

6 Tips to Improve your Website Conversion Rate



Looking at things from usability to functionality, one of the most problematic areas of a site that can stop your client from buying is the checkout area. Lancashire marketing experts, [Bespoke | Digital Agency](#) outline six simple tips that you or your online company can make to improve your conversion rates.

1. Keep delivery costs down

Make your delivery costs as low as possible, or better yet make delivery free.

Stats show that shoppers abandon shopping carts where delivery costs are high.

You should also avoid hiding costs, delivery charges should be made clear throughout the checkout process. People hate surprises and will drop their basket if you add on a cost which hasn't been previously mentioned.

2. Place testimonials in the checkout area (and throughout your site).

People trust reviews, in fact 84% of people trust online **reviews** as much as a personal recommendation! The more potential buyers feel they can trust you and your brand, the more likely they are to complete the checkout process. Good testimonials will instill confidence in your buyers that you are a worthy retailer.

3. Simplify the process

Making things easier for the buyer and reducing the amount of time that they have to spend at the checkout is likely to improve conversion. Review your checkout process regularly from the point of view of a potential customer. You should remove all unnecessary boxes and information fields, and you should make sure that there are limits to the amounts of numbers that you can enter for account or security codes to reduce the likelihood of mistake. The checkout process should be simple and straightforward.

4. Make call to action buttons more attractive

Call to action buttons should add an element of confidence for the buyer, for example 'pay securely now' on an orange button, is clearer than simply 'pay now' on a grey button. Different colours can also convert better on different types of sites, so it's worth consulting with your designer as to how to use colour to the best effect. You could even A/B test different buttons to see how effective each colour or style is for conversion.

5. Allow guest checkout

It can be frustrating when you try to buy from a site only to find that they want everything from your pet's name to your passport number. Although this may be an exaggeration, you should make signing up optional and allow for a much quicker and more convenient guest checkout. Today's digital world relies on speed so make sure you're checkout process lives up to your customers expectations.

6. Understand Analytics data

It goes without saying that should know your website data and your web visitors behaviours. Google Analytics is an extremely powerful tool which gives you the best chance of understanding how your clients are using your site. From dropouts to click through rates, it's all there and you need to know how to use it because it can offer a serious insight to how users navigate your site. If you use this data correctly, there are lots of ways to improve conversion but there can be a lot of information to digest.