

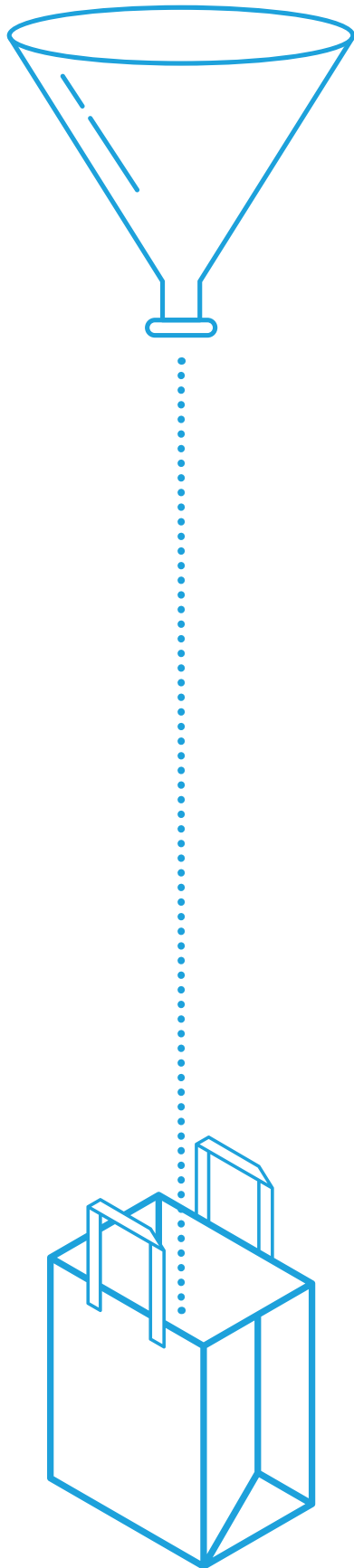
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ECOMMERCE CONVERSION

-Mistakes To Avoid-



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Setting up an ecommerce company sounds as easy as creating a website and adding your products. **In reality, running an ecommerce business takes a lot more than a website and an ecommerce platform for accepting payments.** It's a learning process that never ends, because mistakes can cost you sales. Some mistakes may be unavoidable, and you'll learn to correct them as you go. Others, however, are as common as daisies but not nearly as pretty.

Fortunately, because these errors are so common, there are easy ways to fix them. **Sometimes the smallest tweak can have a big impact on your bottom line.** Here are some of the most common conversion errors and how you can avoid them.

SECTION 1: Pre-Transaction Mistakes

PRE-TRANSACTION

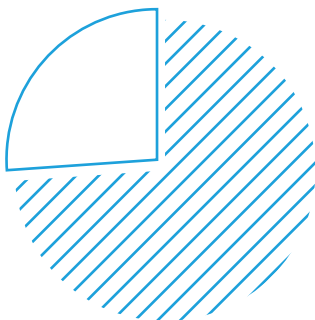
Did you know you can make a big mistake the moment someone lands on your website? Your products fulfill a particular need, soothe a pain point, for any who purchase. If you don't know who those buyers are or what they need, then you've already made your first mistake.

Understanding your buyers personas the very first thing you must do, before you build your website, fill it with products, or create your content. Without a solid understanding of those who will visit your ecommerce company, you'll turn them away in droves.

That understanding helps you form the foundation for a true relationship with your customers, a reason for them to return again and again, and to also tell their friends and family about your company. Once that foundation is built, there is only one way to grow.

MISTAKE #1: AVOID STATIC CONTENT

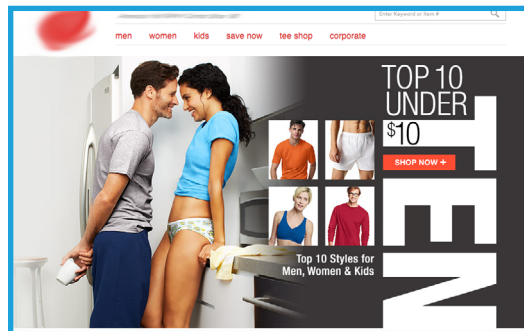
When you meet someone new, you both go through the getting-to-know-you motions, right? What's your name, what do you do for a living, what kind of hobbies do you have, and so on. After you've gotten to know each other a little bit, you wouldn't dare cover the same ground, would you? Implying that you don't know your friend very well leads to hurt feelings.



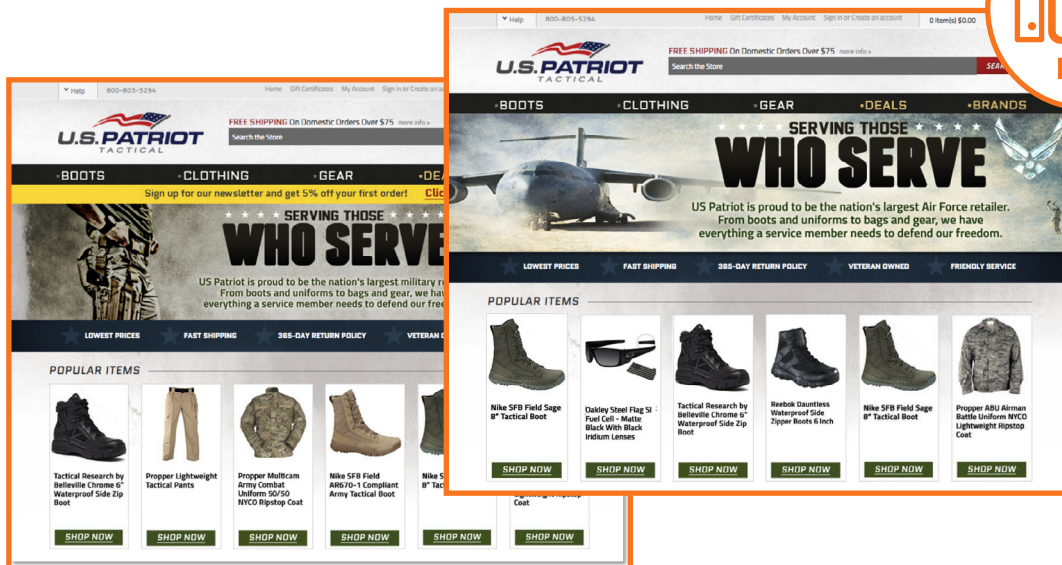
74% of buyers get frustrated with websites that present content that isn't relevant to their interests

SECTION 1: Pre-Transaction Mistakes

The same is true with the information on your website and in your marketing emails. When you deliver the same information to the same people every time they visit, they'll start to wonder if you really know them at all. In fact, [74% of buyers get frustrated](#) with websites that present content that isn't relevant to their interests.



A returning customer doesn't have a personalized experience based on their interests



A returning customer is shown different information based on their preferences.

Personalize every user experience according to the information they've already seen, the products they've purchase in the past, the device they're using, and even their current location. Then watch as impressed and flattered users turn into buyers.

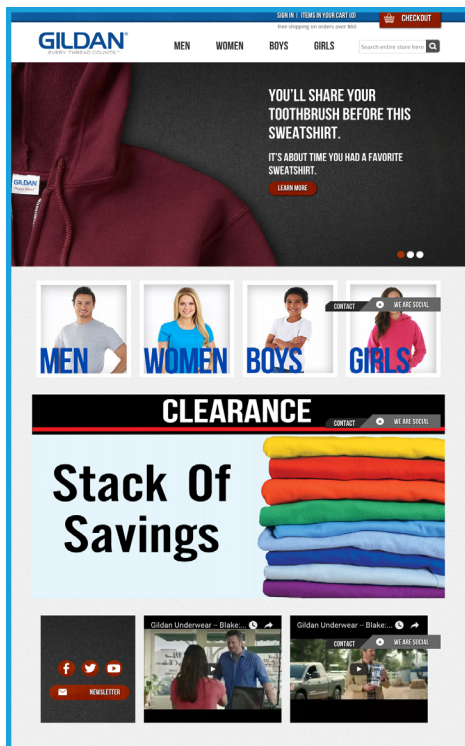
SECTION 1: Pre-Transaction Mistakes

MISTAKE #2: STALE HOMEPAGE CONTENT

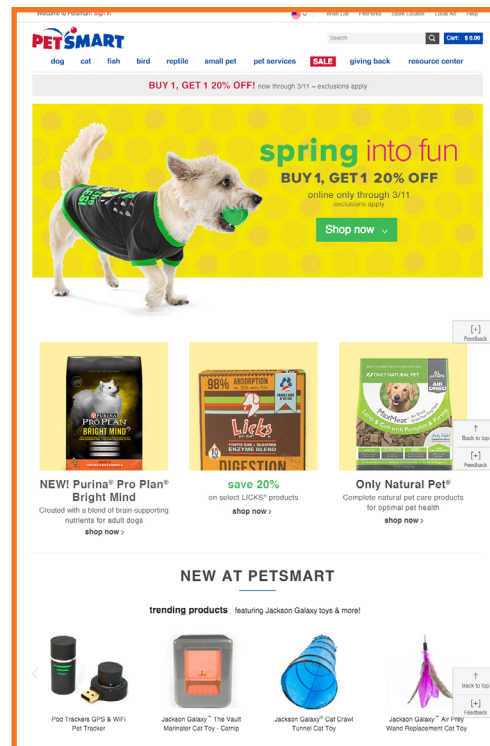
So, you won't be the friend who forgets everyone's names. That's good. Now, do you know which friend also gets dropped pretty quickly? The boring one. **When you don't change the content on your home page, you become the boring one.**

A website redesign every month or so is absolutely not feasible, but you can create fresh content, change images and videos, and keep up with the changing trends. Even the smallest change will bring visitors back again and again to see what's new with your company. As an added bonus, **Google loves fresh content**, so when you make changes, they have something new to index.

That's a win-win if ever there was one.



Customers don't come back since the homepage doesn't change.



A seasonal promotion that swaps out encourages customers to return.

SECTION 1: Pre-Transaction Mistakes

MISTAKE #3: OVERLOOKING MICROCONVERSIONS

It's a sobering fact, but the truth is the [99% of first-time visitors](#) to your site won't make a purchase. **They may, however, sign up for your newsletter**, subscribe to your blog, or download size guides and tutorials. These smaller actions are called microconversions, and they often guide visitors through the buyers' journey all the way to a purchase.

DON'T!



Can't find the newsletter sign up or other conversion before the checkout? No way to follow up with visitors that don't purchase.)



