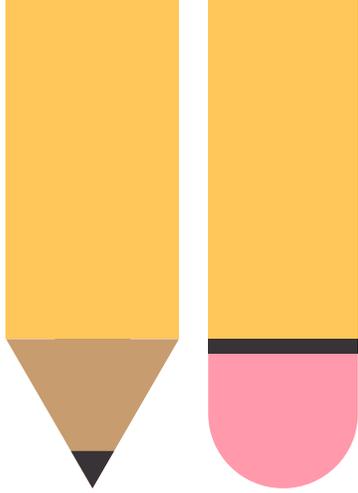


Website Design & Development

A FEAST FOR THE EYES

11 ways to increase customer's checkout rates through the shopping cart

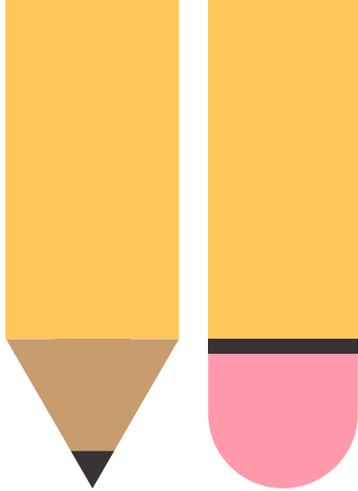




VU ONLINE

Helping businesses take the next
step in their digital growth.

ECOMMERCE
CART
CONVERSION



INTRO

If you've ever tried to push a trolley with a wonky wheel through the supermarket you'll know that frustrated feeling of being railroaded into the freezer section when you were heading for the cashier.

A similar frustration is often reported by customers who, when trying to buy their product online, find that they cannot complete the transaction smoothly due to a wonky shopping cart; whether in the form of an incomplete description, options filter or a nagging lack of trust in the payment process.

You have done the hard task of getting the visitors to your website who are ready to buy. Congrats! Just don't forget to make that next vital step as easy as possible for them.

Imagine your favourite aunty is making her way down the front steps of your home and she's just not sure about that last step. The steps before were all straightforward enough but this last one needs a bigger commitment from her.

She needs to know it's safe - that the stone won't wobble and she'll lose her footing - 70% of online shoppers abandoned their shopping cart because they were unsure about the site's payment security certificate.

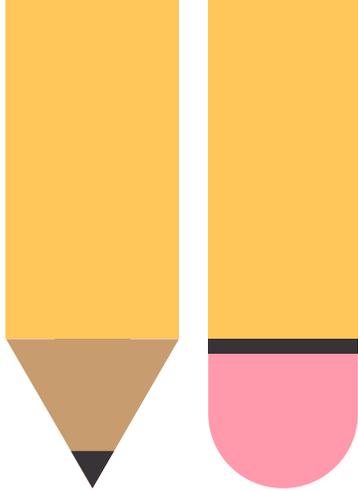
She needs to know that it's safe. That she'll land squarely and with ease. That she'll receive the product in the photo, clearly described in full detail, with all the buying options clearly given (including the size chart being easily accessible in the case of clothing).

She needs to know you'll be there just in case anything were to go wrong - a helping hand in case of any problems. 65% of online shoppers abandoned their shopping cart after finding an unclear refund and return policy.

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1. CHOOSE THE RIGHT CART

Choose the right cart for your business type

1. Right size

If it's a big store you will need to ensure you have access to unlimited product pages with plenty of storage space. Smaller stores can avoid the larger costs by selecting a package that reflects their product range size.

2. Level of support availability and cost

Again, the size of your store will probably influence your choice here. Ensure that the support you choose is scalable, and that you can continue to access full support as your business grows.

3. Usability, including:

Payment gateway integration

Checkout process steps

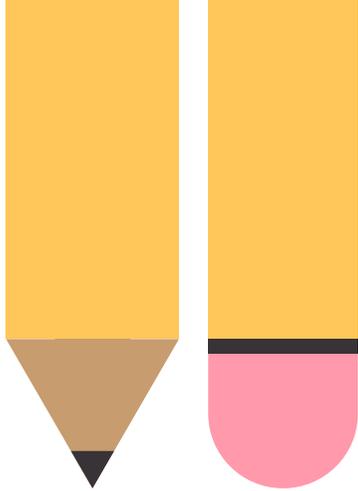
Payment gateways are now often integrated into the more well-known shopping cart software. It still makes sense to do your research and find the one most compatible with your business and customer's requirements.

An unclear checkout process can leave ambiguity about how long the process takes. If a customer is buying on the move and is time-strapped, knowing how

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1. CHOOSE THE RIGHT CART

many stages are involved in the checkout process can help them to make the decision to commit to the checkout process.

A simple progress bar along the top, makes it clear that there are four steps in this particular process.

