

— 19 (EASY TO FIX) —

BLUNDERS

THAT ARE HURTING YOUR
CONVERSION RATES

PRESENTED BY



+



Conversions
On Demand

Save Lost Revenue
Pay-For-Performance

About This Report

Hello!

Thank you for downloading your free report. All things equal, shoppers prefer supporting smaller merchants over larger ones. Unfortunately, smaller merchants often make seemingly innocuous mistakes that cost them sales on a daily basis. In this free report we will bring common blunders to your attention so you can fix them and grow your revenue as a result.



To prepare this report, my conversion testing team at Conversions On Demand spent considerable time sifting through nearly 1,000 statistically valid conversion tests that we conducted since I founded our company in 1997. We were in search of “gems.” What’s a gem? **A small, easy-to-make change that can have a big impact on your conversions.**

After you are done scanning the blunders and gems below, we hope you will consider test driving [The Cart Closer](#) or [Time2Buy](#), our flagship products on [ConversionsOnDemand.com](#). These products, like the recommendations below, are tested and proven to be effective.

Very truly yours,

Scott Smigler

Founder

Conversions On Demand

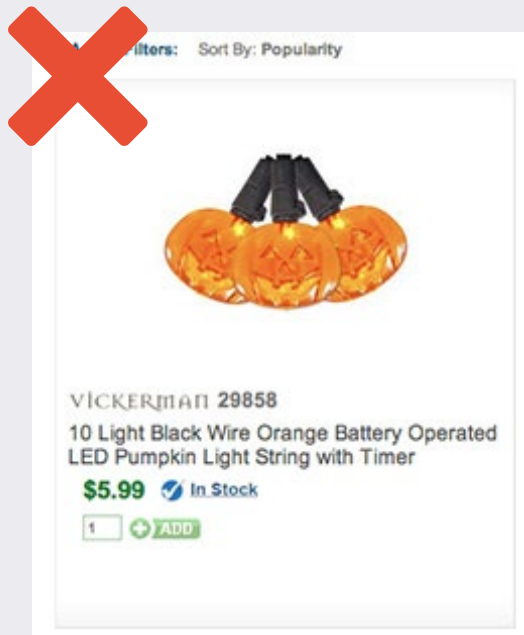
An Exclusive Concepts, Inc. brand

BLUNDERS

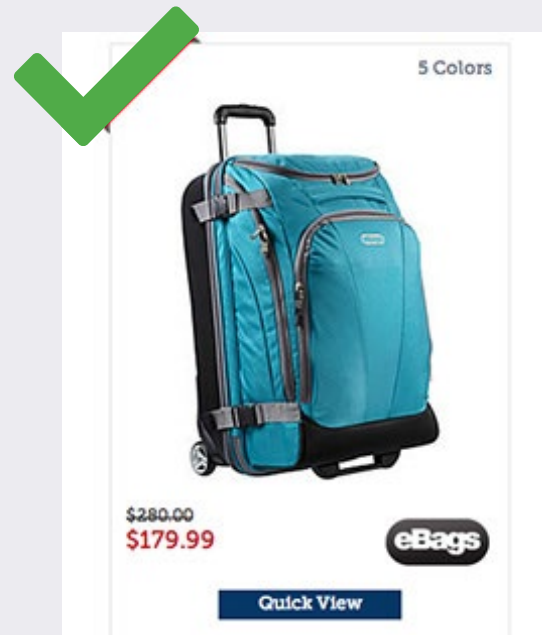
1. No call to action under product thumbnails prompting shoppers to learn more
2. Add-To-Cart button colors that blend in with other colors on the page
3. Failing to emphasize “this site is secure” on the first step of checkout
4. Neglecting to advertise shipping promotions near your add-to-cart button
5. Not making “free shipping” more prominent than the words around it
6. Not confirming “free shipping” throughout your checkout to qualifying shoppers
7. Not surfacing product review stars on section pages
8. Displaying left-hand navigation on product pages
9. Ignoring cart abandonment
10. Making site search hard to find
11. Vague error messages on checkout pages
12. Having a generic “about us” page
13. Cluttering your “sort by” options
14. Neglecting easier conversions like mailing list subscriptions
15. Leaving out “low price guaranteed” messaging from item pages
16. Missing obvious navigation segmentation opportunities
17. Putting your add to cart button below the fold
18. Failing to put time-limits on special sales
19. Stale homepage content

Blunder 1

No call to action under product thumbnails prompting shoppers to learn more before adding to cart



Asking for the sale too soon scares shoppers away.



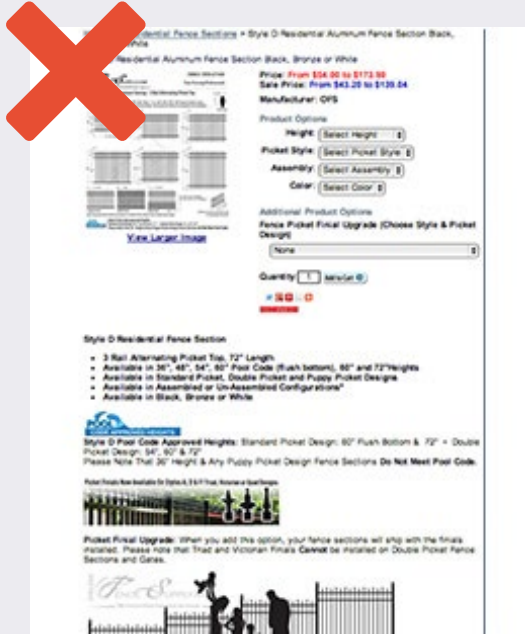
Obvious path to learn more that doesn't make the shopper think.