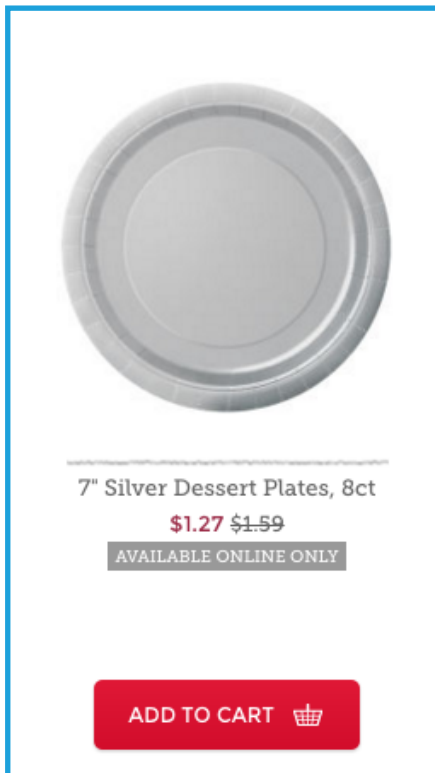
Clear conversion opportunities, including downloading a guide and signing up for a newsletter.

If you don't offer these opportunities for early, small conversions, however, those visitors might never make it to the big one. **Any potential for keeping buyers engaged that you overlook is a big mistake.**

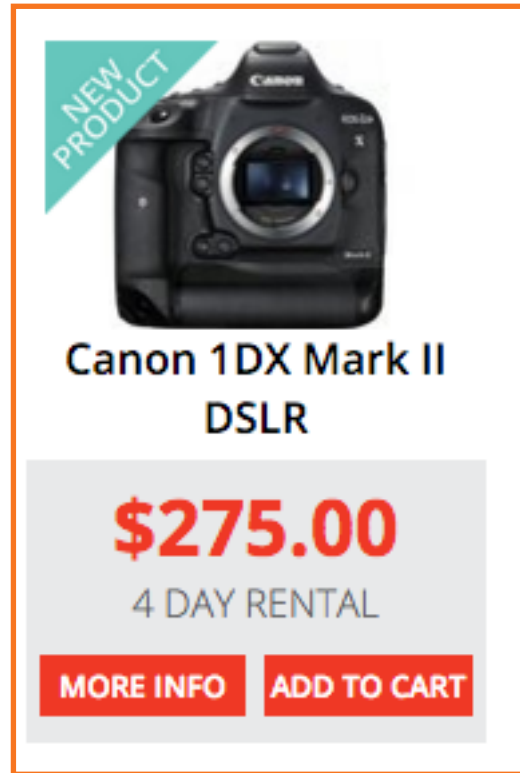
SECTION 1: Pre-Transaction Mistakes

MISTAKE #4: LEAVING OUT CALLS TO ACTION

Sometimes a visitor needs a little guidance. A CTA is there to provide options, to encourage the buyer to move forward in the buyers' journey. If you don't tell them where they should go next, they'll probably just leave!



Don't have the only option be asking for the sale with an add to cart, give shoppers an option.



Make sure there's an obvious opportunity to learn more.

One crucial spot for CTAs is under the thumbnail images of your products. You may think that buyers are savvy enough to know that clicking the image will take them to another page with more information, but you'd be wrong. Only after you get them to the page with product information and images can you expect to see that item show up in their shopping carts.

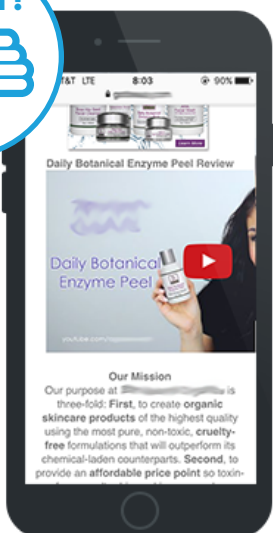
SECTION 2: Mistakes Across Your Website

ACROSS YOUR WEBSITE

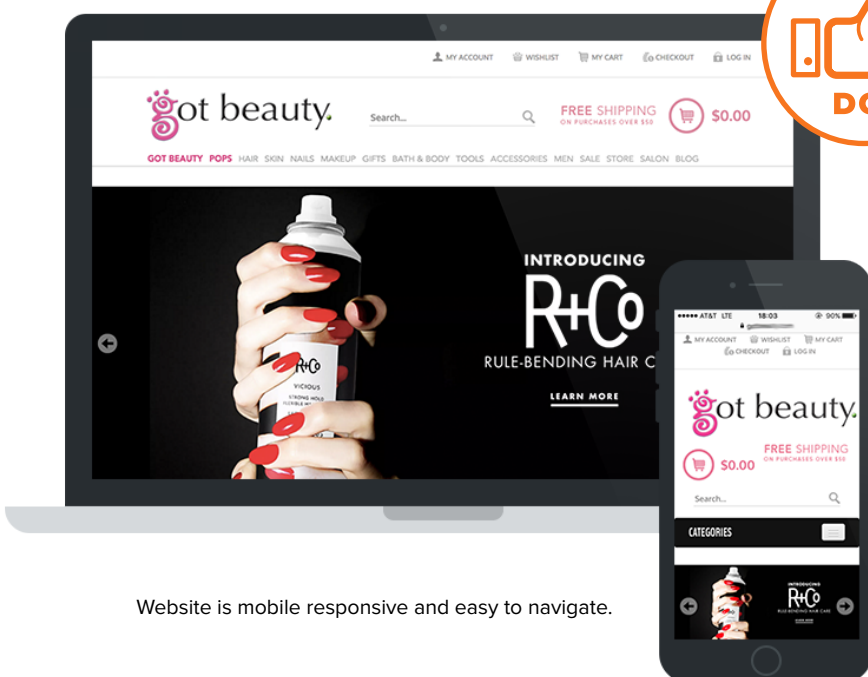
The development choices you made for your website can also prevent a purchase. Something you consider small or insignificant may be the very reason a visitor walks away without buying.

MISTAKE #5: NOT MOBILE RESPONSIVE

If you're still working with a website that doesn't [fit the screens of mobile devices](#), then you can be 100% certain that no one is making purchases on their phones or tablets. They simply won't be able to see the images or read the text.



Website isn't mobile responsive and is difficult to navigate from a mobile device



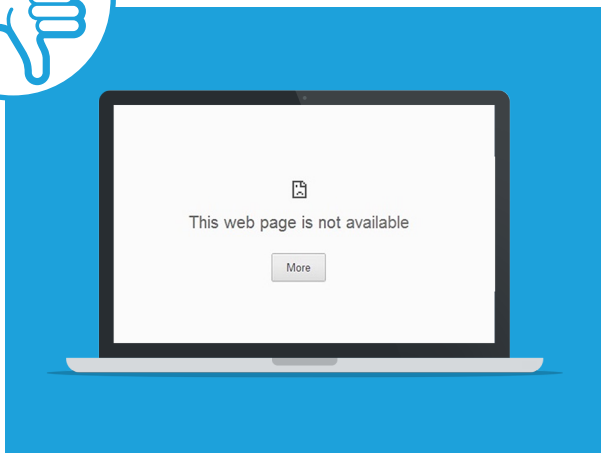
Website is mobile responsive and easy to navigate.

Mobile optimization goes well beyond a site that looks pretty on a smaller screen, too. Even after you've converted to a "mobile friendly" site, you still need to consider the load times on phones and tablets, the ease of information entry for purchases and other conversions, and the security of buyers' credit card numbers. In other words, your mobile site has to be as easy to use as your full site, if not more so.

SECTION 2: Mistakes Across Your Website

MISTAKE #6: SLOW SITE SPEED

Consumers are impatient people. We all want instant gratification, and we want it now. **If your website is too slow to load, we'll all go somewhere else.** You only get a few seconds to make a great first impression. Whether for a desktop version of your site or the mobile version, you have about ten seconds before [30% of your customers](#) go elsewhere.



People won't wait for your website to load.



Make sure everything is optimized to minimize load times.

If losing customers doesn't convince you that you need to check your site speed often, maybe the loss of money would. Did you know that a one-second delay can result in a [7% reduction in conversions](#)? How much do you make in one year? **Now subtract 7% for every second your website takes to load.** That's scary stuff, isn't it?

SECTION 2: Mistakes Across Your Website

MISTAKE #7: GENERIC “ABOUT US” PAGE

Many companies make the mistake of providing only basic information on their “About Us” page. This is actually one of the most important pages on your website, where users discover your brand’s mission and vision before they determine if your company is one they want to deal with.



DON'T!



SIZE CHARTS

ORDER HELP

SHIPPING & HANDLING

RETURNS & EXCHANGES

TRACK AN ORDER

GIFT CARDS & MERCHANDISE CREDIT

CUSTOMER SERVICE

ABOUT US

BRAND PROTECTION

CAREERS

CA SUPPLY CHAINS ACT

PRIVACY & TERMS

PRIVACY / AD COOKIES

CA PRIVACY RIGHTS

SALE TERMS

TEXT TERMS

CLUB CALL TERMS

WEBSITE TERMS OF USE

SOCIAL MEDIA ENGAGEMENT

SITE MAP

“About Us” isn’t linked, just includes miscellaneous links. Buyers don’t have an opportunity to learn about your brand story.



DO!



Share your unique story and value with your customers to help gain their trust.

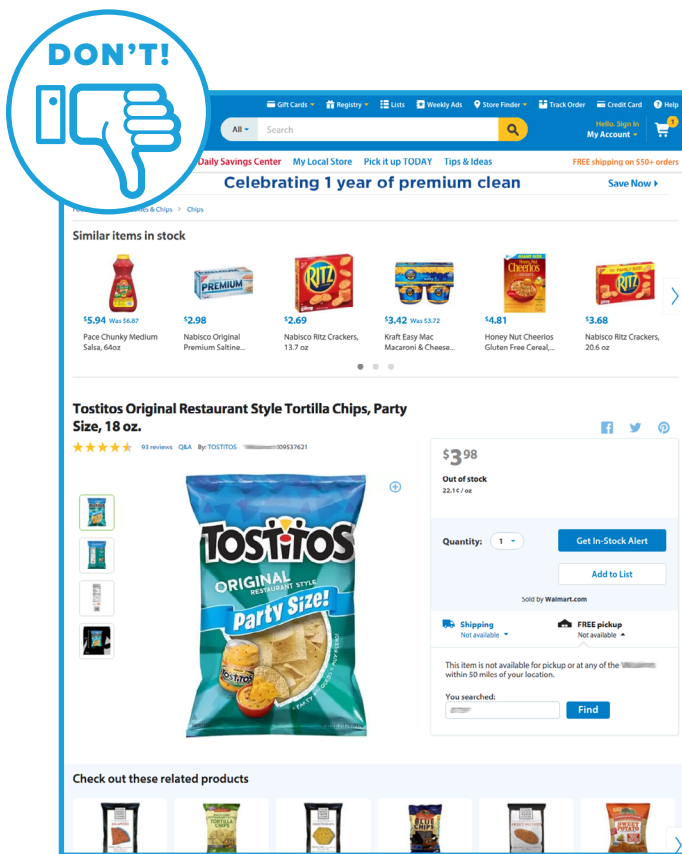
Instead of a weak bio, concentrate instead on creating a [conversion-focused “About Us” page](#). This isn’t a page that visitors will find by accident. If they’re looking for information about your company, you should make sure they get what they need.

