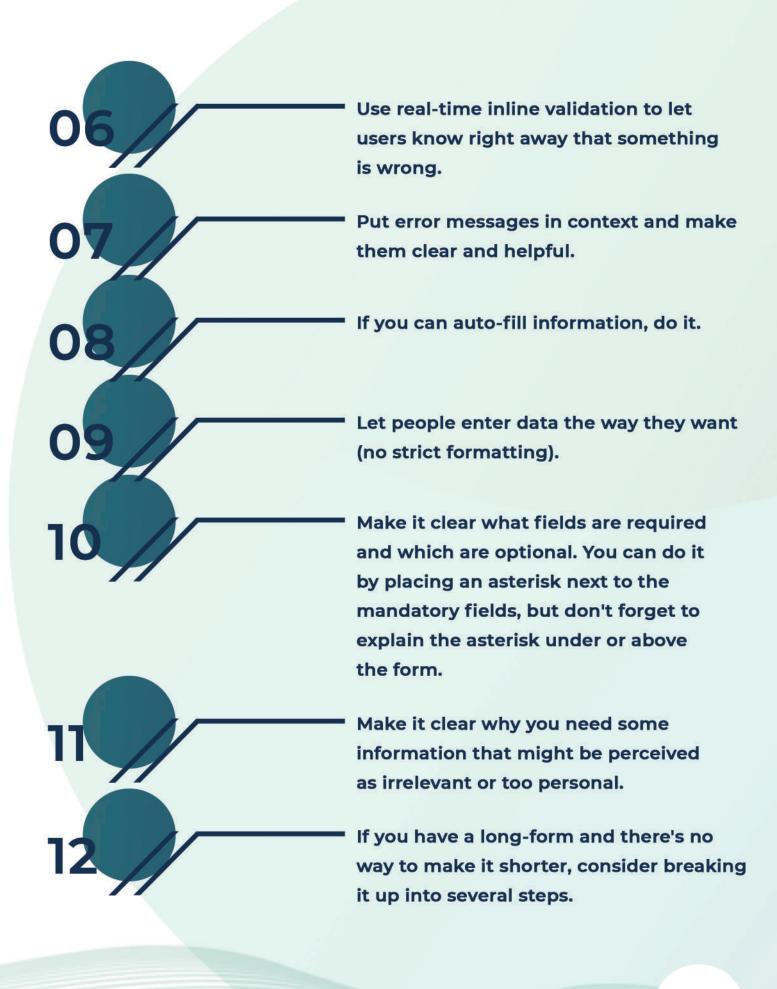


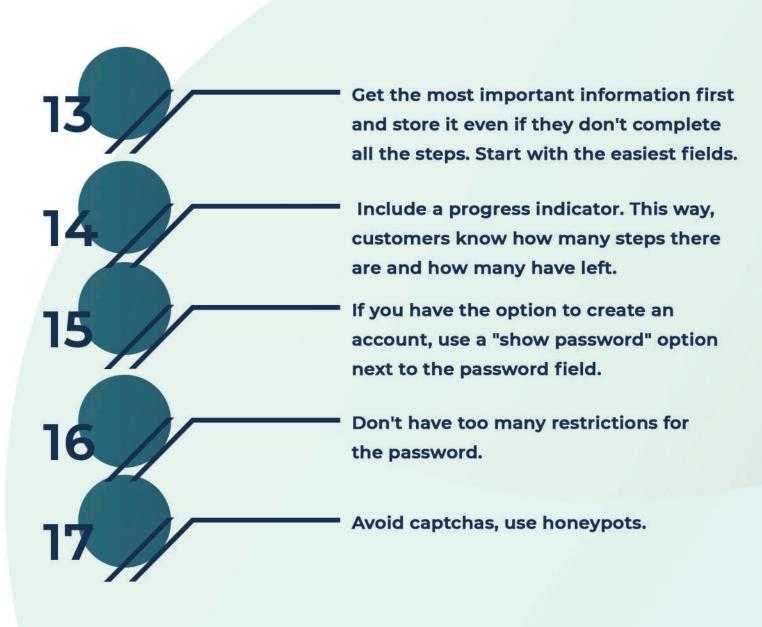
Don't use inline labels if your form has more than two fields.



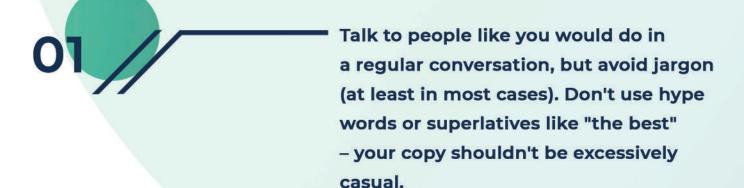


When there are less than five options, use radio buttons, not dropdowns.



