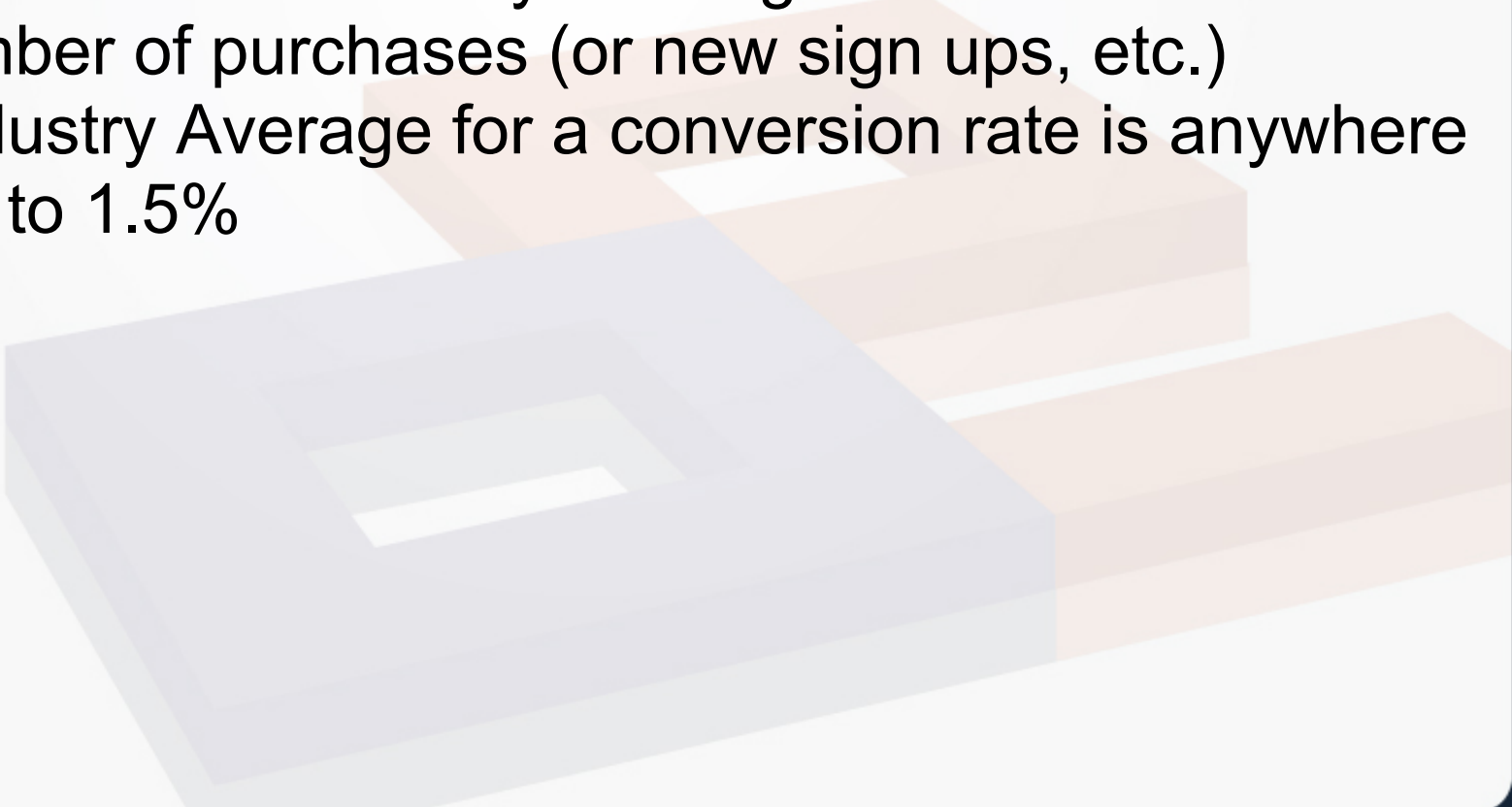




Increasing Website Conversion Rates

6 October 2009 Webinar
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Increasing Conversion Rates - Overview

- A "Conversion" is when a customer fulfills his or her purpose (e.g. purchase from you, sign up for newsletter, etc.)
 - Calculate conversion rate by dividing the number of visitors by the number of purchases (or new sign ups, etc.)
 - Typical Industry Average for a conversion rate is anywhere from 0.5% to 1.5%
- 

