Boost Your eCommerce Sales

Here's how to optimize your online store and boost your conversion rate. These tips and tricks will help you drive more sales.

Introduction

Seth Godin was 100% right when he said that, *"It takes six years of hard work to become an overnight success."* When you design an eCommerce store and set forth to make it a long-term business, you can't guarantee its success in a month or two. It's a business that will gradually take shape only if you play your cards right. After working with more than 5,000 eCommerce stores, we've figured out a list of tips and tricks that can actually help you make that journey from $0 to seven figures. That might sound like a huge deal for any new eCommerce store owner, but it's not that far-fetched if you consider the

Statista [worldwide eCommerce facts](#), "In 2019, retail e-commerce sales worldwide amounted to 3.53 trillion US dollars and e-retail revenues are projected to grow to 6.54 trillion US dollars in 2022."

Now, the question is how can you reach that benchmark in the shortest span of time?

If you have been following the online shopping metrics, you'll know that people are becoming more comfortable with online purchases year after year. So, as long as you offer them a seamless shopping experience at your store, you are on the right track. But what does a seamless shopping experience mean?

For us, it means having a lot of options for payment—including installment plans—as well as a transparent shipping options page. You should have policies for refunds, privacy, and cookies in place. Along with discount options, upsetting options, and last-minute deals, you want a credible brand, an SSL, fast support, and a well-designed page.

In order to build that kind of a seamless shopping experience, you need to focus on certain factors. These include setting up your online store, optimizing the content, offering discounts, creating online advertisement, and so on. Based on our experience with past eCommerce clients, we compiled the following list.

eCommerce Checklist

Phase 1: Store

1. Design a stellar landing page: A landing page, if done right, is a conversion machine. [Almost 96% of your site's visitors](#) are not yet willing to buy when they arrive at your store, according to Marketo.

2. Develop an easy-to-navigate product catalog: Your product catalog may be broad and complex or simple and focused. In either case, it needs to be up to date at all times and easy to navigate.

3. Take great product photos: Your customers will remember 80% of what they see and a staggering 20% of what they read (Hubspot). Big product photos along with great web design are the two main areas you should focus on if you want to have an eye candy eCommerce site.

4. Personalize shopping: An easy way to start personalization is through localization. It's a significant factor in satisfying the growing expectations of today's customers, and you can prove even more successful if you are selling internationally. That said, it is crucial that you know where your customers are and adapt the experience— description, prices and offerings—to their location.

5. Focus on drop-down menus, detailed classifications based on recent views, popular products, and more to create a seamless navigation feature. (**Extra Tip:** Create your navigation based on your analytics. If

most of your customers buy products under a certain category, put it first on the menu).

6. Recommend products: According to Forrester, product recommendations contribute up to 30% of eCommerce revenues. Tech giant Amazon first pioneered the concept to nudge its customers to buy more. List related products below each product you sell or have a "more from this category" section.

7. Create a seamless checkout: Modern eCommerce checkout flows must enable shoppers to buy quickly and directly from your product page without redirecting them to another site or landing page.

8. Accept a variety of payment methods: Online payment preferences vary locally and especially globally. So you need to ensure your store has a variety of payment methods such as credit cards, PayPal, Apple Pay, etc. to maximize customer satisfaction.

9. Use e-mail marketing: Holding on to your subscribers starting from the beginning might be a huge ask. But, with tools like Sumo, you can actually start collecting sign-ups easily from the beginning. After you have enough of them, you can begin your e-mail marketing campaigns to keep those subscribers informed about new deals, discounts, sales, etc. We recommend emailing your past customers once every week or a couple of times per month.

10. Undergo several A/B tests: Use these tests to design a perfect website. These include strategizing on the placements of the different features of your website, such as pricing, shipping fees (if you have them), the account creation process, calls-to-action (CTA), button placements, and visual attributes. Numbers don't lie, so make sure to always check your analytics and constantly conduct tests to further improve your conversion rates.

