

The Ultimate Guide to
Website Optimisation:

What is a Good Conversion Rate?



Contents

What is a good conversion rate?	3
What is a good conversion rate?	4
What contributes to a good conversion rate?	5
How to increase website conversion rate - conversion rate optimisation?	8
What is a conversion rate?	8
Add testimonials and reviews	9
Page speed	10
Make checkout and forms quick and easy to fill out	10
eCommerce product videos and photos	11
How do eCommerce product videos affect conversion rate?	12
What are product videos?	12
Linking eCommerce product videos to conversion rates	13
Conversion-boosting benefits of product demo videos	14
Making a successful product video	15
How does website personalisation affect conversion rate?	17
How does website personalisation affect conversion rate?	17
Website personalisation, average order value and conversion rates	18
How to get basic information to help with personalisation	18
Practical tips for personalisation	19

What is a good conversion rate?

In eCommerce, a conversion rate is a form of contextual data used to demonstrate the percentage of website visitors who purchase a product. You can calculate your website's conversion rate using this formula:


$$\text{Conversion rate} = \frac{\text{Number of website visitors}}{\text{number of purchases}} * 100\%$$

Using tools such as Google Analytics, you can track your goal conversion rate. Goal conversion rates can be based on a variety of goals specific to your online store, such as “purchases completed” or “newsletter sign-ups”. Tracking your conversion rate can give you valuable insights into customer behaviour on your website, and can allow you to make suitable amends to features on your website so that you can make the most of your traffic.



What is a good conversion rate?

The average conversion rate of eCommerce stores globally is 2.58%. However, a good conversion rate is unique to your business and is a highly contextual figure which can depend largely on a number of factors including:

- Your industry
- Product type
- Product cost or average order value
- Traffic source
- Device (mobile, tablet or PC)
- Platform (Windows, Mac, iOS, Android, etc.)
- Location

For instance, if a company sells high-end electronics it's not going to have the same conversion rate as one selling cheap t-shirts. Therefore when analysing your conversion rate, it is important to consider all of these contributing factors.

Industry benchmarks aren't always an accurate comparison guide. So in order to work out the best conversion rate for you, you need a baseline. What is your current conversion rate? And what conversion rate do you want to achieve in the next month or the next six-twelve months?



What contributes to a good conversion rate?

The conversion rate is useful because it tells you how successful your website is at guiding visitors into and through the sales funnel. A high conversion rate shows that your website is convincing users to become leads or customers, while a low rate indicates that you may need to shift tactics. So what contributes to a good conversion rate? We've outlined the main ones below:



Price

It's important to look at your pricing when thinking about your conversion rates. Are you competitively priced? If you are selling branded products which other companies offer then you will need to price your products at or below the average price. Always adjust your prices frequently to see what works well with your customers and what doesn't. Remember your marketing and imagery will heavily influence the price someone is willing to pay.



Reputation

Ultimately, a good reputation will help boost sales. If you experience low conversion rates, then one reason could be that visitors don't trust you. In order to improve your reputation and / or trust it's important you address the following:

1. Avoid spammy marketing
2. Use social proof, including real customer reviews
3. Show your human side by putting your address and contact details on the site and perhaps some team photos
4. Include trust seals so shoppers know their credit card details are secure



Product reviews

As mentioned above one of the important ways to increase eCommerce conversions is to use customer reviews or testimonials at key points in the decision-making process. This helps to instil trust and confidence in you, especially if you place them throughout the whole customer journey.



Free shipping

According to the Baymard Institute, around 61% of people abandon shopping carts because of high costs, including shipping costs. Offering free shipping over a certain basket value threshold can encourage customers to complete a purchase on your website. Strategies such as free shipping thresholds can often mean customers feel as though they are getting a better deal by shopping on your website.



Live chat

If a customer is on your site and needs help, it's important to be there for them as soon as possible. Real-time help works wonders, and more often, website visitors choose live chats over phone or email. Using on-site live chats on all pages of your website helps to reduce the chance that they may navigate away from a key page, or leave your site altogether. Live chats can help to increase the chances of a visitor converting if an issue is sorted efficiently or a question about a product or service is answered.