What they need is a story, told in a manner that fits their psychographic dimensions. They need information from past buyers to give you some social proof right there on the most important page on your website. They need to know where you came from, how you’re serving your buyers, and where you want your company to go. If you give them information they can get behind, they’ll follow through with a purchase.

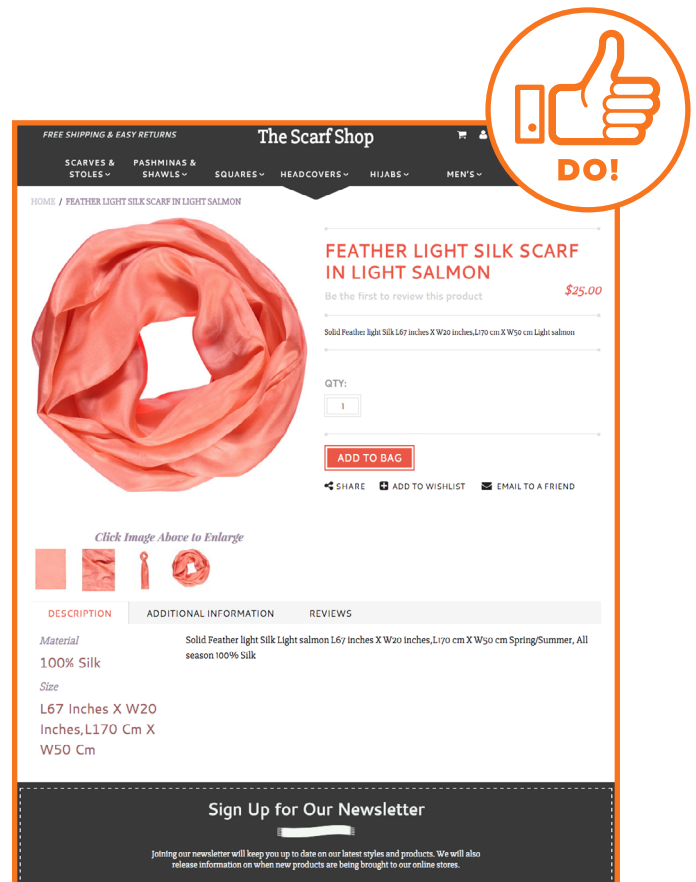
SECTION 2: Mistakes Across Your Website

MISTAKE #8: CROWDED PAGES

“Keep everything above the fold” is some pretty good advice, but it’s not always the best practice. You do want to make sure the most important information is visible without the need for scrolling. If you try to force all the information into that small space, the pages will become crowded and hard to use.



Page is extremely busy and shoppers aren't sure where to click.



Page conveys the necessary information and is easy to navigate without being overwhelming

So, what is the most important information? If you're looking for a conversion, use the name, the price, the main image of the product, and a button to add to the shopping cart. If that intrigues buyers, they'll scroll down without a second thought to see what else you can tell them.

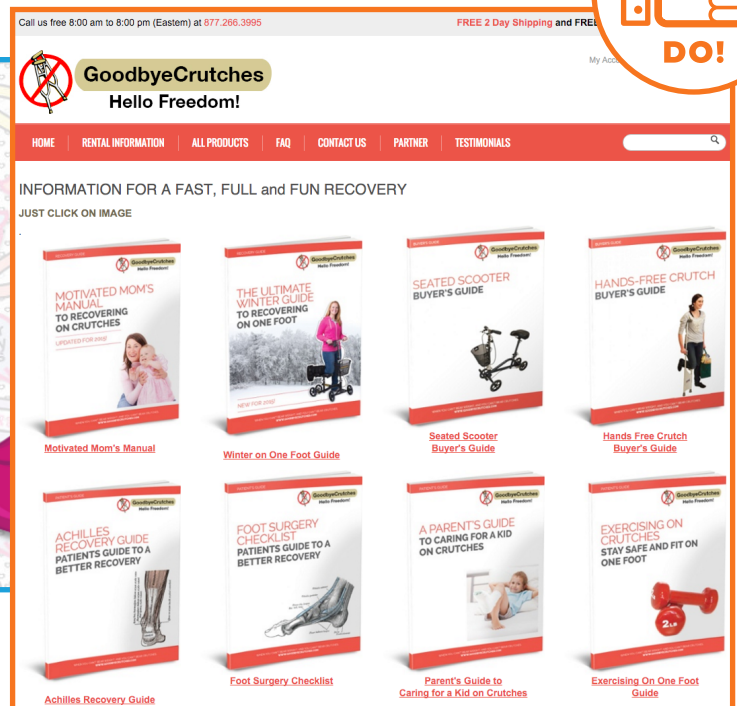
SECTION 2: Mistakes Across Your Website

MISTAKE #9: VAGUE HEADLINES

Your content is an important part of your marketing efforts. This is where your visitors will turn when they need more information about the products you sell, your company's brand image, and your vision for your business. That all sounds like pretty exciting stuff, right? So, why would you put a vague headline or title on such amazing content?



Even when scrolled over, unclear where each button brings buyers.



Clear and concise headlines and titles mean buyers are clear on what they're accessing.

Intentions are great, but they don't get the job done. It's possible your headlines are vague because you're trying to be trendy or clever, but what does that tell buyers about the content? You're better off choosing common headlines formulas that explain what the content is about and how it will help readers than you would be chasing witty punch lines.

SECTION 2: Mistakes Across Your Website

MISTAKE #10: NARROW MARGINS

The margins on your website probably equate to white space. A common misconception is that white space equals wasted space, but this couldn't be further from the truth. In fact, white space helps to focus the eyes where they need to be, which is on your products and content.



Very little whitespace makes the page hard to navigate.



Open space draws buyers' eyes towards the product images and copy

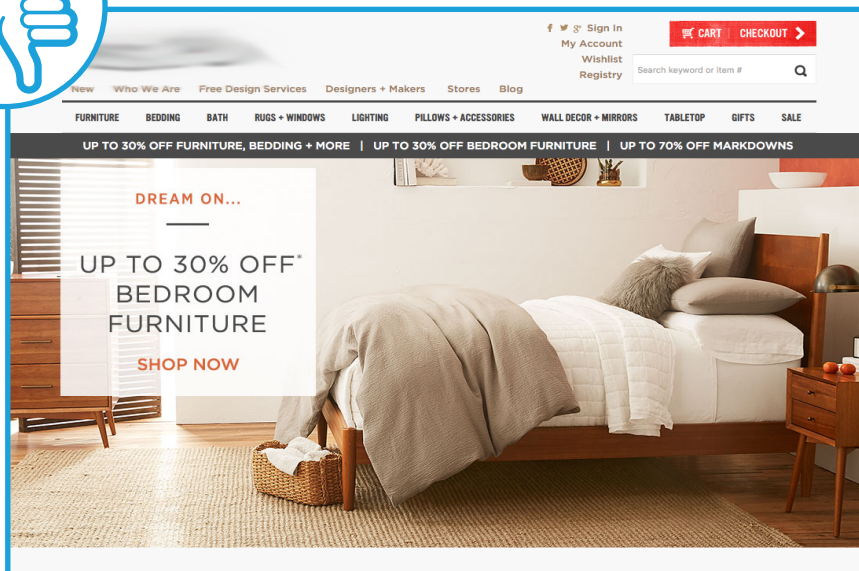
Most people simply scan internet pages rather than reading. If several words and images are crammed together with very little relief, eyes will slip over those items more quickly. If there is [plenty of white space](#) between the important things, eyes can rest longer on those key points, which leads to better comprehension.

In other words, don't stretch that site out to the edges. Leave some room on the sides and in between lines of text and images. The difference will astound you.

SECTION 2: Mistakes Across Your Website

MISTAKE #11: NOT ADVERTISING SHIPPING INFORMATION

The wrong time to let buyers know they've qualified for free shipping is after they've put their purchases into a shopping cart. Some buyers may never even make it that far, and all because they're not sure they want to pay the delivery price.



No shipping information available until checkout.



Shipping details clear in the header of every page, before you even get to a product page.

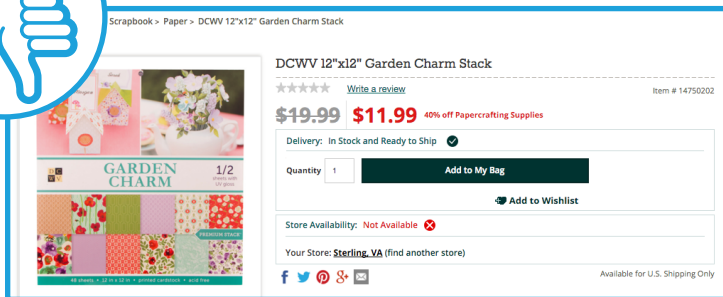
The right time to let buyers know they can get free shipping is the moment they arrive on any page. A banner or button that offers free shipping and lays out the terms for achieving that free shipping might just entice more people to click that buy button. Put that text near the “Add to Cart” button, and you have a magical cocktail of persuasion that buyers won’t be able to resist. This is especially critical for larger or heavier items, where the shipping cost is likely to be high.