Calculating Conversion Rate - Visitors

Export ▾

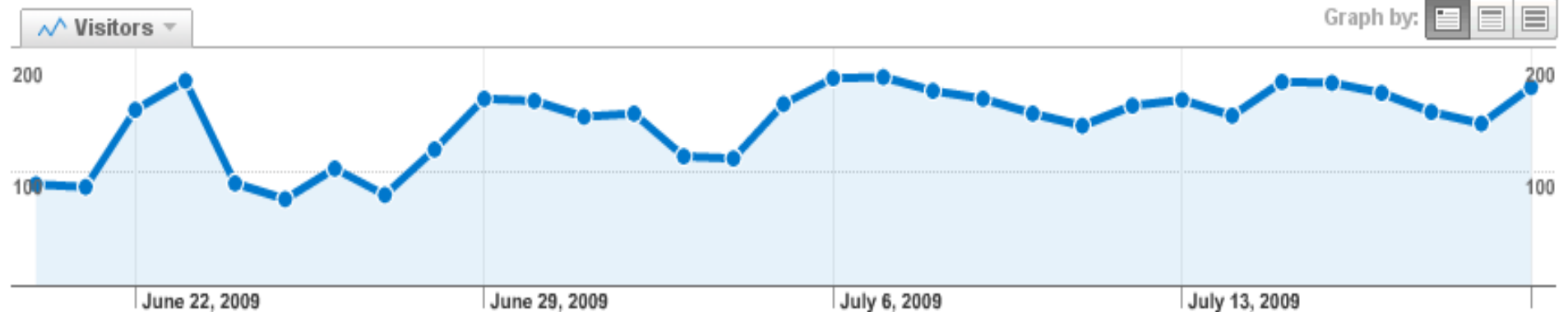
Email

Add to Dashboard

Beta Advanced Segments: All Visits ▾

Visitors Overview

Jun 20, 2009 - Jul 20, 2009 ▾



4,183 people visited this site