Quick Tip

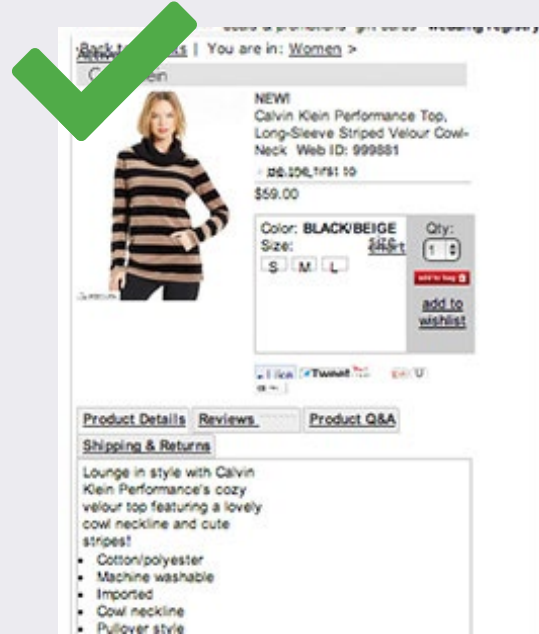
Whether your call to action is "quick view," "learn more," or "shop now," give the shopper an obvious path for learning more about the product before asking them to add it to their cart. Don't make your shoppers think.

Blunder 2

Add-To-Cart button colors that blend in with other colors on the page



You can barely find the add-to-cart button.



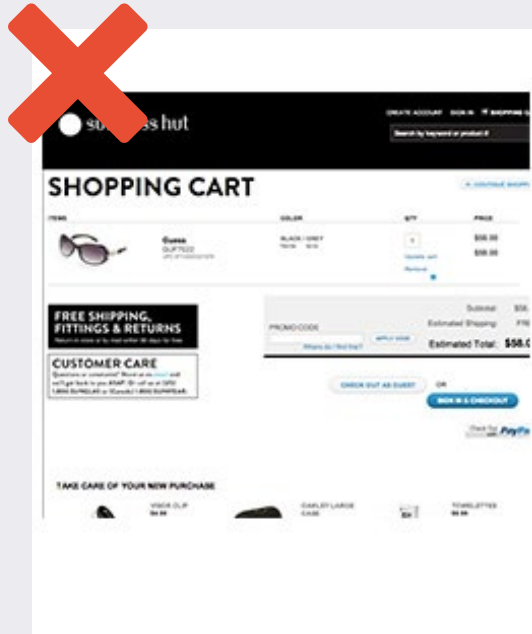
We don't even need to point out the add-to-cart button

Quick Tip

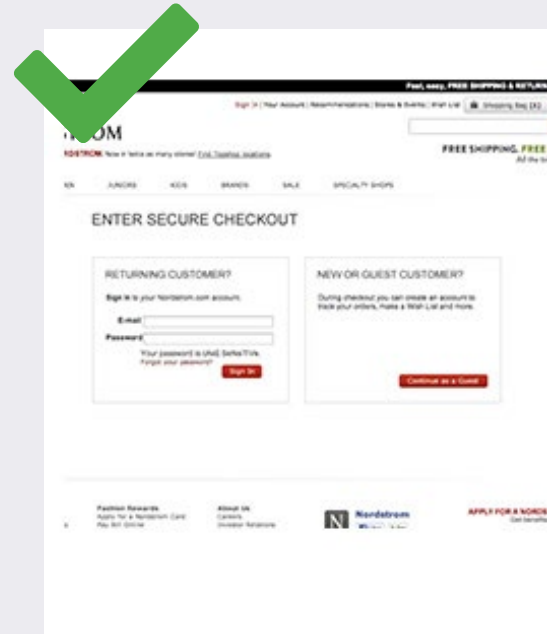
Go to your product page and zoom out on your browser window. If your add to-cart button doesn't stick out like a sore thumb, you're doing it wrong.

Blunder 3

Failing to emphasize “this site is secure” on the first step of checkout



No mention of secure checkout makes shoppers nervous about smaller sites.



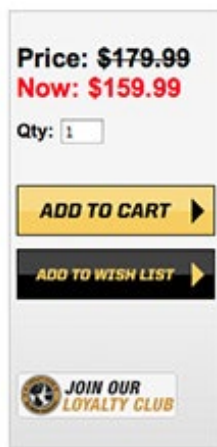
Secure checkout emphasis reassures that personal info is safe.