SECTION 2: Mistakes Across Your Website

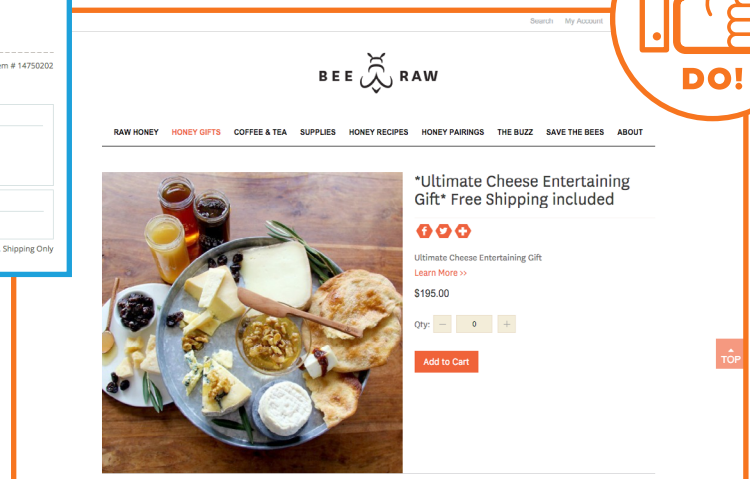
MISTAKE #12: OPTIONS CROWD OUT PRODUCTS

We're all for social sharing on ecommerce websites. We love to see sites that include links to Twitter, Facebook, and Pinterest. We encourage videos and links to supporting content. These are all great things, but only when used in moderation.

If you cram icons, links, videos, copy, images, and CTAs all together on the same page, your visitors will quickly become overwhelmed. Overwhelmed visitors will experience [choice paralysis](#), which means they won't make a move at all. By decreasing the choices on your website, you [increase the chances](#) that those visitors will become buyers.



Lots of options make it exhausting to "Add to Bag."



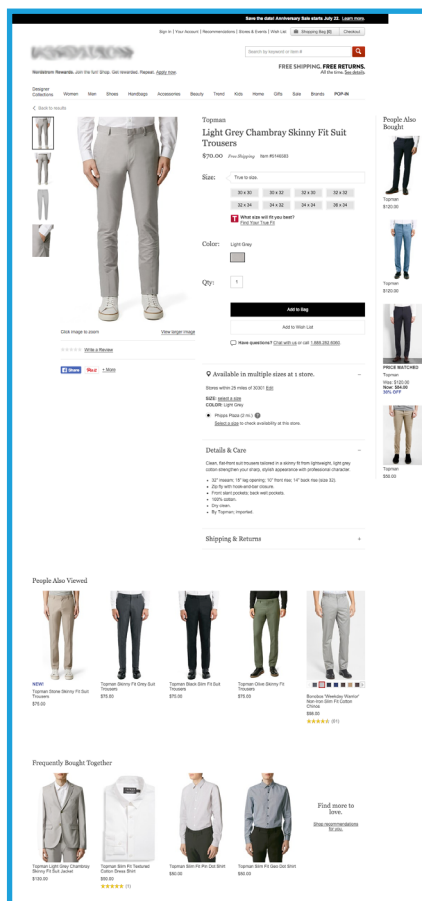
This product page includes other social media options, but there is a clear hierarchy with the "Add to Cart" option standing out most prominently on the page

Visitors to your website trust you to present only the most important information so they can make choices. This means it's up to you to cull the products that don't meet your brand standards, to slim down the copy on each page to include only the most relevant information, and to point them in a definitive direction for the next step in their journey.

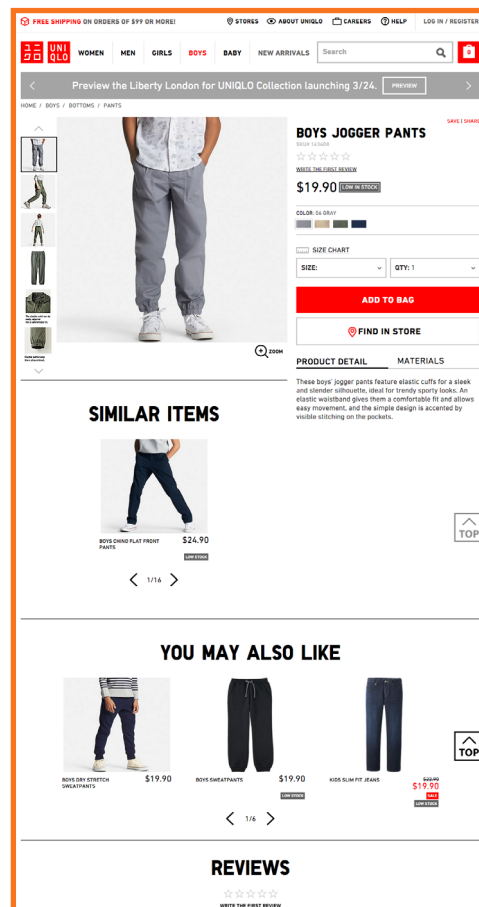
SECTION 2: Mistakes Across Your Website

MISTAKE #13: ADD TO CART BUTTON BLENDS IN

Those things you really want people to see on your website, those are the ones to make sure stand out. The number-one button you want people to click is the “Add to Cart” button. Why would you hide it among the rest of the images and words on your site?



It's hard to find the Add to Cart button.



It's immediately obvious how to Add to Cart.

Try a quick test: zoom out or blur your page. Can you still tell where the “Add to Cart” button is? Does it stand out even when visibility is poor? If not, then you may need to do a little redesign to make that button pop. Remember that matching isn't the name of the game when creating calls to action and buttons. Contrasting colors, large graphics, and predictable placement are all the rules of the game.

SECTION 3: Navigation and Search Mistakes

NAVIGATION AND SEARCH

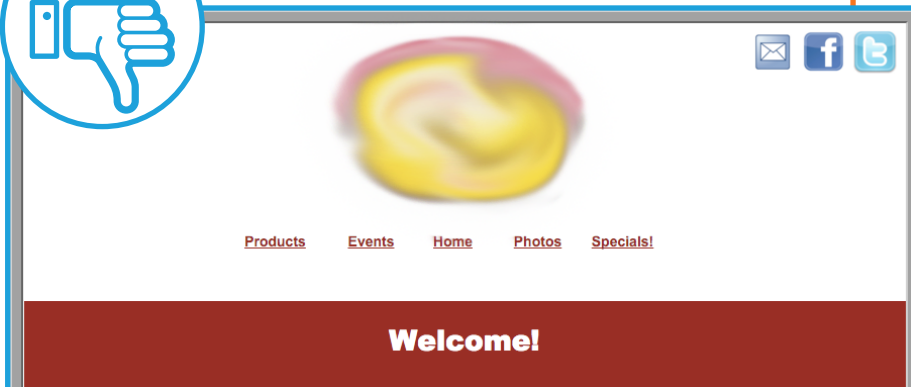
A beautiful, well-built, ecommerce website can still fail you if your visitors can't figure out how to get where they need to go. The navigation and search functions on your website are just as important as the product images and the copy you use, if not more. After all, no one will see your images or read your words if they can't find them.

MISTAKE #14: MISSING OBVIOUS NAVIGATION SEGMENTATION

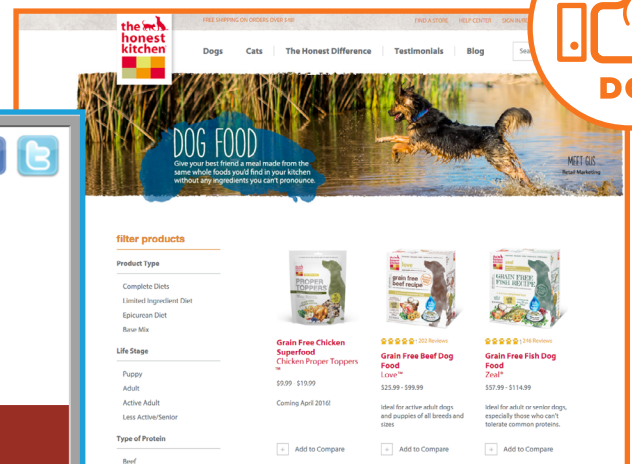
When you separate your products into categories for your navigation, you also give yourself an opportunity to learn more about your customers. To learn these things, however, you have to plan your navigation carefully so that you take away pertinent information with every visit to your page.

What would you learn about your customers if you allowed them to choose their price points? Their sizes? Their color choices? The information they share through their sort actions will allow you to craft special messages for specific customers.

The same is true for your main navigation menu. Any time anyone visits any page on your website, you learn more. The more you know, the better you can sell to your visitors.



The navigation requires multiple clicks to get to any products

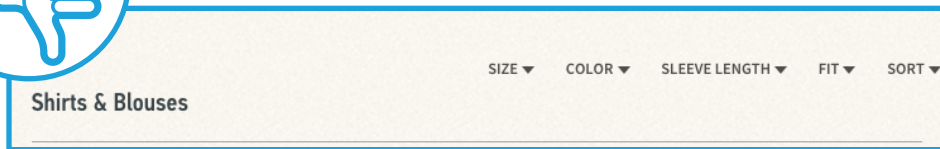


You can immediately navigate to product pages without having to click multiple times

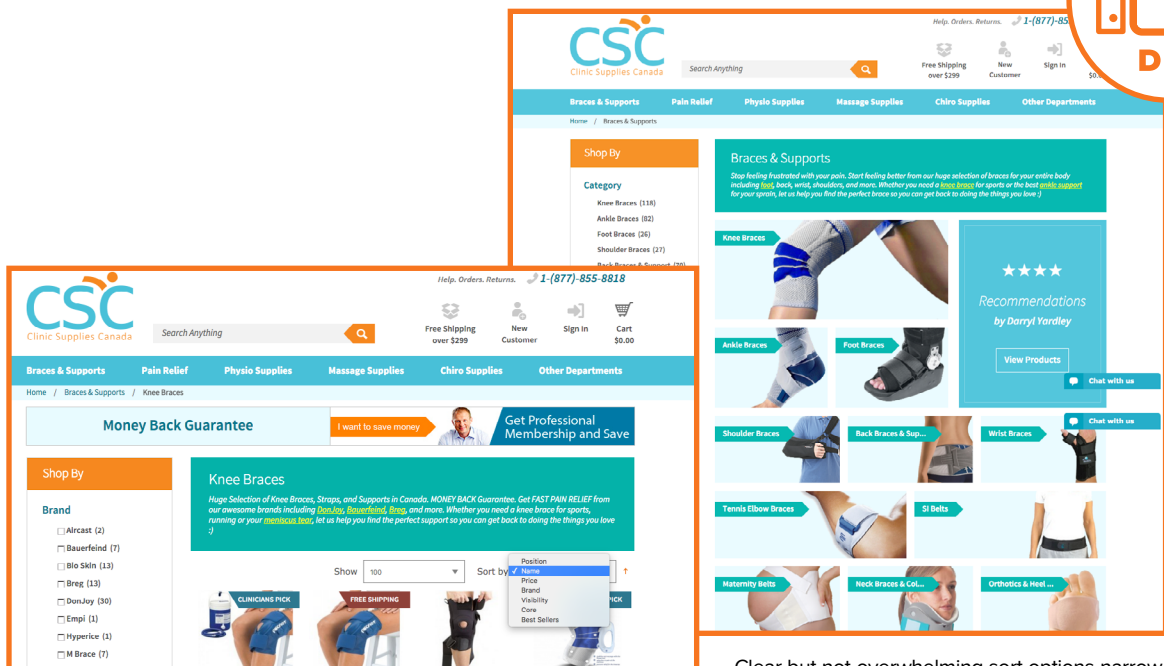
SECTION 3: Navigation and Search Mistakes

MISTAKE #15: CLUTTERING SORT OPTIONS

Clutter of any kind on your website is never good, but when it gets in the way of customers finding what they need, clutter is a real danger to your bottom line. By “clutter in your sort options,” we mean offering too many choices in the first level of sorting. **If those choices in the sort action aren’t relevant, the problem is compounded.**



Sort options are cluttered and get too granular too fast.