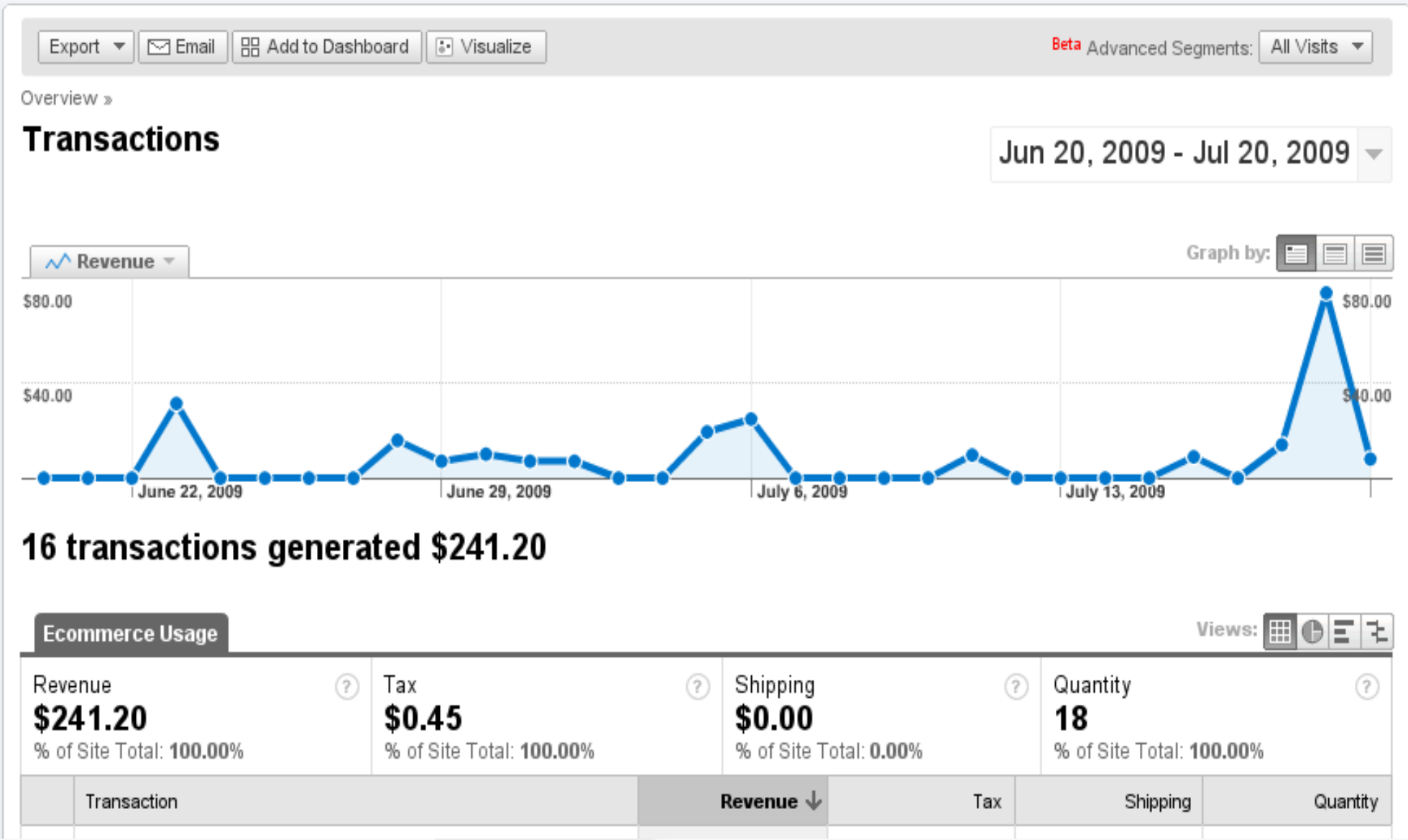
 **4,692 Visits**

 **4,183 Absolute Unique Visitors**

Visitor Segmentation

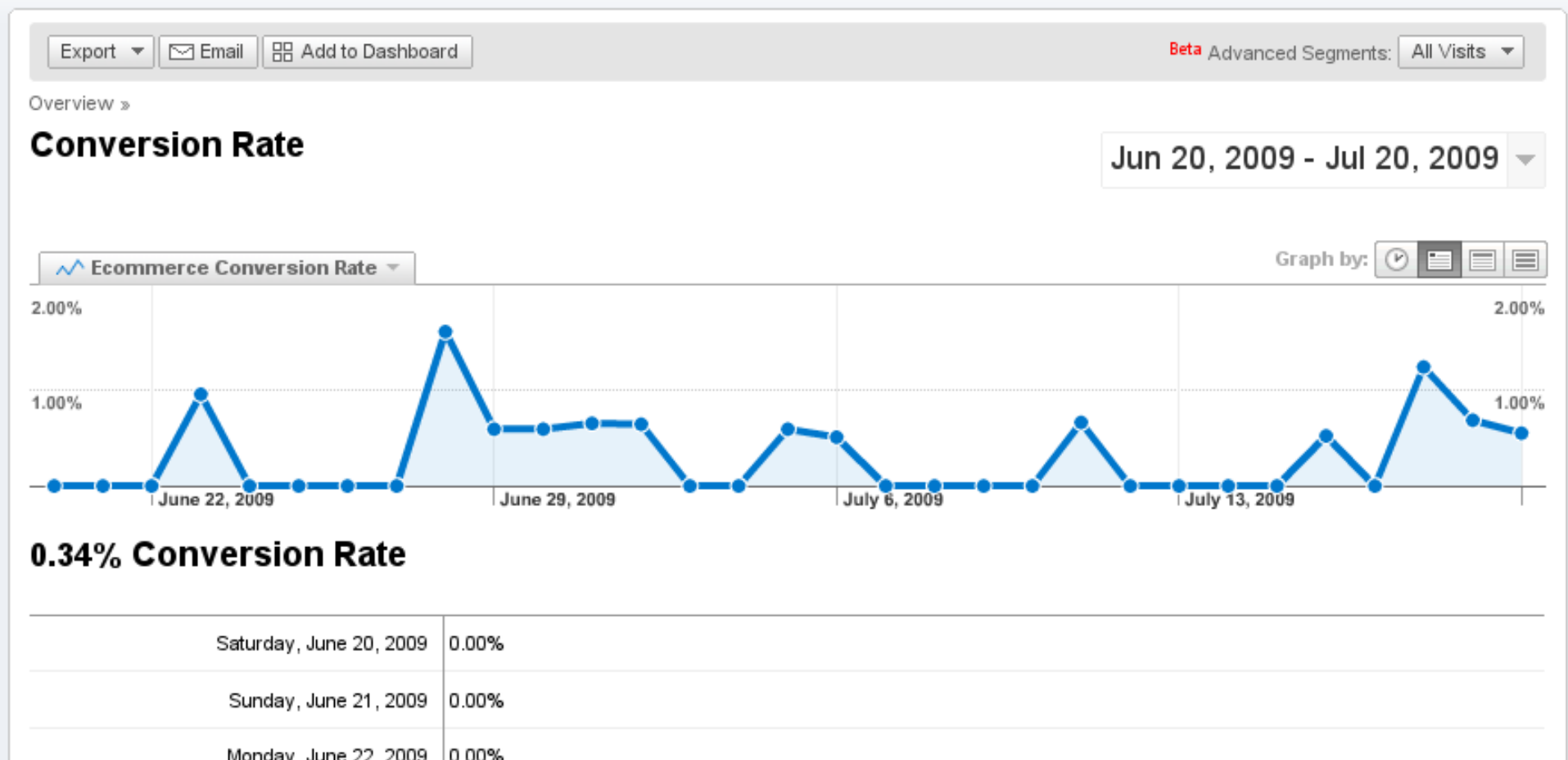
 Visitors Profile: [languages](#), [network locations](#), [user defined](#)