Quick Tip

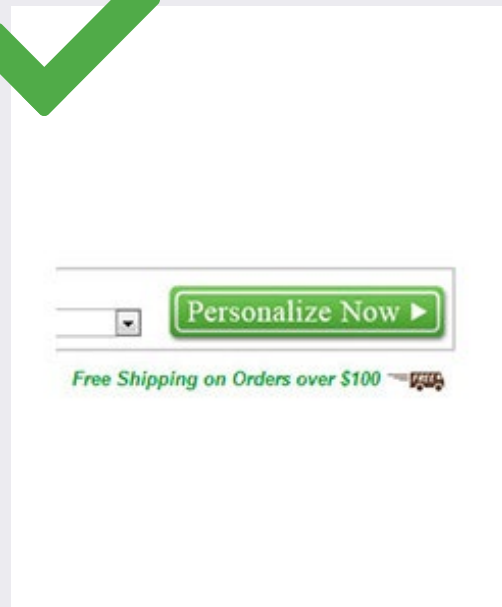
Tests we've conducted suggest that many shoppers are fearful their personal information will end up in the wrong hands. It's often why they buy from big brands. The good news for lesser-known brands is that you can often assuage these concerns by saying two key words: Secure Checkout. No fancy trust symbols necessary. Simply tell shoppers your cart is secure and conversions are all but guaranteed to improve.

Blunder 4

Neglecting to advertise shipping promotions near your add-to-cart button



No shipping info before clicking add-to-cart = anxiety.



15% more revenue per visit with shipping promos.

Quick Tip

Clicking the add-to-cart button triggers sub-conscious anxiety in the minds of shoppers. They wonder what will happen next, and whether placing an order with you is the right thing for them to do. Positive reinforcement, in the form of free shipping promotions and guarantees, helps to relieve that anxiety. This tactic led to a 15% increase in revenue-per-visit in a recent test.

Blunder 5

Not making “free shipping” more prominent than the words around it



Emphasizes qualifications for free shipping.



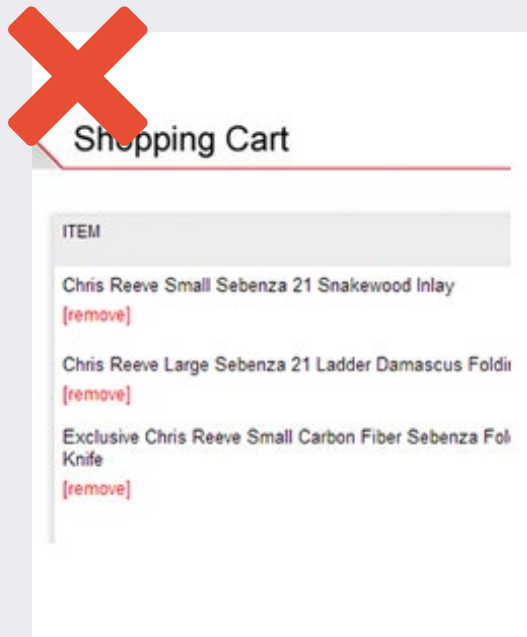
30% lift when you optimize “free shipping” messages throughout site.

Quick Tip

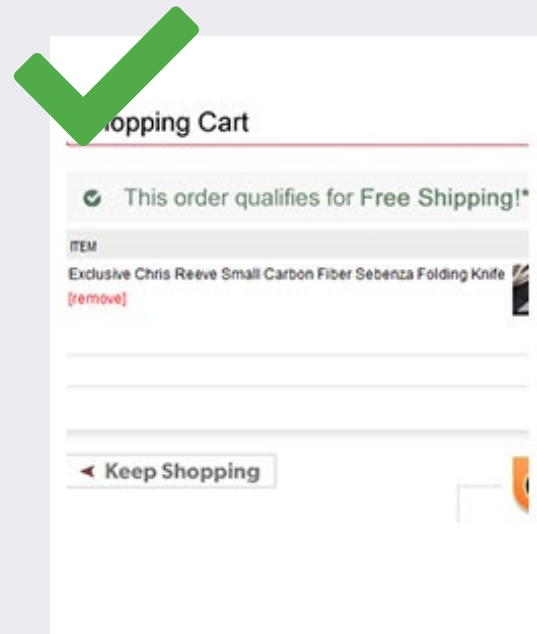
“Free shipping” is the primary message you want to get across. Qualification details, such as a shopper’s total purchase needing to exceed a threshold to qualify should be deemphasized. When a shopper exceeds a required threshold, don’t require they do the math. Tell them simply, “YOU HAVE FREE SHIPPING,” and do that throughout your entire site. Our conversion tests show a 30% conversion rate lift.

Blunder 6

Not confirming “free shipping” throughout your checkout to qualifying shoppers



Is there free shipping? Who knows?



“Free shipping” confirmed every step of checkout.

Quick Tip

Reinforce free shipping all the way through the checkout funnel above your cart summary elements. If they are over the threshold (or get it with no minimum), tell them ALL THE TIME! If they don't have enough in their cart to get free shipping, tell them how much more will qualify them.

Blunder 7

Not surfacing product review stars on section pages



No reviews shown means shoppers are less likely to buy.



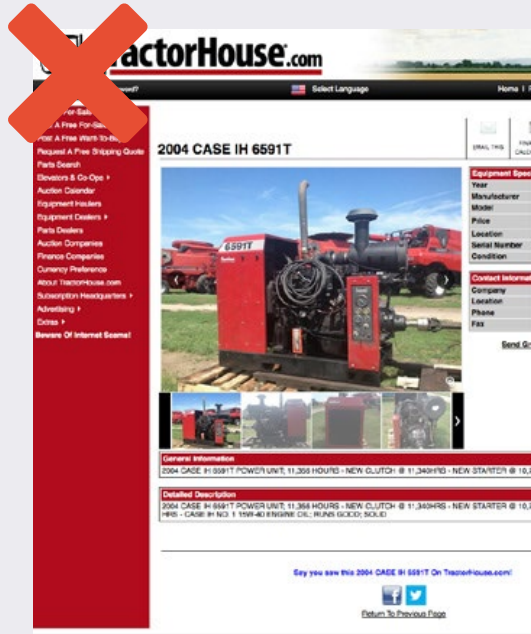
Stars make a buyer likely to click on a product.