Clear but not overwhelming sort options narrow choices in a helpful way for the shopper.

You need to strike a balance between providing shoppers with the ability to drill down into product specifics and getting too overwhelmingly granular. Sort by product categories, and then get more specific. From this example, start broad with “Braces & Supports,” before drilling into “Knee Braces,” then give the option to sort by price, etc. It wouldn’t make sense to immediately sort by price if you’re looking at all braces! Your customers will appreciate the multiple levels much more than they will a sort feature with everything crammed into the first step.

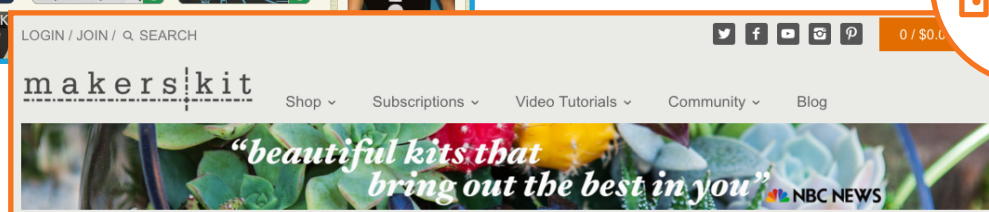
SECTION 3: Navigation and Search Mistakes

MISTAKE #16: OBSCURE SITE SEARCH

Sometimes visitors will arrive at your page looking for something specific. If you don't provide a site search function, you'll invite those customers to leave immediately and visit a competitor. Making your site search function hard to find is nearly equal to not offering a search option at all.



Search functionality isn't intuitive and easy to find



Search function is obvious at the top of every page

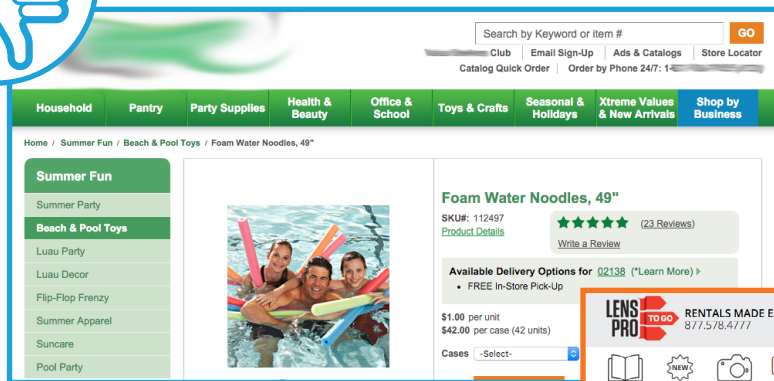
There is nothing wrong with placing important site functions in predictable places. On the majority of websites, the search function is located in the top right corner. That means customers will arrive at your page with their eyes focused on that exact spot, looking for the little magnifying glass that signifies a search form. If you want your search option to be easily located, that upper right corner isn't a bad choice.

If you do decide to be a little different, make sure that search box stands out from the rest of the content on your home page. The well-known icon, bold and contrasting colors, and eye-catching design will make certain the search function is visible.

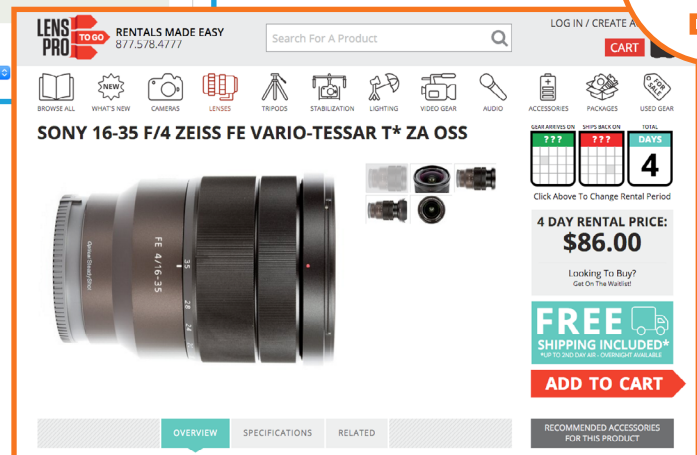
SECTION 3: Navigation and Search Mistakes

MISTAKE #17: LEFT-HAND NAVIGATION

A menu on the left of the page takes up some [pretty valuable real estate](#) on the page. If you're aware of common reading patterns, you know most will scan down the left side of the page before skimming across from left to right. If a menu is there instead of products or content, then you've missed a chance to sell. On product pages, instead of using the space on left-hand navigation, use the space to emphasize photos and your Add to Cart CTA.



The left-hand navigation is competing for buyer attention.



By removing the left hand navigation, focus is put squarely on the product image and buying details.

There are times when a left-hand menu is helpful, but only when used as a secondary menu system. For instance, if your main navigation is across the top, with the left-hand navigation in place to further narrow choices, then you can use this technique with success. That menu shouldn't appear until necessary, however.

SECTION 4: Product Page Mistakes

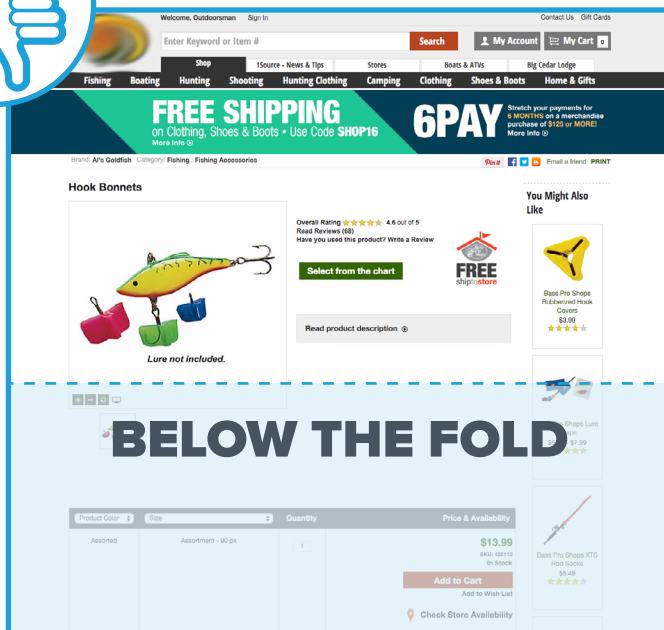
PRODUCT PAGES

By the time customers reach the product pages, you've managed to avoid several of the previous conversion mistakes. That doesn't mean you're home free, though. There are still plenty of faux pas you can make right here on the product page.

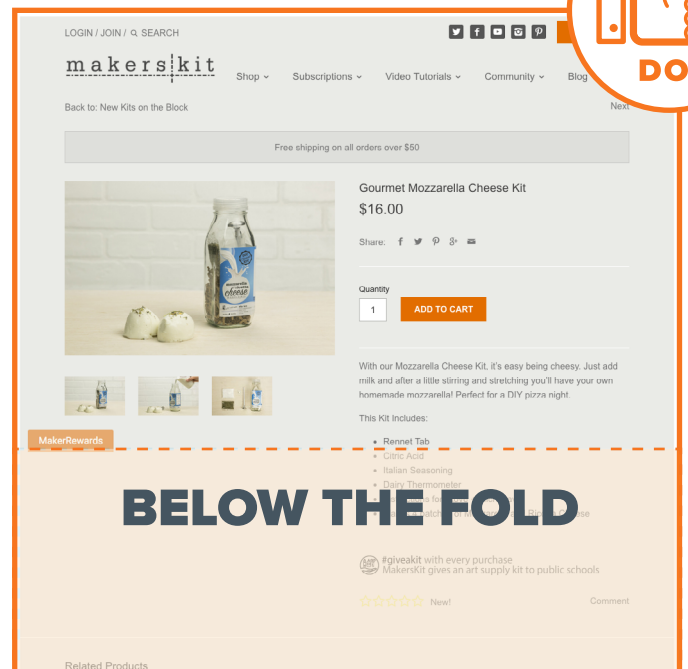
MISTAKE #18: ADD TO CART BUTTON IS BELOW THE FOLD

If your visitors have to scroll to find the “add to cart” button, then you have a serious design emergency on your hands. Buyers should never need to search for the buy button. In fact, that button should be the biggest, easiest, first thing they see.

We cautioned against cramming too many things above the fold on your website pages, but this is a distinct exception. Of all the things you include on your product pages, be sure this one is there near the top.



Add to cart button is below the fold on this product page.