Easy checkout

Guest checkouts help keep all visitors to your site engaged, especially if they are first-time customers. It can often cause friction for the user if there is that additional step of creating an account before purchase. Single-step checkouts are also one of the easiest ways for existing customers to finalise their purchase as their details will have been saved previously. With all this in mind, it's important to also offer multiple payment options especially if you have a global customer base. This helps to ensure their needs and expectations are met.



Improved call to actions (CTA)

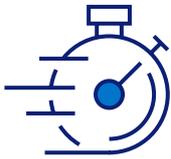
More often than not, generic CTAs like “Sign up” and “Start trial” won't give you the best conversion rates. Therefore it's worth brainstorming alternatives which will boost sales. For example, if you are offering a free trial of software, you may use the following offers:

- “Try it today”
- “Start your free trial now”
- “Get a free 14-day trial”
- “Start a free (no credit card required) trial”



Focus on top-performing converting channels

Analyse your analytics report to see where most of your traffic comes from. If your top channel is social and you have very little direct traffic, it might be a good idea to divert marketing resources to PPC or invest in an email campaign. Email yields better conversion rates than social and search so it might be worth investing in an email marketing strategy to boost overall conversions.



Website speed

Customers typically expect a website to load in just a few seconds and often expect websites to load faster on mobile devices. Having a fast page load speed can help to increase your website's traffic as sites with faster page speeds are more likely to rank higher in search engine results, providing you with a larger potential customer base.



Website personalisation

Collecting data on your website visitors can allow you to create a personalised shopping experience for them. By tailoring product suggestions and page displays, you can build stronger relationships with customers which can encourage repeat purchases and higher conversions.



Checkout optimisation

Providing a quick and simple checkout process for your website visitors can reduce the likelihood of users abandoning their purchase due to unexpected costs, lengthy forms or surprise fees, therefore increasing your conversion rate. Also, consider using cart abandonment software on your website that allows you to send follow-up emails to customers who have left items in their basket.

Conclusion

Understanding your online store's conversion rate can be a useful tool for analysing and improving your business performance. Conversion rates provide useful insights into consumer behaviour and can also be a good tool for tracking the effectiveness of any website changes.

As long as the amends you are making are increasing your conversions, even slightly, then your eCommerce store is improving.

How to increase website conversion rate - conversion rate optimisation?

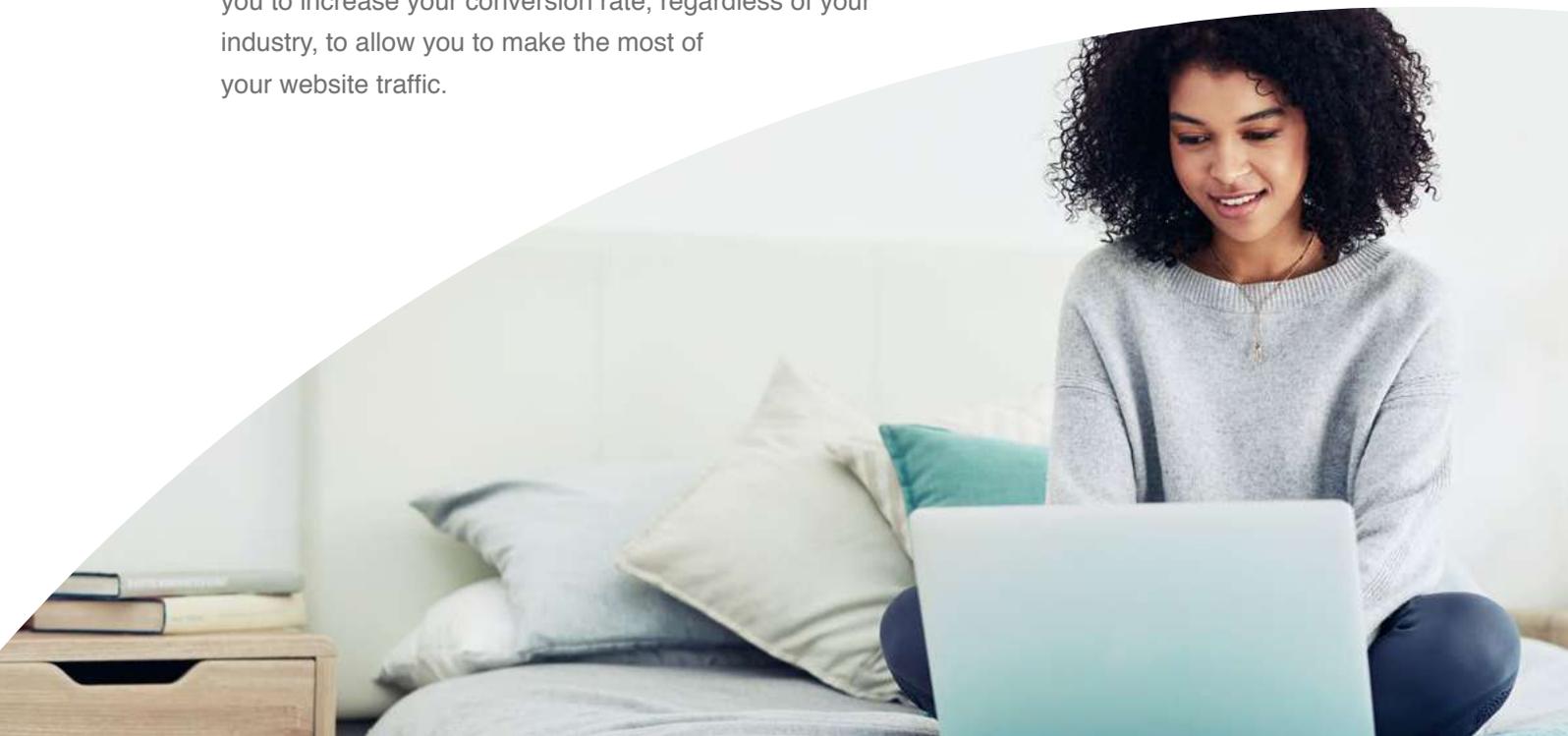
What is a conversion rate?