Quick Tip

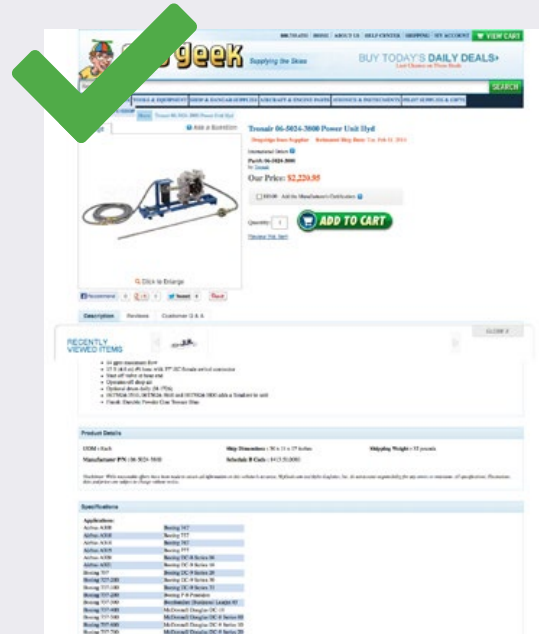
63% of customers are more likely to purchase from sites that have customer reviews (iPerceptions). By displaying review stars on section pages, you help focus shoppers on the products they are most likely to buy, and move them further down the funnel by compelling them to click into your item pages.

Blunder 8

Displaying left-hand navigation on product pages



Left-hand nav is overwhelming.



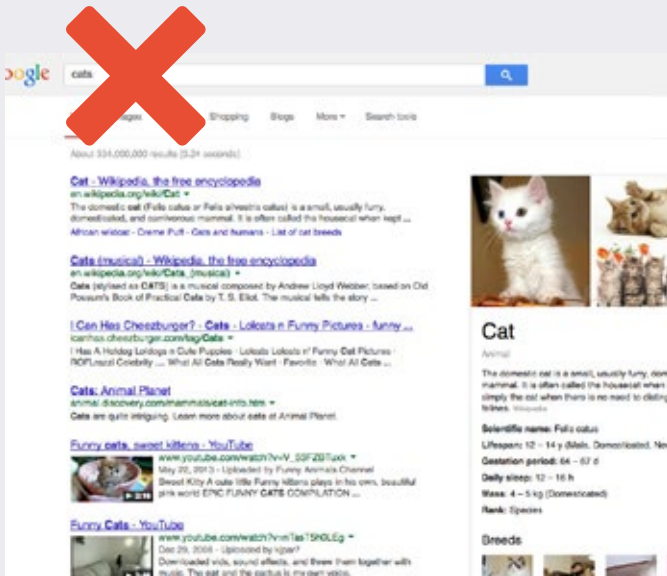
No left nav makes for more focus on product.

Quick Tip

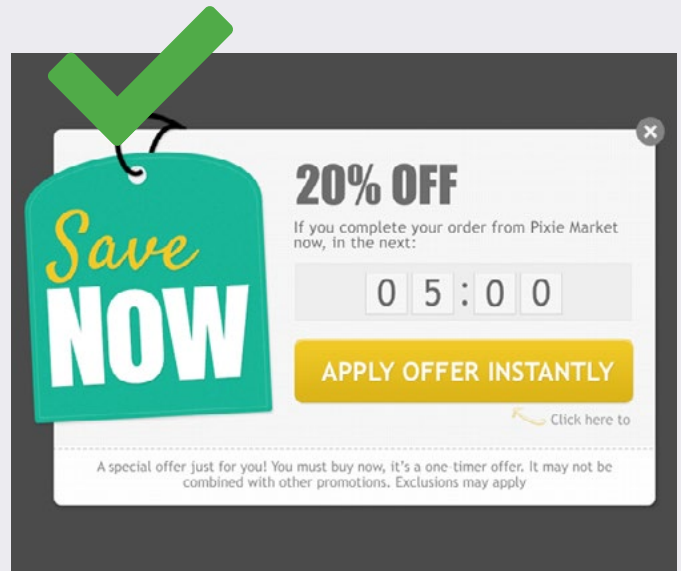
You want to keep shoppers focused once they reach an item page, rather than overwhelm them with options. We've run many tests showing that conversion rates can be improved by removing the left-hand navigation so that the item photo and buy-box becomes the most prominent.

Blunder 9

Ignoring cart abandonment



This shopper was distracted by cat photos and nothing stopped them when they abandoned their cart.



The Cart Closer pop-up helps seal the deal.