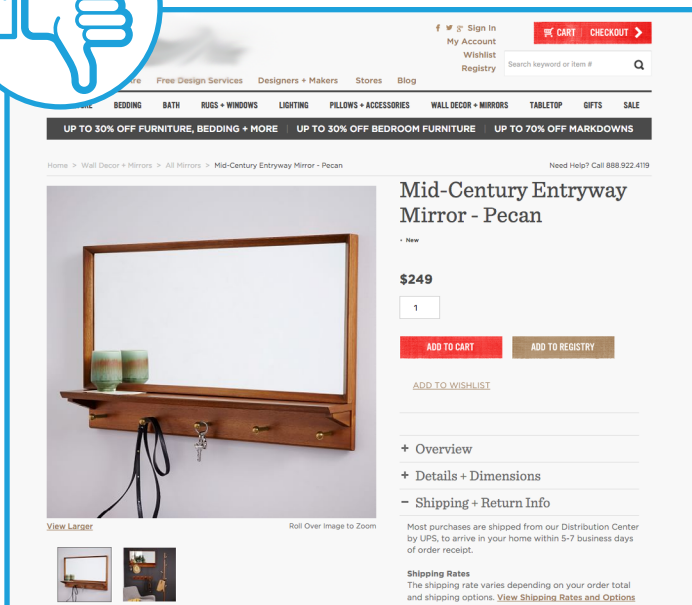
You can immediately navigate to product pages without having to click multiple times

SECTION 4: Product Page Mistakes

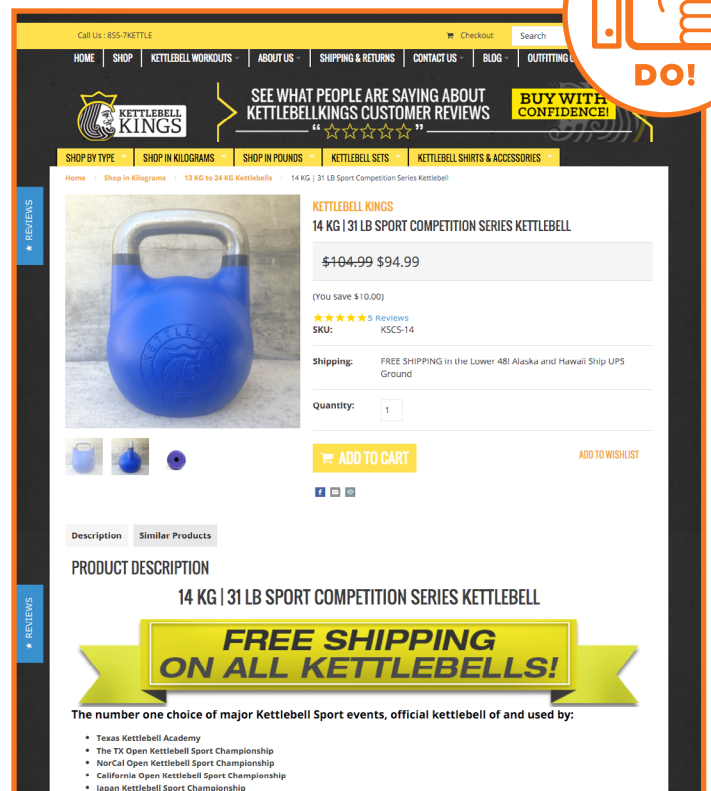
MISTAKE #19: NOT MAKING YOUR SHIPPING POLICIES CLEAR ON PRODUCT PAGES

You may know by now that consumers abandon carts mostly because the price of shipping inspires sticker shock. Maybe you can't offer free shipping all the time, and that's okay. What you can do, however, is make your shipping policies clear and highlight any shipping specials you do offer to visitors. Providing a shipping estimate, especially for bulkier or heavier items, will help customers feel more comfortable and more likely to put the item in their cart.

When you offer free shipping deals, they need to stand out from the crowd of text and images on your site. Those visitors who don't know you offer free shipping may not take the plunge for fear of that inevitable sticker shock. Bold text, a font that stands out from the words around it, bright and contrasting colors—these are all important to helping that free shipping announcement stand out.



No shipping promotions and shipping terms are difficult to parse. No shipping estimate based on size, weight, or location.



Free shipping promotion highlighted in multiple places on product pages.

SECTION 4: Product Page Mistakes

MISTAKE #20: POOR PRODUCT IMAGES

Even iPhones can take some amazing photos now, especially with the aid of lenses created specifically with smartphone cameras in mind. Of course, the better your camera, the better your images will be, but with advances in camera phone technology, there's no excuse for poor product images.

The quality of the image does help to persuade visitors to make a purchase, but quality images are much more than the sale of one item. Yes, [67% of consumers](#) say the quality of the image is very important when selecting and purchasing a product. On a grander level, however, the quality of the images you use on your site also **tells consumers a great deal about the quality of your company**. Rather than not trusting the image of one product, they'll choose not to trust your ecommerce business as a whole.



Image is dark and distorted.



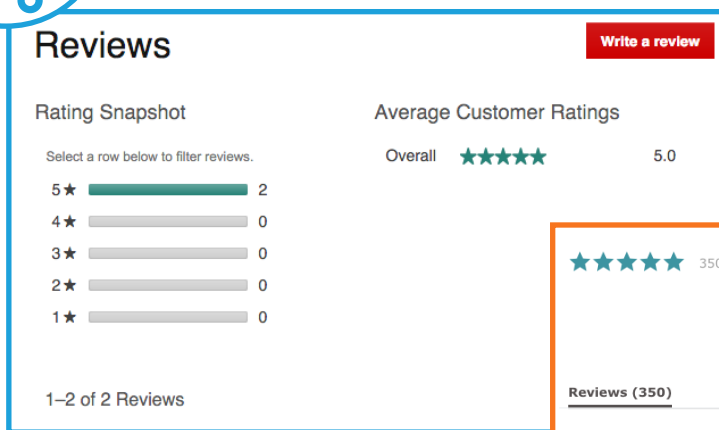
Images are clearly and simply laid out.

SECTION 4: Product Page Mistakes

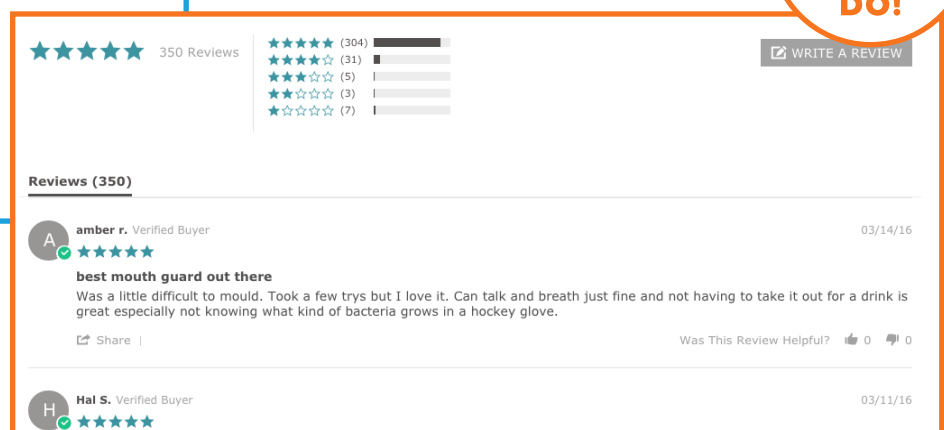
MISTAKE #21: HIDING REVIEW STARS ON SECTION PAGES

While choosing to hide the review stars on products until visitors reach that particular product page may be a design choice that makes sense to you, the reality is that **hiding feedback at any point is a bad move**. Visitors that find a page of products they're looking for may use the star ratings on that section page to determine which they want to investigate further. If they click through and find bad ratings on some of the products, they'll assume you're hiding something.

DON'T!



Only 5 star reviews with generic feedback and no purchase verification make customers trust the reviews less.



Include all of the reviews (positive and negative) to build trust with your customers.

Being open and honest with your feedback at every level inspires trust with your buyers. They'll understand at this point that sometimes taste is relative, and they may check out those low-rated items anyway so they can make up their own minds. Beyond the trust and goodwill you generate with ratings on section pages, you also cut out some of the time a buyer needs to make a decision. The more friction you remove, the more likely visitors will be to click that buy button.

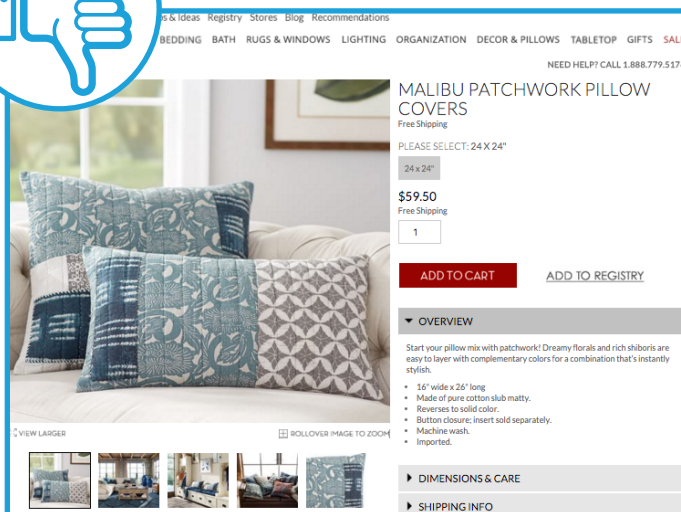
SECTION 4: Product Page Mistakes

MISTAKE #22: LEAVING OUT SOCIAL PROOF

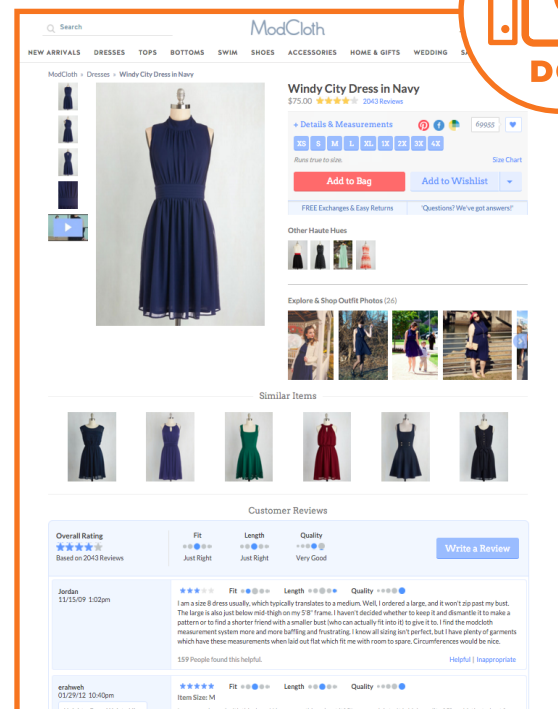
Social proof is more important today than it has ever been. Consumers look to friends, family, and even strangers to get feedback on products and brands before making purchases. You have several chances to include social proof on your website, but **the most important place is on the product page itself**.

Social proof on these pages might include reviews, testimonials from past users, an endorsement from a celebrity or influencer, tweets regarding the product, or a feed of Facebook comments. Even one of these will give buyers the comfort they need to go ahead and click that buy button.

