



BUGFINDERS

YOU DON'T HAVE TO TAKE RISKS TO INCREASE CONVERSION

A common reaction to low or falling eCommerce conversions is to assume that your site just isn't attracting enough customers. To get more people through the checkout, you might try things like A/B testing, introducing personalisation or including money-back guarantees.

But there are no guarantees these strategies will work and, often, there are easier and safer ways to increase conversions. Here are a few to get you started:



DEVELOP A RESPONSIVE OR DEDICATED MOBILE SITE

Recent research by IMRG has demonstrated that 52% of traffic to retail sites now comes from mobile devices, up a staggering 2,000% on 4 years ago. In light of that, it is essential that you develop either a responsive or a dedicated mobile site to cater for your

customers who choose to interact with you through their tablets or Smartphones. A lot of the time people may well want to buy from you but, when confronted with a site that clearly hasn't been designed for their screen size, choose to go to your competitors instead.



THOROUGHLY TEST YOUR SOFTWARE TO MAKE SURE IT WORKS FOR ALL YOUR CUSTOMERS

How many of your customers are trying to buy from you right now, but can't because a software bug is preventing them from doing so? If you haven't tested your site thoroughly, it could well be more than a few. Engage a software testing company to identify the bugs on your site when accessed by a wide range of

devices, browsers and operating systems, and make sure there are no barriers to purchase you don't know about. The resulting improved customer experience is also likely to better your reputation, winning you more customers in the process .





CONDUCT USABILITY TESTING

Rather than guessing what users would like to see on your site, ask them. By working with a Crowdsourced Testing company, you can gain access to thousands of users just like your customers who will give you usability feedback on things like the layout of your site, the language used and the

ordering process. You can draw up your own questionnaires to acquire ultraspecific information, and even request certain types of users that accurately reflect your customer base.

MAKE SURE YOUR ORDERS AND RETURNS PROCESS WORKS



This is particularly relevant if you benefit from one of eCommerce's biggest advantages - the ability to trade internationally. Testing whether your orders go to the right addresses, are shipped on time and received in good condition can help you establish whether your customers are experiencing poor service at

some point in the process, but not telling you about it. You can also confirm that your returns process is working, if necessary. Again, one way of doing this is to work with a Crowdsourced Testing company to gain access to a large base of international users.

DON'T TAKE THE RISK

All of these measures are easy to implement and don't carry the risks of investing time and money in experimenting with uncertain marketing strategies. Each will remove barriers to purchase on your site or confirm that no such barriers exist before you move on to other options.