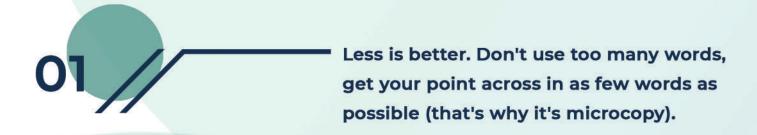


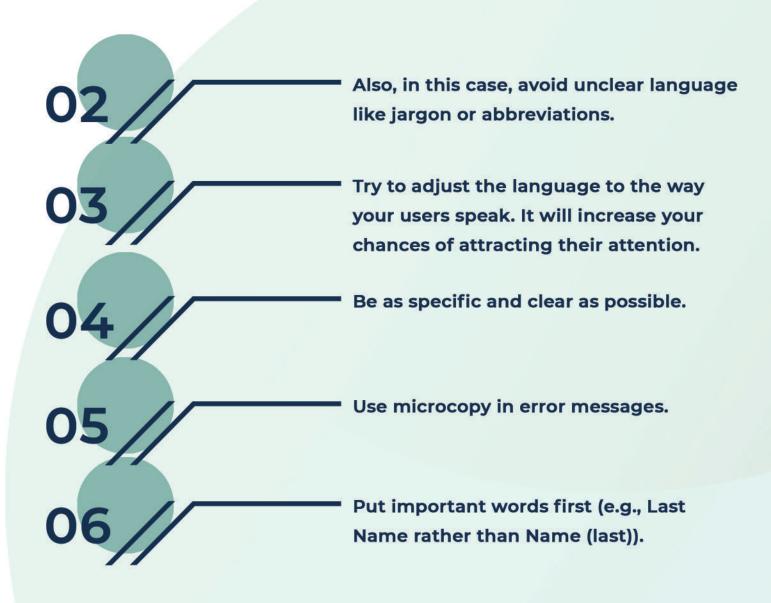
COPYWRITING





MICROCOPY





VALUE PROPOSITION



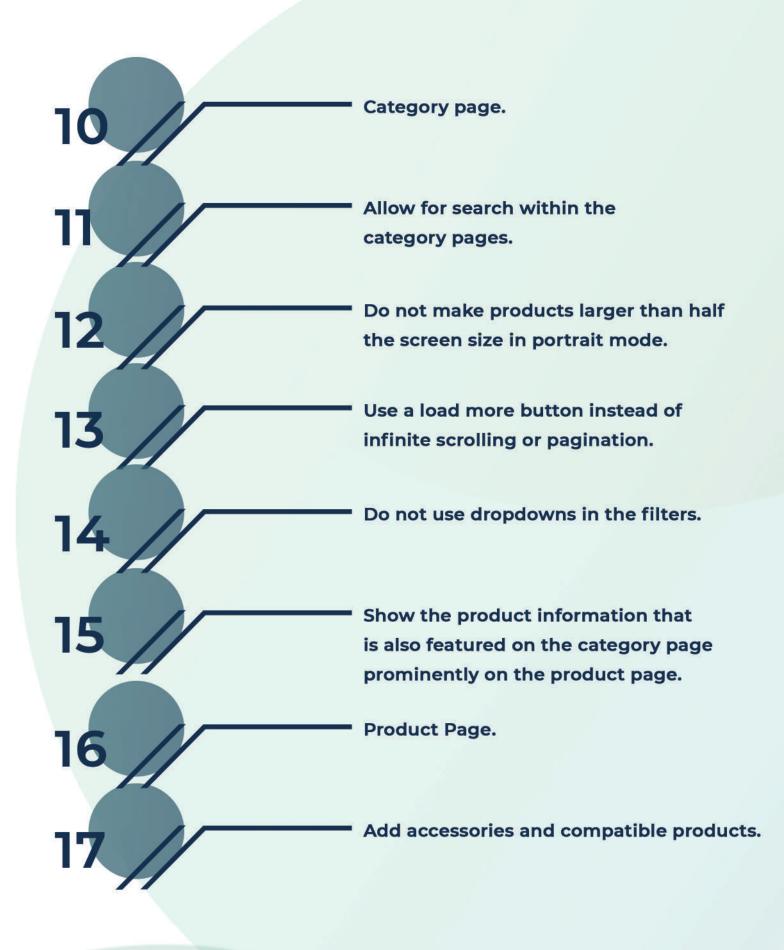


MOBILE

A huge part of sales comes from mobile users. And even if they don't finalize the purchase on a mobile device, they use it for product research. So, the way you prepare your store for mobile users has a significant impact on your conversions. That's why you can't forget about mobile optimization.









PSYHOLOGICAL PRINCIPLES

To sum up, I want to share a few psychological principles that apply to the e-commerce shopping experience and can help you attract more customers.

Make sure to benefit from them!







Use this checklist to optimize your Shopify store, and I'm sure it will pay off.