You do have to give up some amount of control if you choose to include user-generated content, especially if you link to the feed from a social media platform. Remember that buyers are savvy. They know when to listen and when to shut out useless information. Trust them to separate the good from the bad. They'll respect you for showing the good and the bad, and—believe it or not—they'll give even more weight to the good.



No social proof of any kind on the product page.



From social shares to reviews, a star rating and user generated photos, this product page provides ample social proof.

SECTION 5: Promotional Mistakes

PROMOTION

Products won't sell themselves. You need to take the time to do a fair amount of promotion, from set-it-and-forget-it tasks to everyday activities. If you miss the chance to promote or simply choose not to do so, then you'll miss out on huge sales opportunities.

MISTAKE #23: NO SPECIAL SALE EXPIRATION

Special sales, discounts, and promotional giveaways are always a risky prospect on an ecommerce page, simply because you can damage your brand and products' values in the eye of the consumer. Still, there will be times when you need to generate buzz or move some of your inventory.

When you create promo codes for special sales, one massive mistake must be avoided. **Never forget to designate an expiration date, or you could lose thousands of dollars as users take advantage of your discount forever after.** A checklist for promotional sales is always a good idea, and be sure to circle the expiration date task so you never, ever forget it.



Online only	25% off regular prices. Coupon Code: SAVE25	Free Shipping on orders over \$49.
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No clear expiration for the promotional offer.



π Day!	\$3.14	FLAT-RATE SHIPPING	APPLY ONLINE: P1DAY	Valid Online Today Only!	06:28:48 HRS MIN SEC
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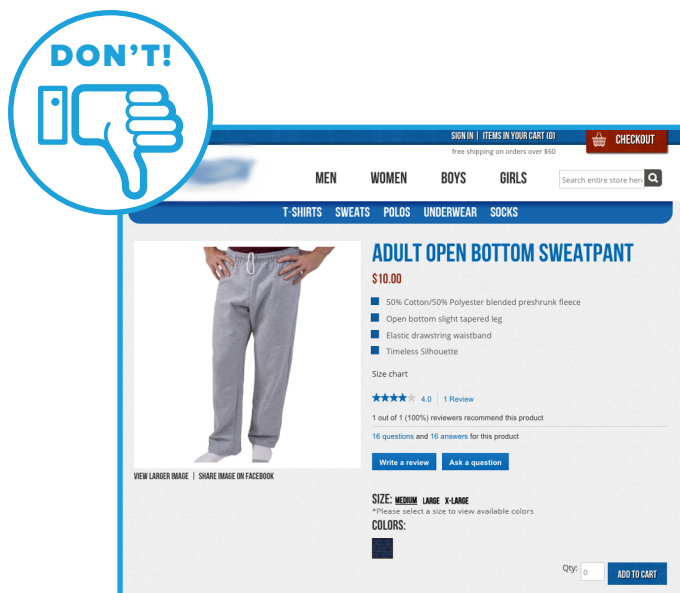
This promotion is time sensitive and has a timer counting down to the expiry to add urgency.

SECTION 5: Promotional Mistakes

MISTAKE #24: NO PRODUCT RECOMMENDATIONS

You know the reason for including CTAs. Visitors look to you to tell them where to go next. The same is true for product recommendations. When they click through to a product page, there should be two or three suggestions below the item they're interested in. The suggestions may come as a result of previous product views, pages the buyer has visited on your website, information they have downloaded, or previous purchases they've made.

The recommendations you provide must be relevant to the visitors' buyer personas and interests. If a selection that has nothing to offer a user comes up, that recommendation will be ignored, as well as any suggestions that follow. In fact, irrelevant product recommendations are just as damaging as not having any at all.



No product recommendations. Buyers aren't guided towards additional products they may be interested in.



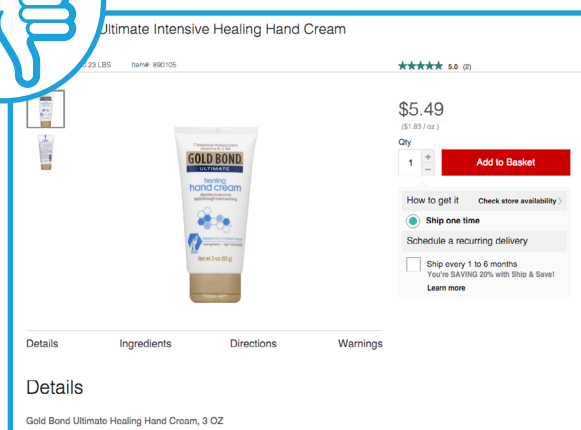
Based on browsing data and data from other customers, products are recommended

SECTION 5: Promotional Mistakes

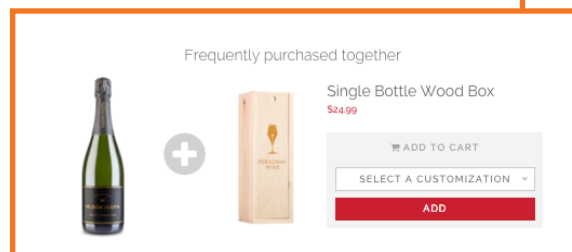
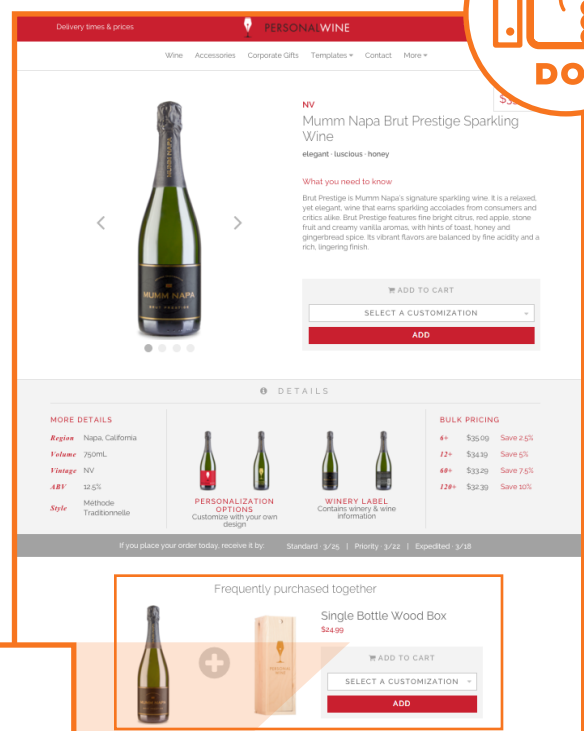
MISTAKE #25: NEGLECTING CROSS-SELLING OPPORTUNITIES

Product recommendations can always be a cross-selling opportunity. If buyers are looking at a product that can be improved or enhanced by other products you sell, be sure to include those suggestions on the product page. For instance, if buyers are looking at a pair of fashion boots, then the cross-selling suggestion of boot socks could go a long way. If buyers are looking at a new phone, be sure to include any phone cases you sell, as well as cords, chargers and other accessories.

The idea behind cross-selling is to let buyers know you carry much more than the product they have in mind. There is a good chance they haven't even considered the need for additional items, and your cross-selling suggestions will remind them.



For a lower priced item, missing out on cross-sell opportunities to increase order value and customer lifetime value.



Frequently purchased together recommendations combine cross-selling with social proof.

SECTION 6: Checkout Page Mistakes

CHECKOUT PAGE

The checkout page is the most important for conversions, and yet many ecommerce companies make grievous errors just before they've won the customer. **Any one of these mistakes could mean the difference between a purchase and losing a customer for good.**

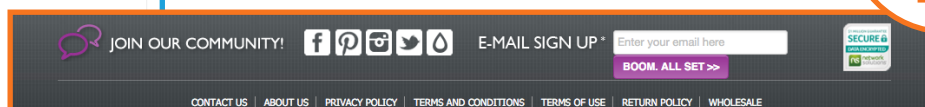
MISTAKE #26: LACKING SECURITY SEALS

Many consumers are still wary of entering financial and personal information online, especially in the wake of so many high-profile security breaches. Security seals that show the highest levels of encryptions go a long way toward convincing your visitors that you respect their privacy and their concerns.



A screenshot of a checkout page. The page is divided into two main sections: a left sidebar for user information and a right section for the cart. The left sidebar includes fields for 'SIGN IN / Guest', 'BILLING ADDRESS', 'SHIPPING ADDRESS', 'DELIVERY & GIFT OPTIONS', 'PAYMENT' (with a 'Credit Card' option selected), 'Have a Coupon Code?', and 'Have a Gift Certificate?'. The right section shows 'YOUR CART' with a subtotal of \$7.98, shipping and handling of \$4.95, and a total of \$13.43. A 'CONTINUE' button is at the bottom. The page lacks any security seals or trust indicators.

No security seals of any kind on this checkout page make shoppers hesitant.



Visible security seal in the footer of the checkout page reassures shoppers that their information is safe.

In addition to the toughest levels of security, you should also educate buyers on the security you have provided. A description of the steps you've taken to protect them is a great way to soothe fears. This information may appear right there on your checkout page, or you may include a link to a new page. Just the presence of information is often enough to smooth the way to an order.

SECTION 6: Checkout Page Mistakes

MISTAKE #27: NO GUEST CHECKOUT OPTIONS

Any friction a buyer encounters during the purchasing process could [put a halt to the whole thing](#). Registration is great for you, because you can provide targeted information to each visitor who claims their profile. However, requiring that registration could turn some buyers off.



No guest option, shoppers are forced to create an account.



Shoppers are given guest checkout options. You can always nurture someone into creating an account later on in the purchase process.

Guest checkout is a great way to keep the purchase process moving. Yes, you should encourage registration for easier purchases at a later date, but don't stop the sale until you get that information. First-time buyers may balk and walk, and that's the last thing you want.

SECTION 6: Checkout Page Mistakes

MISTAKE #28: HIDDEN FEES

Nothing stops a sale faster than a hidden fee cropping up at the last minute. If shipping charges will stop a sale in its tracks, you can be sure an unexpected fee will shut the whole thing down.