4. Integration with a CRM

Shopping carts that can integrate with your choice of CRM tool can make business processes so much easier. Without this integration in place, time will no doubt be spent collating customer data and uploading via a csv file or similar. Not only is this inefficient, but it also means you have customer data in a variety of places meaning multiple security and data protection protocols to be followed.

Read reviews on trusted sites - Merchant Maverick reviews is one of the most popular out there.

Test with free software trial - most shopping cart software handily comes with a free trial so you can install and practise going through the buying process.

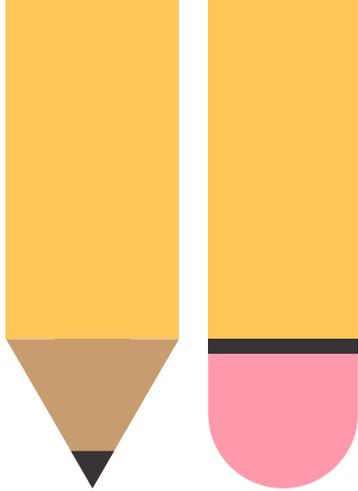
Don't forget to include testing any integrations you may need with your CRM account. From product browsing all the way through to completing the refund and returns procedure and after-sales emails.

Having made your preferred choice, tested the shopping cart and made sure it's a really easy checkout process, it's time to look at building trust through the actual written content that's within the checkout process.

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2. CONTENT

Up front and transparent information - Demonstrate trust and value

5. Give delivery information early - domestic/inter-national, timescales and cost

Avoid potential buyers leaving the checkout process early after finding out you don't deliver to their country or locality or within the timescales that they require. Having this information presented up front means it's only qualified buyers who will enter the checkout process.

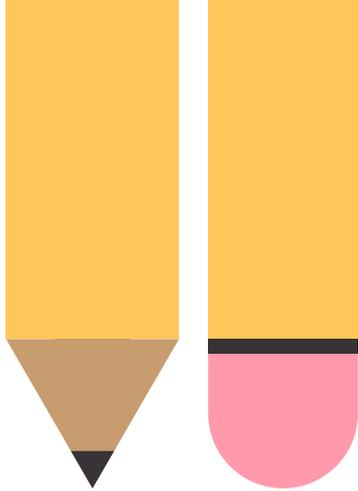
6. Give information about refunds and returns up-front

Boost trust by displaying your refund and returns information clearly and at the beginning of the checkout process.

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2. CONTENT

7. Detailed and accurate product descriptions

As well as including the specific details your potential buyer is looking for, including size and colour, this is your time to stand out from the crowd and tell potential buyers what makes your product special. Don't miss the opportunity to reinforce the unique benefits within this content.

8. Accurate stock info

Prevent shopping cart abandonment from potential buyers finding out halfway through the process that a product is no longer available. Let potential buyers know early on that an item is out of stock.

Offer an email notification to inform them when it will be back in stock or offer a similar, alternative product. This is better than a customer thinking a product is available and so begins the buying process, only to have to, frustratingly, abandon their cart, unlikely to return.

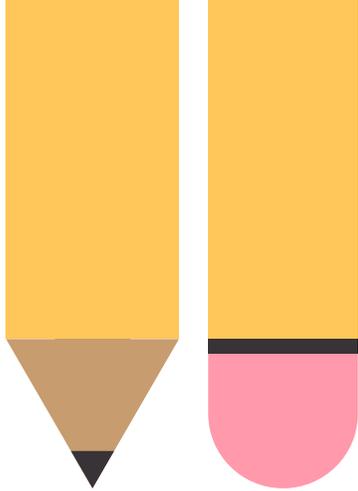
9. 70% of shoppers cited not recognising a security badge as a reason for abandoning the shopping cart

Either consciously or subconsciously buyers will scrutinise every detail of the final payment page, including all form fields, security certificate information and scanning all other page information before pressing the send payment button.

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3. BENEFITS & AFTERCARE

10. Continually reinforce benefits

Are you offering free shipping? A discount to new customers? Loyalty rewards? Speedy delivery? Whatever it may be, be sure to display this clearly in each stage of the buying process, reaffirming your value and reinforcing that value in the buyer's mind.

11. Thank you page

Congratulations! You've done enough things right to build credibility and the customer has gone ahead and made a purchase. Now what? Do you say thank you and leave it there, or do you take this opportunity to deliver more value?

8% of online shoppers represented about 40% of online sales.

- Share button - To show off their new purchase to friends and family.
- Follow button - To stay connected with your online store on social media.
- Referral programme - Give a reward for each new customer.
- Newsletter sign-ups - Build your email list by offering helpful content.
- Thank you video - A nice way to make the whole process a bit more human.
- Offer instructional info/video - Providing helpful content even after a sale will do wonders for your credibility and even lead to repeat sale.

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