In eCommerce, a conversion rate is the percentage of website visitors who make a purchase on your website. Your conversion rate can be worked out as:


$$\text{Conversion rate} = \frac{\text{Number of website visitors}}{\text{Number of purchases}} * 100\%$$

Even though your eCommerce site is up and running, you could be finding that you're not getting many sales or conversions, from the amount of traffic your website is receiving. Increasing your conversions can lead to increased revenue, allowing your business to grow.

The higher your conversion rate, the better your eCommerce business is performing. What constitutes a good conversion rate is highly dependant on your industry and what type of business you run. We have compiled a few quick tips to help you to increase your conversion rate, regardless of your industry, to allow you to make the most of your website traffic.



Add testimonials and reviews

When encouraging customers to make online purchases, it is important to be transparent about what you are offering in order to build their trust and encourage them to make a purchase.

Displaying other customers' reviews and testimonials on your product pages can validate your customer's purchasing decisions. Reviews can also give additional information about a product, which can allow new customers to make a more informed decision. Because of this, reviews can be very influential towards seeing an improved conversion rate.

It is important to make sure that your product reviews are clearly visible to visitors, displaying them clearly on the product page. Additionally, providing a rating system for customer reviews makes it easier for customers to get a quick snapshot of how good that product is perceived to be by other buyers.

Offering reviews and testimonials can also increase your brands' credibility which can, in turn, encourage customer loyalty, repeat purchases and a higher conversion rate.



Page speed

Having a fast website can make a big difference in your site optimisation and your conversion rate. Typically customers expect pages to load in just a few seconds, and often want mobile sites to load faster than those opened on a desktop. If a website takes too long to load, customers may become impatient and leave your site in favour of one that loads faster. Because of this, website page speed is crucial for ensuring higher conversion rates and increased website traffic.

Faster page speeds are also good for search engine optimisation, and can increase traffic to your website, providing you with a larger pool of potential customers. The faster your page load speed, the faster your customer can begin browsing your site or viewing products, making them more likely to make a purchase at your store.

Make checkout and forms quick and easy to fill out

Customers can be put off by long checkout forms which can lead to them abandoning their purchase, and over time this can negatively affect your conversion rate. To make forms easier to fill out, ensure that you are only asking for essential information from your customers. This streamlines the process for them as well as for your business.

To make forms even quicker to fill out, consider using guest checkout, auto-fill options and automatically duplicating the shipping address into the billing address sections, with the option for the customer to change this if necessary.