SHIPPING METHOD

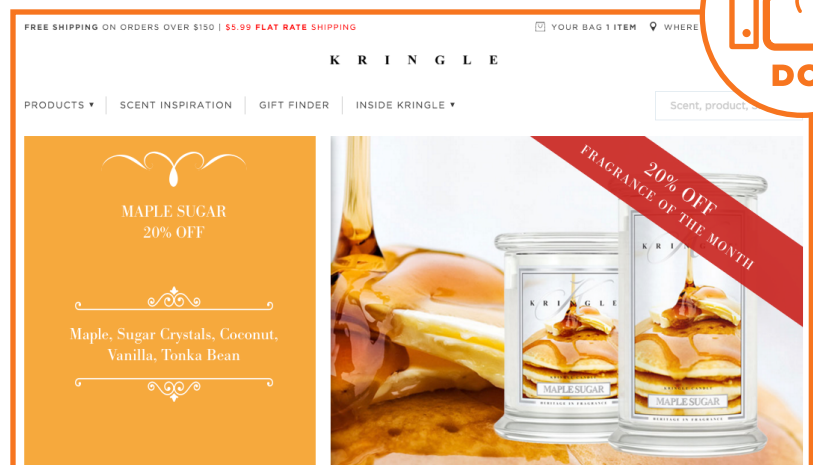
Delivery estimates are for orders placed by 2:00 PM (ET) today. ?

Standard \$5.95 7-10 days Estimated Arrival: Mar 21-24	Express \$9.95 3-5 days Estimated Arrival: Mar 16-18	Two Day \$16.95 2 days Estimated Arrival: Mar 16	Next Day \$25.00 Next Business Day Estimated Arrival: Mar 15
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For more details, see our [Shipping Methods](#)

☒ Save this shipping method for my next order

Buyers have to fill out multiple pages of the checkout process before getting to shipping options. The cost of shipping isn't mentioned until this point.



Shipping information is included on every site page in the header, so the shipping costs are clear up front.

Not only will hidden fees stop an in-progress sale, they'll also sever any trust the buyer has built up to this point. You're not just torpedoing one purchase; you're driving away any future sales, too. Be up front, open, and crystal clear about any charges before buyers ever get to the checkout page.

SECTION 6: Checkout Page Mistakes

MISTAKE #29: LIMITED PAYMENT OPTIONS

Part of making buyers feel safe enough to complete their purchases is offering payment options that soothe their fears. Wary buyers aren't the only ones who like various options, though. Some would prefer online wallets simply because they cut the time between “want” and “buy.”

If you only offer credit card sales, you're turning away those buyers who prefer other methods of payment. In fact, providing different payment options can recoup 30% of the customers who abandon the process when cards are declined. Can you afford to lose those buyers who would navigate away with no other payment options available?



& PAYMENT INFORMATION

Payment Information

CREDIT CARD INFORMATION

Credit Card Number

Expiration Date

Security Code

☒ Save my credit card information for my next order

Only gives buyers one way to pay.



makers|kit

Cart > Customer information > Shipping method > Payment method

Payment method

All transactions are secure and encrypted. Credit card information is never stored.

☒ Credit card

☐ PayPal

Billing address

☒ Same as shipping address

☐ Use a different billing address

☒ Subscribe to our newsletter

[Return to shipping method](#) [Complete order](#)

Privacy policy [Refund policy](#) [Terms of service](#)

Mini Hanging Air Plant Terrarium Kit, Set of 2 \$28.00

Subtotal \$28.00

Shipping \$4.95

Total USD \$32.95

Gives buyers multiple payment options to increase the likelihood of a completed order.

SECTION 6: Checkout Page Mistakes

MISTAKE #30: VAGUE ERROR MESSAGES

If visitors are very interested in the items they're about to purchase, an error message won't stop them from completing the sale. If that error message doesn't specify the error, however, **no one will stick around to play a guessing game until they get it right.**

Error messages can come up for various reasons, with the most common being a mistyped credit card number or missing information. The error may not be the fault of the user, though. If your site has a hiccup and can't complete the sale, there should be relevant error messages for that, too. The more information you give regarding the problem, the more likely your buyers will stick with you and finish the sale.

DON'T!



Shipping Address

First Name MI

Last Name

Address

Address Line 2 (optional)
Example: Apt 231, Dorm 7A, Suite 110

City

State

ZIP Code

Phone

☒ This is also my billing address.

Instead of highlighting the error (lack of a valid phone number) the form puts you in a feedback loop.



DO!

Shipping address

First name Last name

Company (optional)

Address Apt, suite, etc. (optional)

City

Country State

Zip code

Please enter a valid zip / postal code for Alabama, United States

Error is clearly highlighted for buyer to easily fix it and continue checking out.

SECTION 6: Checkout Page Mistakes

MISTAKE #31: IGNORING ABANDONED CARTS

Did you know that [\\$3.38 trillion](#) was forfeited in abandoned shopping carts in 2015? This is a real shame, because following up with customers who walked away from a purchase can bring them right back with credit cards in hand.

Be diligent when following up with visitors who abandoned their carts, too. There are several ways to reach them, even if you don't have contact information. Retargeting and social ads have both been used to great success. Of the buyers who do return to complete the purchase, [72% will do so](#) within the first twelve hours. Not all will come back so quickly, though. By the time two weeks have passed, nearly 100% of return visitors will complete the purchase. Your efforts in following up will definitely pay off.



Secure Checkout

Need help? visit customer service FAQs

Cart Shipping Payment & Billing Review

Shipping Address

Enter Your Contact Information

First Name required

Last Name required

Street Address Line 1 required

Street Address Line 2 is this FPO/APO?

Zip Code required Enter for city and state

Phone Number required why is this required? (999) 999-9999

Price Summary [view details](#)

Item(s) Subtotal	\$899.00
Shipping	FREE
Order Total	\$899.00

Even though they have email address and the item in the cart, no follow up after cart abandonment.



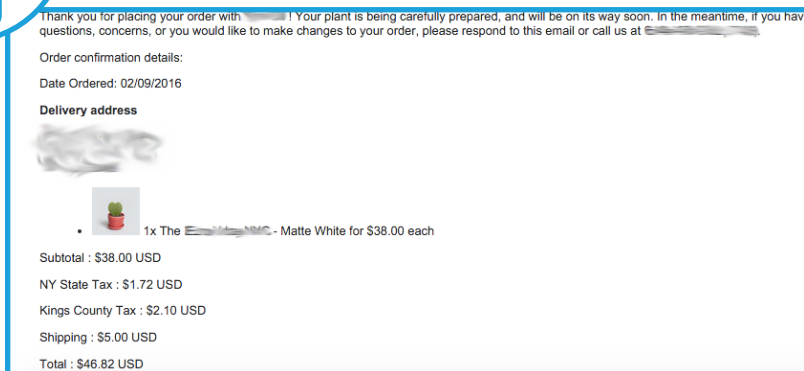
Send a follow up communication to win back those sales.

SECTION 6: Checkout Page Mistakes

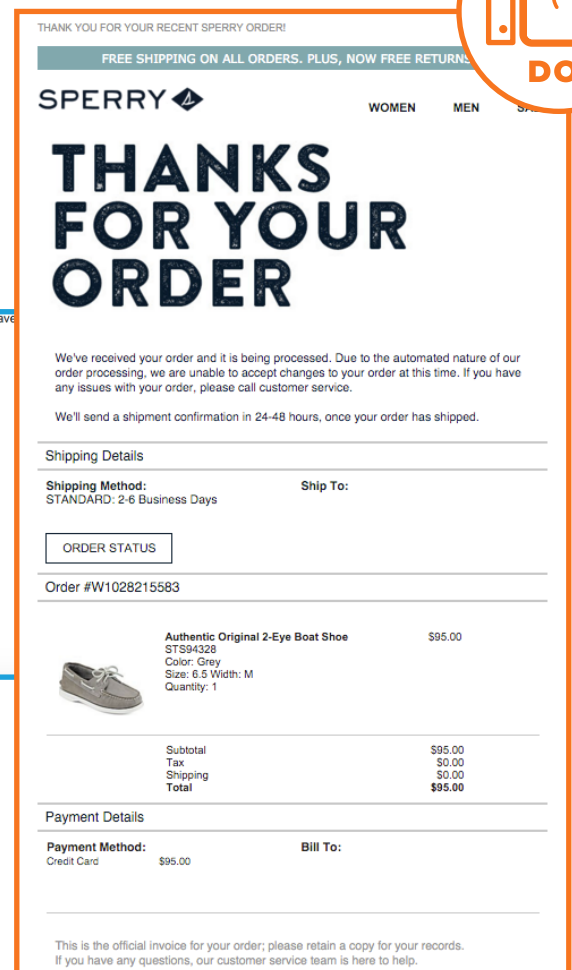
MISTAKE #32: NEGLECTING SALE CONFIRMATION

Buying online still includes a certain amount of risk. Error messages when things go wrong are a great way to make sure visitors stick around long enough to complete the purchase. After the purchase is a success, let them know. If you don't, they may wonder if the sale actually completed!

A confirmation on the page of your site is a good first step, but be sure to also follow up with a confirmation to their email inbox. Many will be diligent enough to print or save the page, but those who don't will need that extra assurance. This helps to build trust so that buyers will consider making future purchases.



Confirmation doesn't inspire confidence in buyers. Difficult to see what card it was charged to or a confirmation number to follow up with.



Send a follow up communication to win back those sales.

SECTION 7: Conclusion



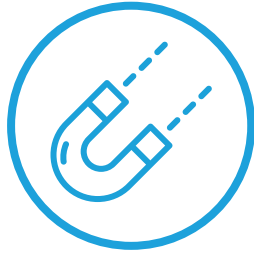
CONCLUSION

With these mistakes fixed, your ecommerce business is ready to roll! Overlooking even one of these mistakes could impact your bottom line, so be diligent in providing a safe, comfortable, transparent sales process for all who visit your online store.

Created by: **Susannah Morris** | [@swmorris2](#) | Ecommerce Marketing Manager, HubSpot

HUBSPOT: SMARTER ECOMMERCE MARKETING

Whether you're starting a business from the ground up or trying to accelerate growth for a more established brand, HubSpot can help you:



ATTRACT NEW CUSTOMERS

Drive traffic to your site using our first-in-class search engine optimization (SEO) tools, social media monitoring, and blogging platform.



CONVERT TRAFFIC INTO SALES

Upwards of 95% of site visitors don't buy anything on their first visit. Build and optimize product pages and emails that deliver a more compelling online shopping experience.



PERSONALIZE THE REMARKETING PROCESS

Use website behavior and individual campaigns and on-site experiences for abandoned cart nurturing, upsell campaigns, and reorder marketing.



TRACK AND ATTRIBUTE REVENUE

Use closed loop reporting to track customers from their first site visit through their latest purchase for direct attribution reporting between marketing efforts and digital dollars spent.

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