11. Plann a customer service setup: Having a customer-service policy in place to deal with customers is imperative for keeping your customers happy and avoiding negative online reviews. You can handle customer issues and complaints with either a chat app such as Intercom or social media channels like Twitter.

12. Manage your taxes: Governments are taking notice that about $23 billion in annual tax revenue through eCommerce channels is uncollected—making global tax management and compliance that much more complicated. Tax laws differ widely nationally, and especially internationally, so it can be difficult and time consuming to manage these requirements and stay compliant. Ensuring the tools and strategies you're using can handle this for you will save a lot of time and mistakes down the line.

13. Set up modern billing and invoicing: You provide multiple payment options for your customers, which makes it even more difficult to manage payment frauds or refunds. Having a modern billing and

invoicing system will avoid hassles in the long run. We recommend checking out Sygnified.

14. Think mobile first: By 2021, 54% of all eCommerce sales in the US is expected to take place on mobile. That's huge. It also means that you should absolutely put together your eCommerce site with mobile in mind. In other words, you shouldn't create a responsive site that just looks okay on mobile but is actually designed for mobile.

15. Build a PWA for your eCommerce store: Google first introduced the concept of a Progressive Web App (PWA) in 2015 with the intention of making the mobile user experience more pleasant. Today, an impressive 80% of e-commerce consumers use their smartphones to browse through the store, look up reviews, and find better deals. (OuterBox). A PWA eliminates the hassle of downloading an app, offers a better loading experience, and sends push notifications on the device even when the web app is not running. Speaking from a ranking perspective, a PWA is also discoverable by search engines.

16. Don't forget the About Us page: Your About Us page is a window into your business, and you want it to be appealing and fresh. Around 7% of visitors coming to a home page click to see the About page. Those who see it convert 30% more and spend, on average, 22.5% more time on your site than those who don't visit it. This alone should be enough to get you started drafting this page!

17. Focus on website security: "Secure shopping-cart systems are essential for maintaining the integrity of the payment process," Ella Nevill. Use these techniques to reduce the risk of online fraud: pick a secure platform, use strong SSL authentication, track all of your orders, ask for strong passwords, and run PCI tests.

Phase 2: SEO

1. Implement SEO basics: In order to ensure you get traffic from your target audience, you must follow the basic SEO best practices. To begin with, you have to build your website around the keywords you want to use. Then you need to ensure your site is fully indexable by search engines, such as Google and Bing. Create your Web Master Tools Account on both search engines and verify your site.

2. Add internal and external links: For any SEO strategy to work, you need to give it a certain timeframe. It could take 3–12 months for your SEO to start bringing good results. This is why you need to begin using internal and external links for your keywords right from the start. They could be in product listings, blog posts, FAQs, and so on.

3. Focus on transactional keywords: Transactional keywords are the words and phrases that users type into a search engine when they're ready to buy. One of the most effective ways to boost your SEO is to include relevant keywords in your website copy, blog content, product descriptions, etc. As an eCommerce store, your goal is to make sales, so you'll want to put a strong focus on transactional keywords.

4. Research competitors: Use tools like SEMrush to study the keywords that your competitors ranking for. Optimize your website content, distribute backlinks, and ensure you list your business on relevant directories and forums using location or product/service as the main keyword.

5. Avoid duplicate content: Archives, tags, incorrect pagination, and even basic product filters generate duplicate content and drag your site down. Use your robots.txt and block them from being indexed, along with any other features that create duplicate content.

6. Optimize the product page: This means using keywords but not to the extent where you end up overstuffing your content. Relevant product keywords in your headers and image alt tags should be enough to help your rankings.

7. Write unique product descriptions: Writing a unique product description instead of using the one provided by the manufacturer is the smart way to go as Google will set you apart from your competitors who use the same product text.

8. Keep pages with out of stock items: Don't delete these pages, especially if you rank high with them; instead, show related products or the newest version.

