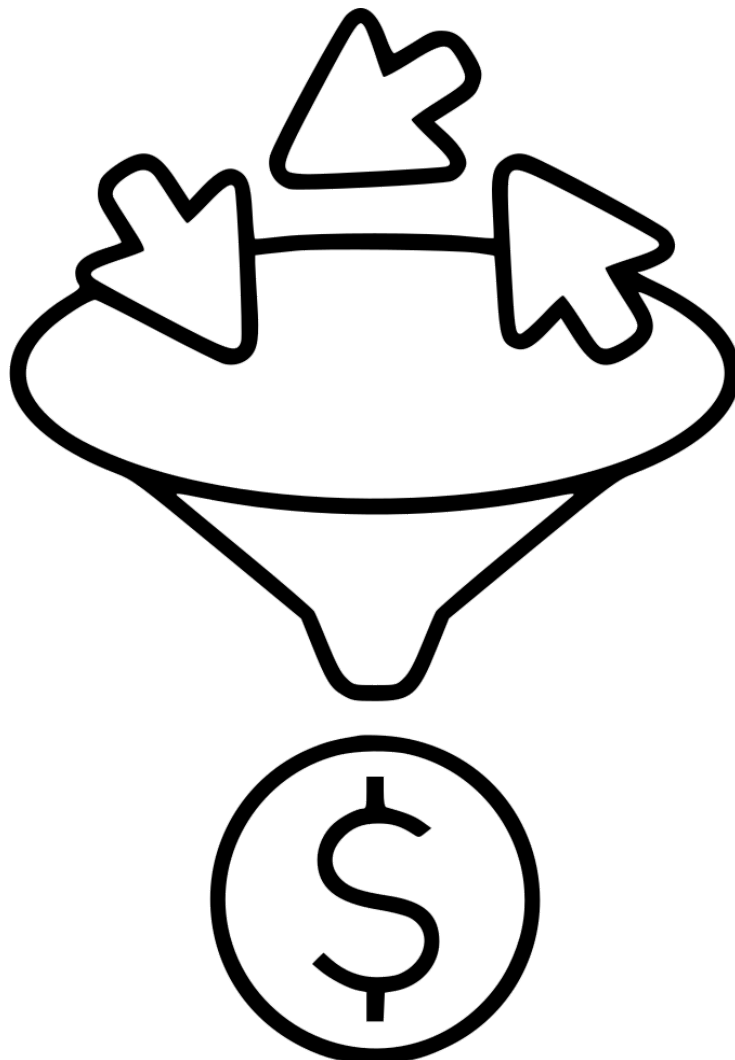# KERRY LOWE

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Conversion Rate Optimisation Guide

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First, let's define what Conversion Rate Optimisation is, and how it's calculated.

Conversion rate optimisation or CRO is the process of optimising your ecommerce website to increase the number of customers who make a purchase.

Conversion rate is calculated by dividing the number conversions (sales/purchases) by the number for visitors (website traffic) over a specific time period (day/week/month/year) and then multiplied by 100 to create a percentage.

Let's look at an example:

Number of website sales for 1 week = 1000
Number of website visitors for 1 week = 100,000
(1000/100,000) x 100 = 1
Conversion rate = 1%

Optimisations can be made just about anywhere on your website, from the top of the purchase funnel right through to the bottom in the checkout.

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First and foremost, **please** ensure your website is optimised for mobile!
More than half of global website traffic is mobile. (statista.com, 2022)

1. Homepage

☐ Simple navigation. Less is more with navigation. Large and complicated navigation menus intimidate and confuse customers.

☐ Visible 'Search' functionality. Ensure your search functionality is visible above the fold on your pages. And don't forget to maintain your search tool.

☐ Pertinent brand and/or product information above the fold. Hero products, sale information should be the first content your customers see.

2. Product List Page/ Category Landing Pages (PLP, CLP's)

☐ Clear, simple headings, with relevant copy for SEO. Ensure the titles, names and copy written is always relevant to the page, product and your website.

☐ Only present relevant filters (sizing, price, colour etc) to your websites products.

3. Product Description Page (PDP)

☐ Great quality product imagery and videos. Having clear and accurate product imagery builds trust and confidence with your customer.

☐ Clear and descriptive titles that compliment the tone of voice of your brand, build confidence that a customer should trust and buy from you.

☐ Implemented customer reviews and other User Generated Content (UGC) for authenticity.

☐ Delivery / refund information which is easily accessible. Important information upfront helps to persuade your customer to continue with their purchase journey.

4. Basket / Cart

☐ Reduced navigation to remove distractions from their purchase.
☐ Delivery and refund policy is easily accessible, ensuring all information which may persuade your customer to purchase is at hand.

5. Checkout

☐ Clear progress indicator. i.e 1. 2. Or green ticks to indicate completed steps.
☐ Security Authority indicators - credit card logos, compliance logos. All help to build trust.
☐ Alternative payment methods. Credit cards, PayPal, Afterpay, AmazonPay, ApplePay. Giving customers the choice of their favourite way to pay.

Understanding your customer preferences will help you to define which experiences you should focus on. For example, does your customer value high quality product imagery so they can inspect every element of the product?
Or, are they more concerned with how easy your product is to use, and would value a user guide or tutorial?

These are just a handful of examples to help improve your website's conversion rate. **Get in touch** if you'd benefit from a website audit where I'll create a comprehensive list of actionable recommendations.

Get In Touch