Quick Tip

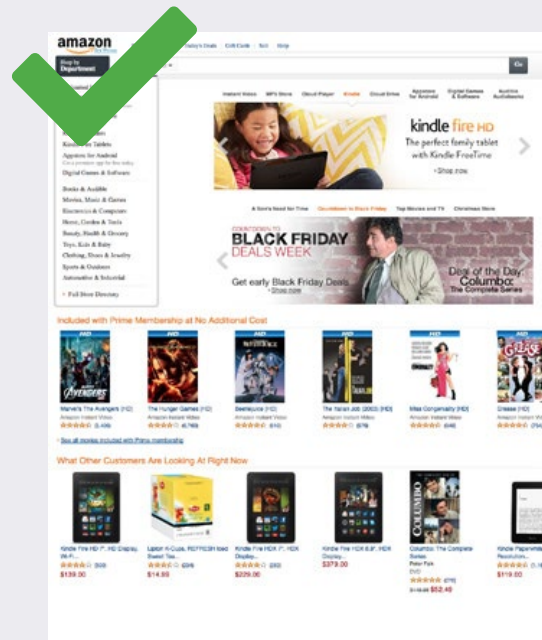
On average, 75% of shoppers who add something to their shopping cart leave before completing a purchase. Pop-up window reminders, like The Cart Closer from Conversions On Demand, give you a second chance to close the deal. Use of pop-up window reminders surged 132% in 2012 to 12.1% of sites (MCM Ecommerce Outlook survey).

Blunder 10

Making site search hard to find



Site search too hard to find
= lost sales.



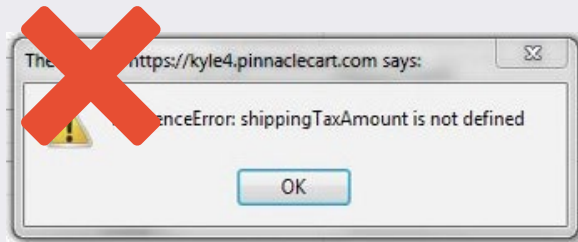
Wider search box
encourages shoppers to
search.

Quick Tip

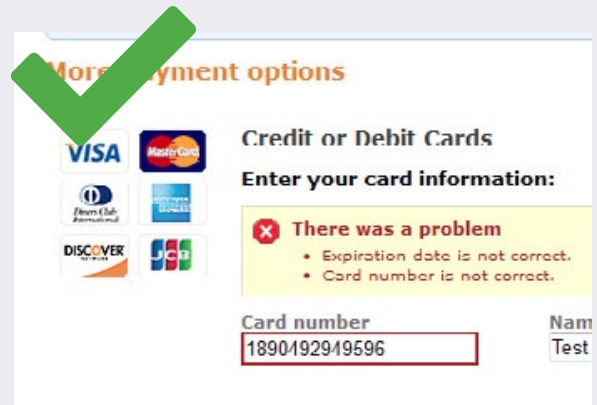
More than a third of shoppers use site search, and those shoppers are often the most likely to convert. We've run many tests showing that by expanding the width of the search box we can encourage more shoppers to search, which results in an increased conversion rate.

Blunder 11

Vague error messages on checkout pages



Strange error messages make shoppers abandon the site.



Highlighted fields and suggested solutions make resolution easy.

Quick Tip

Extremely motivated shoppers will probably buy from you regardless of whether they encounter vague error messages in your cart. Shoppers who are somewhat reluctant to buy, however, often abandon their purchase when they encounter error messages they can't resolve easily. Highlight the fields that have issues prominently and suggest solutions.

Blunder 12

Having a generic “about us” page

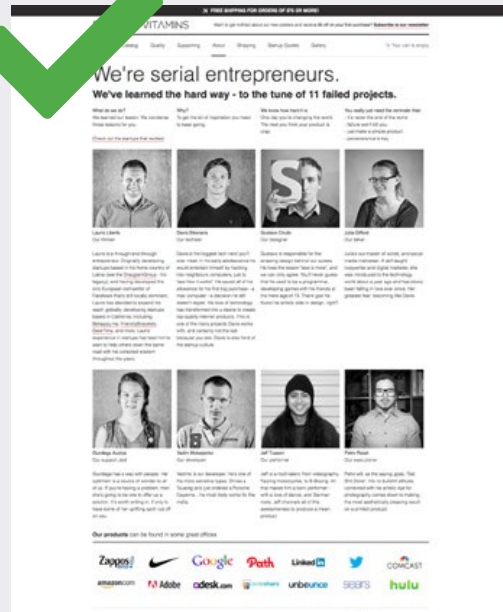
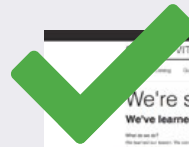


ABOUT US

We enjoy selling you things and having your business. Our products are the usual type you'd expect and we assure you they're quality items. We're a faceless, corporate entity, but without the brand recognition. Are we any different than the other guys? Not really.



Generic “about us” page gives shopper no reason to trust.



Tells buyers unique value and that the company can be trusted.

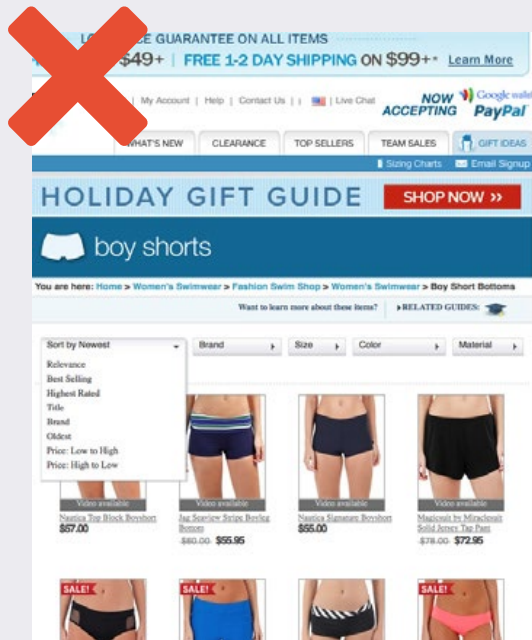
Quick Tip

Why do customers pay a premium for Starbucks coffee, even if the local coffee shop offers the same coffee for less? Because they trust the brand. Tell a story on your about us page that positions you as a unique and trustworthy merchant, and you'll overcome a key obstacle.

