

ECOMMERCE CONVERSION TIPS



Small improvements
can turn more visitors
into happy customers.



1



SPEED UP YOUR WEBSITE

A fast website keeps visitors happy and reduces bounce rate. Optimise images, use caching and choose a reliable host.

2



MAKE IT MOBILE-FRIENDLY

Most shoppers use their phones. Ensure your site looks great and works smoothly on all devices.

3



USE HIGH-QUALITY PRODUCT IMAGES

Clear, professional images build trust and help customers feel confident about their purchase.

4



WRITE CLEAR & PERSUASIVE DESCRIPTIONS

Highlight benefits, solve problems and keep it easy to read. Good copy sells your products.

5



SHOW REVIEWS & TESTIMONIALS

Social proof builds trust and reassures shoppers that others have had a good experience.

6



OFFER TRUST BADGES

Display secure checkout, money-back guarantees and trusted payment options to increase trust.

7



SIMPLIFY THE CHECKOUT PROCESS

Reduce steps, avoid unnecessary form fields and offer guest checkout where possible.

8



OFFER MULTIPLE PAYMENT OPTIONS

The more payment choices you offer, the more likely customers are to complete a purchase.

9



BE TRANSPARENT ABOUT SHIPPING

Show shipping costs and delivery times early. No surprises at checkout means fewer abandoned carts.

10



MAKE RETURNS EASY

A clear and simple return policy removes risk and gives customers peace of mind to buy.

11



USE POP-UPS SMARTLY

Offer discounts, capture emails or show helpful messages – but don't interrupt the experience.

12



ANALYSE & IMPROVE

Use analytics to understand customer behaviour and continuously test and improve your store.

BONUS TIPS FOR HIGHER CONVERSIONS



EMAIL MARKETING

Stay in touch, share offers and bring customers back to your store.



PERSONALISE THE EXPERIENCE

Recommend products based on behaviour and past purchases.



CREATE URGENCY

Use limited-time offers or low stock alerts to encourage action.



PROVIDE GREAT CUSTOMER SUPPORT

Quick, helpful support turns enquiries into loyal customers.



FOCUS ON CUSTOMER EXPERIENCE

Happy customers are more likely to buy again and recommend you.



MORE CONVERSIONS. MORE SALES. MORE GROWTH.

Focus on your customers and make every visit count!