9. Link to other sites: Despite random rumors you might have heard, linking won't ruin your rankings. Instead, it will show the visitors that

you want to provide helpful content and you don't mind linking to those sources. This will paint you as genuine and reliable.

10. Have a well-thought-out internal linking system: This will reduce your bounce rates as people have something to click on. Recent studies show that 69% of people base their browsing on these links. Don't overcomplicate it, just try to think from your visitor's point of view. What would be relevant to them?

Phase 3: Marketing and Advertisement

1. Use retargeted ads: Simply capturing email addresses won't work for your store in the long run. You need to engage them with autoresponder campaigns via email as well as social media ads with personalized messages based on subscribers' actions, such as leaving items in the shopping cart or visiting specific product pages.

2. Set up Google Shopping: While you're waiting for SEO to drive results, you can always get your products displayed in the search results with paid Google Shopping ads. This constitutes a high-value traffic source.

3. Set up a Facebook product catalog: Once your product catalog is set up, you'll be able to take advantage of Facebook's dynamic product ads. These have been renowned for increasing click-through rates compared to other ad types.

4. Use popular social media channels: Social media is big, and every eCommerce site should have a short-term and long-term strategy to gain more popularity on social networks. The two big names are Instagram and Pinterest, and they are a must. Set up your profiles and be as active as possible without spamming your fans. You can also use the dedicated shopping features on these platforms to enable direct purchase for your followers from the social media app.

5. Connect with influencers: When it comes to an online store, you need to figure out ways to market it via influencer marketing. Platforms like [Pitchbox](#) can help.

6. Sign up for [Help a Reporter Out (HARO)](#): This platform will let you respond to requests from journalists for quotes that could earn a link back to your website. Not to mention, it will also provide exposure for your company and bring new visitors on your site.

7. Create a [viral loop](#): The strength of viral referral programs is not unknown anymore, thanks to big-time successes like Uber and Dropbox. You can also find your own loop and use it to drive revenue growth through your current customers.

8. Inspire [user-generated content](#): UGC campaigns amplify your brand's messaging without extensive investment on your part.

9. Design a push notification strategy: Push notifications have been ruling the digital landscape for three years. Since 70% of consumers find all

types of push notifications to be valuable, it is no wonder push is considered an integral part of the marketing strategy across industries.

10. Create a blog: It isn't surprising to see that blogging has become a common practice for any business. In fact, it is an effective tool for eCommerce stores to inform, educate and nurture customers. Post new content weekly and send an email blast to your entire customer base.

11. Use post-purchase automation: Using a tool like **ActiveCampaign**, you can set up things like trigger campaigns from actions, sales follow-ups, and birthday emails. Any of these may provide personalized offers, money-off vouchers, suggested next purchases, or other options based on the user's behavior.

12. Offer discounts: Pricing is tricky. You have to offer a lower price than your competition while maintaining a decent profit margin. If it's a one-of-a-kind product, you don't need to offer a massive discount. However, with conventional products having enough competition, you can always go for discounts to make your store stand out.

13. Set up affiliate marketing: Affiliate marketing can generate up to 90% of the total revenue, these numbers varying depending on the niche and number of affiliates. Setting up your own affiliate program or using networks like Commission Junction or Shareasale, to name just two, can be challenging, but it can generate a lot of revenue.

Phase 4: Shipping and Logistics

1. Stop fulfilling orders by yourself: A fulfillment service, you may already be familiar with Amazon Fulfillment, is a company that stores your product. Once a customer places an order, the fulfillment company does all the work you would normally do while sitting at your kitchen table and driving to the UPS store. A fulfillment service is mandatory if you plan on scaling up your sales in eCommerce.

2. Set strict reorder points: Assure that each product in your store indicates the exact moment you will need to order new stock. To do so, take into account the time it takes to get a new purchase order to your fulfillment center and the product booked in and ready for sale. And make sure you don't eat into the emergency safety stock you've already reserved for sudden changes in demand.