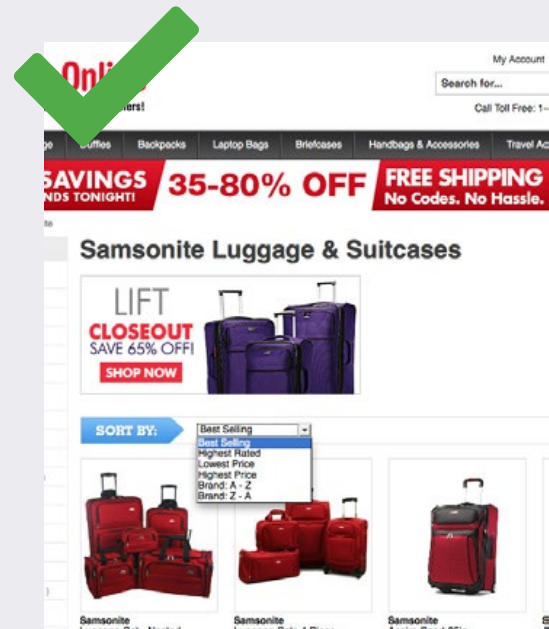


Blunder 13

Cluttering your “sort by” options



Too many sorting options that customers don't use.



Streamlined, with popular sorting option prioritized.

Quick Tip

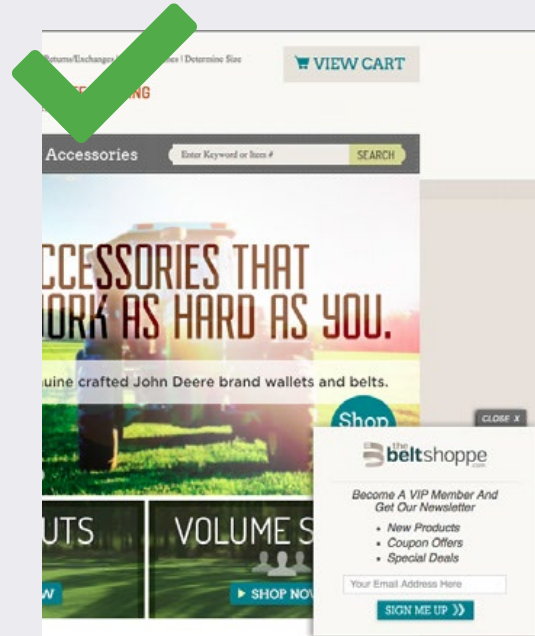
The sort by options that appear above thumbnails on a section page can have a big influence on conversions. Find out what sorting option your shoppers use most often and prioritize that above other lesser-used sorting options. For example, we learned through testing that most shoppers on an apparel store clicked “view all,” and dramatically improved conversion rates by emphasizing that above everything else.

Blunder 14

Neglecting easier conversions like mailing list subscriptions



No mailing list or hard to find? 98% visitors will leave and never come back.



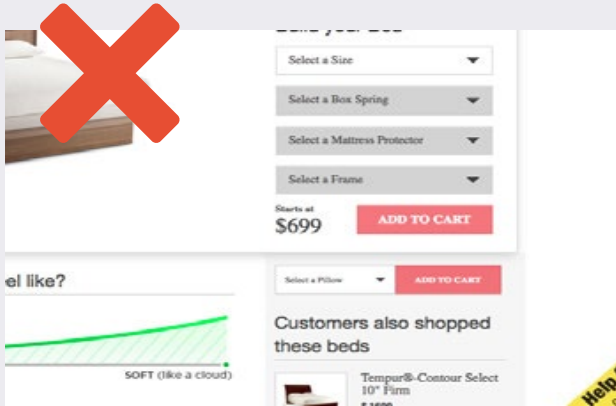
Mailing list sign up gives you another chance at conversion.

Quick Tip

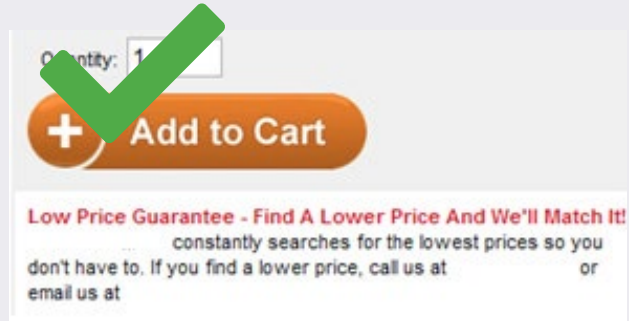
On average, 98% of visits to your website won't result in a purchase, often because they are early in the decision-making process. Most who leave will never come back. Turn more of these tire-kickers into customers by offering them a one-time use coupon-code in exchange for signing up to your mailing list.

