ECOMMERCE CONVERSION RATES OPTIMIZATION

Facts About Conversion Rate Optimization

- Average ecommerce conversion rate varies from 2% to 4%.
- Conversion rates on mobile devices are significantly lower compared to desktops.
- The average online shopping cart abandonment rate is 70%.
- Using visuals in product pages can increase conversion rates by 30%.
- 62% of visitors abandon their shopping carts before checkout.
- PayPal is used by 70% of ecommerce customers.
- For customers who view more pages, it takes 2 seconds longer to complete their purchase.

Benefits of Conversion Rate Optimization

- Cut Your Turnaround Time
- Bring in More Sales
- Improve Customer Experience
- Increase Revenue and Profitability

Testing & Analysis Methods for Conversion Optimization

- A/B Testing
- Customer Segmentation
- Personalization
- Heatmaps
- User Surveys
- Usability Testing
- Session Replication

Conversion Rate Optimization Best Practices

01. Define clear and specific goals.
02. Select the right metrics to measure.
03. Use A/B testing for optimization.
04. Implement personalization strategies.
05. Optimize website speed.
06. Use clear and compelling calls to action.
07. Implement mobile optimization.
08. Improve website navigation.
09. Use engaging product descriptions.
10. Offer customer support.
11. Monitor and analyze results.

Conversion Rate Optimization Tools

- Hotjar
- UsabilityHub
- Unbounce
- Kissmetrics
- CrazyEgg
- Google Analytics
- SaaS
- All Tools