3. Run tests to gauge product interest: If you are uncertain how popular your product will be, or you just want to get an idea of how popular it will be so that you can plan ahead your inventory, a simple solution is to create an MVP landing page to presell your items. This tactic gives you an accurate picture of how much inventory you need to have in preparation, not just for those who preordered, but also for future potential sales based on popularity.

4. Use customer data effectively: Don't jeopardize your entire company by over investing in the wrong assets. Use customer data to manage inventory strategically. You could do one of two things. The first is to

focus on differentiated products that have high margins instead of commodity products with low margins. The second would be to keep your inventory levels as low as possible while still maintaining products in stock.

5. Operationalize your data: Turn insights into processes and systems that eliminate unnecessary decision making, thus freeing up your mind and time. If you want to free up cash so you can scale, focus on turning inventory into cash faster. Think of it as your KPI for inventory turns. Find out which SKUs have a higher profit, which ones are slow moving versus fast moving, and which ones aren't priced high enough.

6. Make being sold out a branding moment: When you run out of stock, position your eCommerce brand as an exclusive company where the stock is limited. Doing so builds scarcity into your business model, which triggers psychological buying motivation. As for communicating with customers, alert them that you'll fulfill their order the moment inventory comes in. Another tactic is to offer discounts or coupons to apologize for the inconvenience of being out of stock.

7. Speed up post-sales customer support: Whether you personally field customer questions and complaints, or whether you have the assistance of technology, you can anticipate customer needs in the event of inventory problems. Build a folder with customer service based resources. Set aside a few hours to write email templates, emergency website copy, phone scripts, and evergreen advertising

images and messaging that can be used as placeholders in the event of inventory nightmares.

8. Choose vendors wisely: Always work with partners who are equipped to handle your growth. If you choose vendors that can support you at only the size you are now, or in the countries you currently operate in, you'll stifle yourself in the long run. For every part of your eCommerce business, from the core site to the payment platform you select, make sure that your vendors think as global, and as ambitiously, as you do.

9. Set shipping offers: Prioritize shipping offers based on your fulfillment status. You can go for flat free shipping or free shipping after ordering a certain value. However, if you are going for a worldwide shipping strategy, you must ensure shipping rates in different countries and plan your strategy based on that.

Phase 5: Growth Hacking

1. Leverage customer reviews and testimonials: According to [research](), 69% of online shoppers want more reviews from e-commerce sites. If you make it a priority to add those to your site, you can easily start generating early sales from happy customers.

2. Invest in brand advocates: Once you have quite a few happy customers, recruit them. Nielsen reports that people are [four times more likely]() to buy when referred by a friend. Launching a formal referral program helps you leverage this effect.

3. Report data: Data plays a big role in the decision-making process for product expansions or reductions, and it offers insights about which products are and aren't selling. You'll need to track purchases, run rates, measure accounts, and monitor financial data in a way that provides clear insight into the future of your business.

Conclusion

To scale, you need to identify which 20% of your efforts are producing the most of your revenue—and start letting go of time-consuming, space-filling things that don't. It could be the way you promote your products on social media that generates maximum results or a giveaway you did three months back that's still bringing in new users. Identify what's working for your store and stick to that activity while performing with new A/B tests on the way.

As you scale your eCommerce company, challenges are inevitable. By planning for common issues from day one, you can mitigate their potential impact on your business. This could be the need to hire a team or facing a sudden plateau in the middle of your sales funnel. Scaling your eCommerce store is a long-term process where data and feedback are kings.

How can Gadget Flow Help?

We offer a series of different services to help you grow and improve your eCommerce sales, traffic, awareness, and marketing and product promotion. We do this through unboxing videos, product validation services, and more. You can chat with our team today by visiting our **submission page**. Since

2012, we've worked with over 8,000 customers from startups to Fortune 500 businesses like LG, Sony, HP, DJI, and many more.

Additional Resources

- [Media Kit](#)
- [Case Studies](#)
- [Marketing Blog](#)
- [Marketing Podcast](#)