Blunder 15

Leaving out “low price guaranteed” messaging from item pages



This company’s lowest price guarantee is nowhere near the cart button.



“Lowest prices guaranteed” near cart button reassures the shopper.

Quick Tip

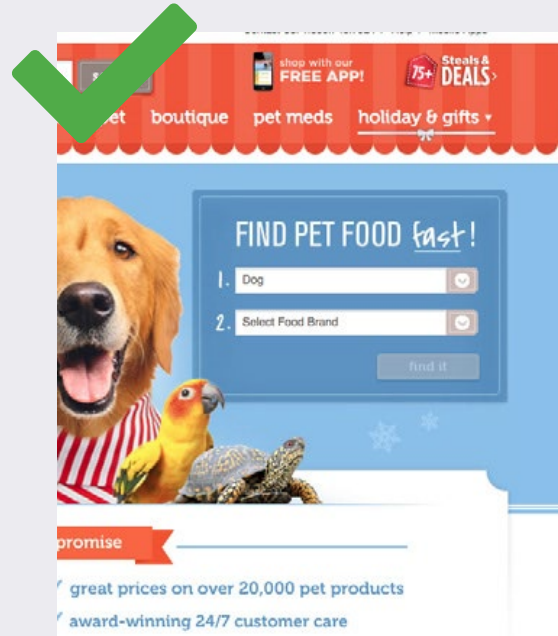
Simply stating “lowest prices guaranteed” near your add to cart button can dramatically increase conversions according to our tests. By contrast, similar messaging located in the header has a minimal impact. Many shoppers are motivated by “fear of loss,” and if you can address that fear, you’re more likely to close the deal.

Blunder 16

Missing obvious navigation segmentation opportunities



Requires lots of clicking to get anywhere.



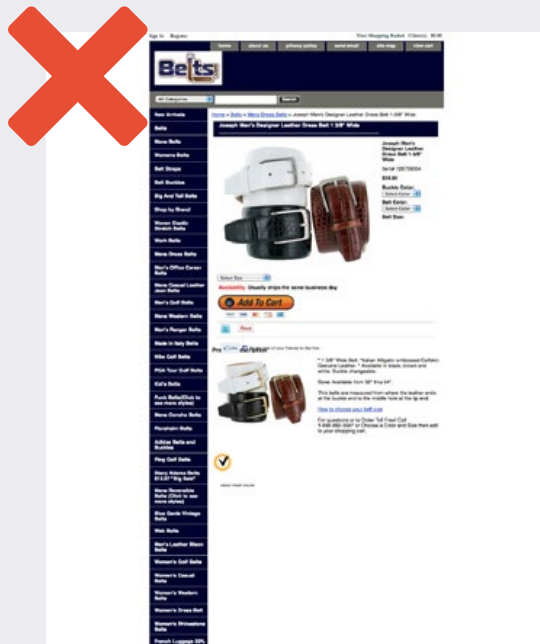
Easy one-stop navigation for many.

Quick Tip

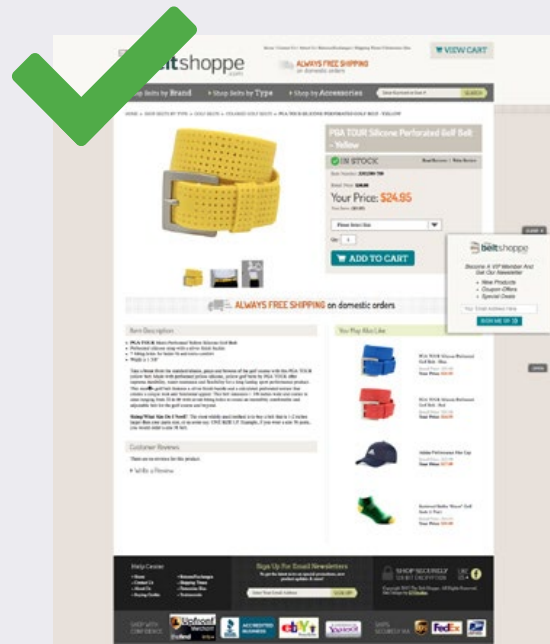
Help shoppers find what they want faster by offering intuitive navigation options that break the convention of standard navigation options. In the case of Wag.com, they allow a shopper to select the type of pet they have, and the brand of pet food they use, in order to save their shoppers from having to navigate 2 or 3 different pages to get the same result.

Blunder 17

Putting your “add to cart” button below the fold



Cart below the fold = lost sales.



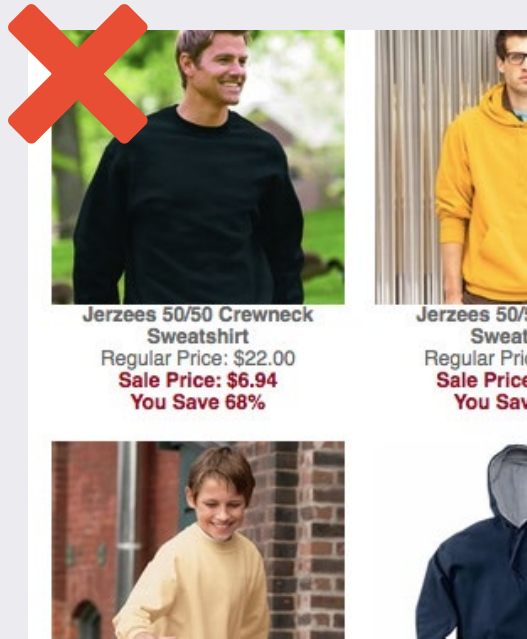
Above the fold sells much better.