Calculating Conversion Rate - Transactions



Calculating Conversion Rate

- 16 Transactions
- 4,692 Visits
- $16 / 4692 = 0.0034$, or 0.34% Conversion Rate



Shopping Cart Abandonment Issue

- High shipping charges: 46 percent
- Wanted to comparison shop: 37 percent
- Lack of money: 36 percent
- Wanted to look for a coupon: 27 percent
- Wanted to shop offline: 26 percent
- Couldn't find preferred pay option: 24 percent
- Item was unavailable at checkout: 23 percent
- Couldn't find customer support: 22 percent
- Concerned about security of credit card data: 21 percent

Source: <https://www.mcafeesecure.com/content/mfes/DWSCampaign.jsp>

Increasing Conversion Rates - Biggest Pitfalls

- Website unorganized, no feeling of trust
 - <http://www.havenworks.com/>
 - <http://www.fabricland.co.uk/>
- No information about how to contact website owner
- "Cart Abandonment" is an issue
 - Checkout process requires username / password
 - No clear "checkout" link
 - Shipping policy not clear
- Website Loads Slowly
- Too much text, hard to read
- Any other ideas?



Increasing Conversion Rates - Checklist

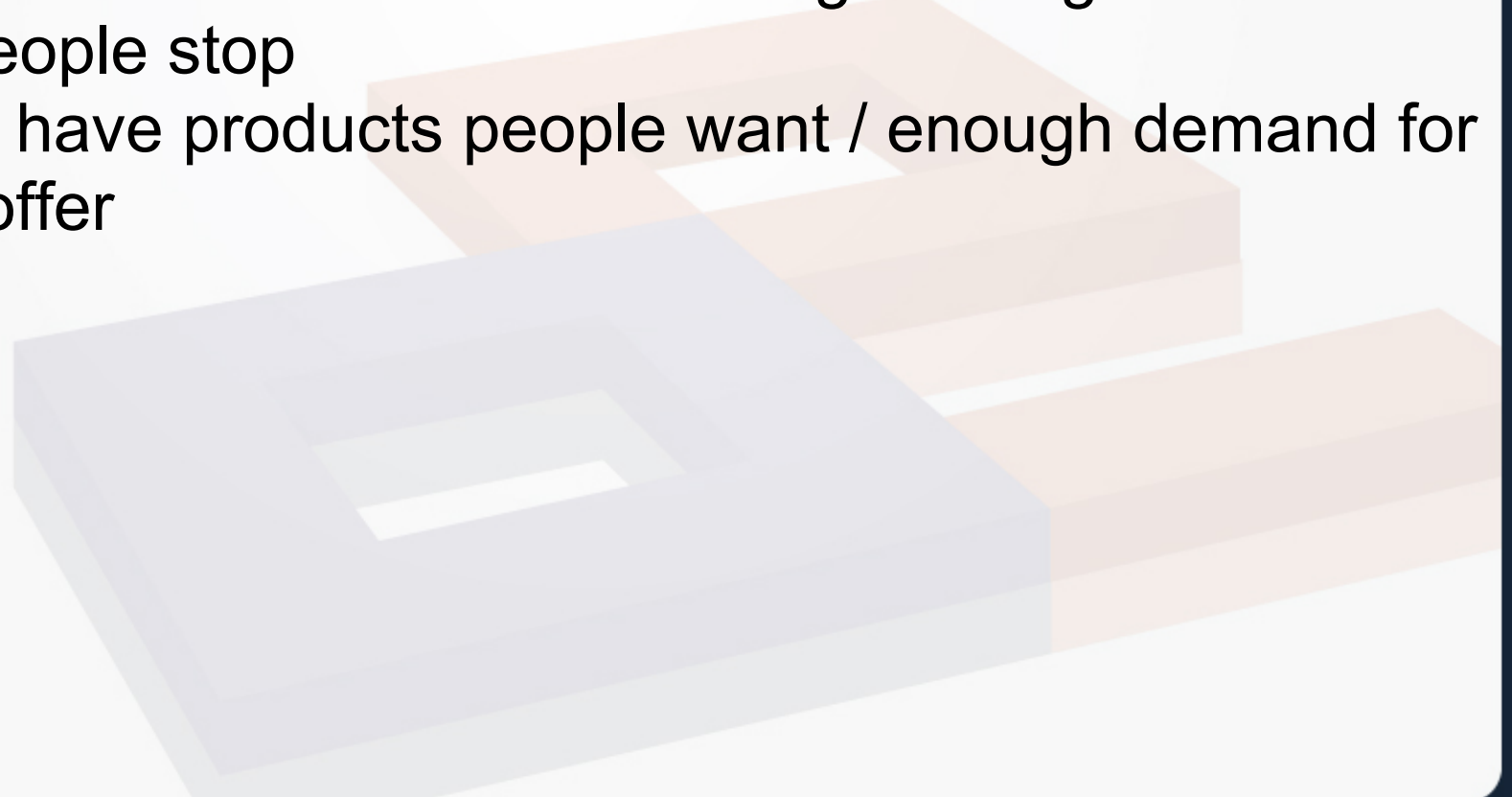
- Display buttons or logos showing certifications
- Contact Us and About Us pages critical
- Show photographs of people running the site
- Use a contact form for visitor's convenience
- Register a toll free number (I use budget800.com)