Quick Tip

Testing shows that conversions plummet when the add to cart button is moved below the fold. This may be for both practical as well as psychological reasons. In many cases, ready-to-buy shoppers simply can't locate the add to cart button as quickly as they would like, and leave due to frustration.

Blunder 18

Failing to put time-limits on special sales



A sale that lasts forever is less effective.



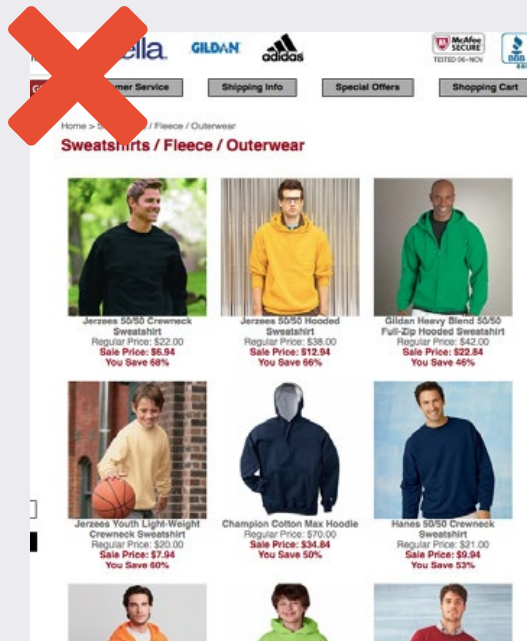
Sales with time limits make a shopper 25%+ more likely to buy.

Quick Tip

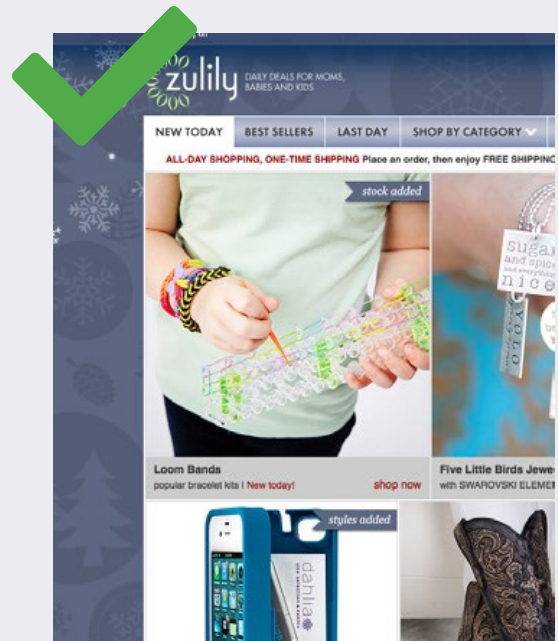
Putting time limitations on special offers motivates shoppers and can make them 25%+ more likely to buy. Attach a time limitation on all of your offers. For site-wide promotions, consider tools like [Time2Buy](#) which presents a persistent countdown timer that follows shoppers as they browse, reminding them of how quickly they must make their purchase in order to get the promotion.

Blunder 19

Stale homepage content



Nothing new means fewer reasons for customers to come back.



New content daily keeps returning customers.

Quick Tip

The retailers who grow quickly and profitably often do so because they've mastered the art of generating repeat purchases from their customers. Your homepage is an important part of that formula. Help your return customers discover something new by showcasing merchandise that's seasonal, trending upwards in popularity or that's available at a deep discount.

Thank You

for taking time to read our free report. Was reading it worth your time? Please send your feedback to me at scott@exclusiveconcepts.com. Your feedback will help us to produce useful content for you.

Regards,
Scott Smigler

Founder of Conversions On Demand

An Exclusive Concepts, Inc. Brand

About Conversions On Demand

Conversions On Demand, an Exclusive Concepts brand, provides hosted conversion improvement software to online retailers. Conversions on Demand software is used by the U.S. Olympic Soccer Team's online store, and hundreds of other merchants on Yahoo! store, BigCommerce, Magento, 3D Cart, and more. All of our products include control panels, analytics tools, easy a/b testing, and CrowdWisdom for no additional cost.

Our flagship product, The Cart Closer, enables merchants to target deals to shoppers based on their cart size at the moment they attempt to abandon it. It's offered on a pay-for-performance basis, and merchants can sign-up today for a 30-day trial.

Check Out These Exclusive Offers

From Conversions on Demand



The Cart Closer

75% of shoppers abandon their carts before buying. The Cart Closer prevents cart abandonment —**saving up to 28% of abandoned carts**. It's the easiest, most effective, and most affordable solution of its kind.

[Learn More](#)



Time2Buy patent pending

Timed offers proven to increase e-commerce conversion rates. Time2Buy identifies unmotivated browsers and makes them **25.90% more likely to buy**.

[Learn More](#)

**30 DAY
FREE TRIAL**

There are 2 types of online merchants — those who use **Conversions On Demand** and those who've yet to try it.

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Track leads with a complete timeline-view of their interactions with your company



EMAIL

Send personalized, segmented emails based on any information in your contact database.



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Publish content to your social accounts, then nurture leads based on their social engagement.