- Use video when appropriate. Video has 3x the conversion rate over text for landing pages.
- Display shipping policy, return policy clearly
- Price: some times a higher price means higher perceived value
- Create Sense of Urgency
- Guarantee your product / service, state your guarantee
- Use testimonials

Increasing Conversion Rates - Checklist

- Simplify the checkout process
- Respond to e-mails in a reasonable amount of time
- Display certificates & logos to associations you belong to
- Show Product Reviews from other customers
- Ensure checkout process uses site security (SSL)
- Use descriptive links instead of "click here", helps with readability
- Check for Spelling (Firefox has built in spell checking)
- Use benefit-oriented headlines (e.g. Enjoy Quilting Again with AccuQuilt)
- Remember calls to action (e.g. "Order Now")

Increasing Conversion Rates - More Ideas

- Pay attention to top entry pages, top exit pages
- Go through the website with others to brainstorm ideas to improve clarity, conversion rate
- Use website statistics to see what stage during the checkout process people stop
- Be sure to have products people want / enough demand for what you offer



Increasing Conversion Rates - Conclusion

1. Convey Trust
2. Make visiting your site a rewarding experience for customers
3. Make the website useful and easy



Next Webinar

The date & time of the next Webinar is yet to be determined.

What Topics do you want to discuss?