Additionally, provide the option to checkout without having to create an account. Instead, provide an option to create an account once the customer has completed their purchase using the information that they have already provided. This can help to streamline your checkout process and avoid cart abandonment caused by lengthy forms.



eCommerce product videos and photos

Product visuals are a powerful tool in eCommerce. Buying online is a very different experience than buying an item in-store, but providing videos of products and clear photographs can help to recreate that experience and allow customers to understand the product better. Product videos encourage customers to engage more with your product and visualise how they might use it, which can lead to higher rates of conversion.

Additionally, providing product videos can humanise your brand and answer questions about the product for your customers. This can increase trust in your business while also contributing to increasing sales.

Photos of your products are also a useful tool for showcasing your product to potential buyers. Product photos need to be clear and professional, preferably photographed with a plain background to draw attention to your product and its features.

Conclusion

Taking the time to apply some of these methods on your product pages can help you to turn your visitors into paying customers. Conversion rates can be a good tool for measuring your business's performance, and analysing any trends or changes in your conversion rate can allow you to make informed and suitable adjustments to your eCommerce site.

How do eCommerce product videos affect conversion rate?



What are product videos

Product videos are an effective way for eCommerce stores to showcase the features and benefits of items on their website. Without being able to physically touch or see products in person, many potential customers may have questions about items that could hold them back from making a purchase.

Product videos give eCommerce businesses the opportunity to recreate part of the in-store shopping experience by demonstrating the key features of products and how they can be used. Product videos can also be a useful tool for increasing conversion rates, allowing you to make the most of your website traffic.



Linking eCommerce product videos to conversion rates

Product videos can be a powerful tool for increasing conversion rates and improving the user experience across your website. According to research, customers who watch product videos are 84% more likely to make a purchase.

Product videos can have a range of benefits for your eCommerce website including increasing user engagement, establishing trust in your brand and providing an enhanced customer experience, all of which can contribute to increasing conversions.

Conversion-boosting benefits of product demo videos

eCommerce product videos can increase your conversion rates in a number of ways. Some of the main features of product videos that make them so effective at increasing conversions include:



Increasing user engagement

Videos encourage your website visitors to spend more time on your product pages and learn more about the products that you offer. Videos are effective at telling a story and building a narrative and can easily grab visitors' attention, drawing their eye to the video. Encouraging customers to become more invested in your product's details through the use of video can make them more likely to purchase that item. Videos are particularly effective at grabbing customer's attention if they incorporate psychological cues through the use of faces, voices, body language and movement. Combined, these elements can help to convey the nature of your brand and can help to define user trust in your products.



Answering customer questions

Videos are able to delve deeper into product specifics than a product description or photograph, as they can keep the attention of the customer for longer. Providing more detail in an engaging way can help to answer questions that customers may have had about your product which were holding them back from purchasing.



Increased trust in your brand

Many customers may be wary of making online purchases as they may not feel certain that they will get the item that the description and images promise. Inserting a video on your product pages can allow your business to be more transparent about your products and therefore appear more trustworthy to potential customers. Additionally, videos can help to humanise your brand which can allow customers to connect more with your business and products, encouraging them to purchase from your store.



Easy to share

Videos are shared more than any other medium across social media platforms. Creating a successful product video can therefore not only increase conversions from your current website traffic, but also has the potential to allow you to reach more potential customers.

Making a successful product video

There are a number of key elements to creating a successful product video for any eCommerce store.

1

Be real and genuine



Avoid exaggerating the features or benefits of your products as this could mislead your customers. While exaggeration may increase conversions in the short term, it can leave your customers dissatisfied and reduce trust in your brand. Product videos are a great opportunity to convey what makes your product and your brand different, and maintaining a genuine tone will allow your customers to more easily relate to your brand.

2

Keep it brief and concise



The key to keeping your site visitors engaged in your product videos is to keep your videos short and to the point. Having lengthy product videos can cause customers to become disinterested, particularly if they do not address their questions in the first few minutes. If your product has different versions, consider creating separate videos so that you can explain the features and benefits of each version in enough detail.

3

Engage directly with your customer



It can be easy to become too focussed on talking about your product when making a video. Make sure that you are also addressing your customer's needs, questions and interests.

4

Make it shareable



A video shared on social media acts as a positive review for your product and increases awareness for your brand. This can allow you to reach more potential customers and increase your conversion rate over time.

Conclusion

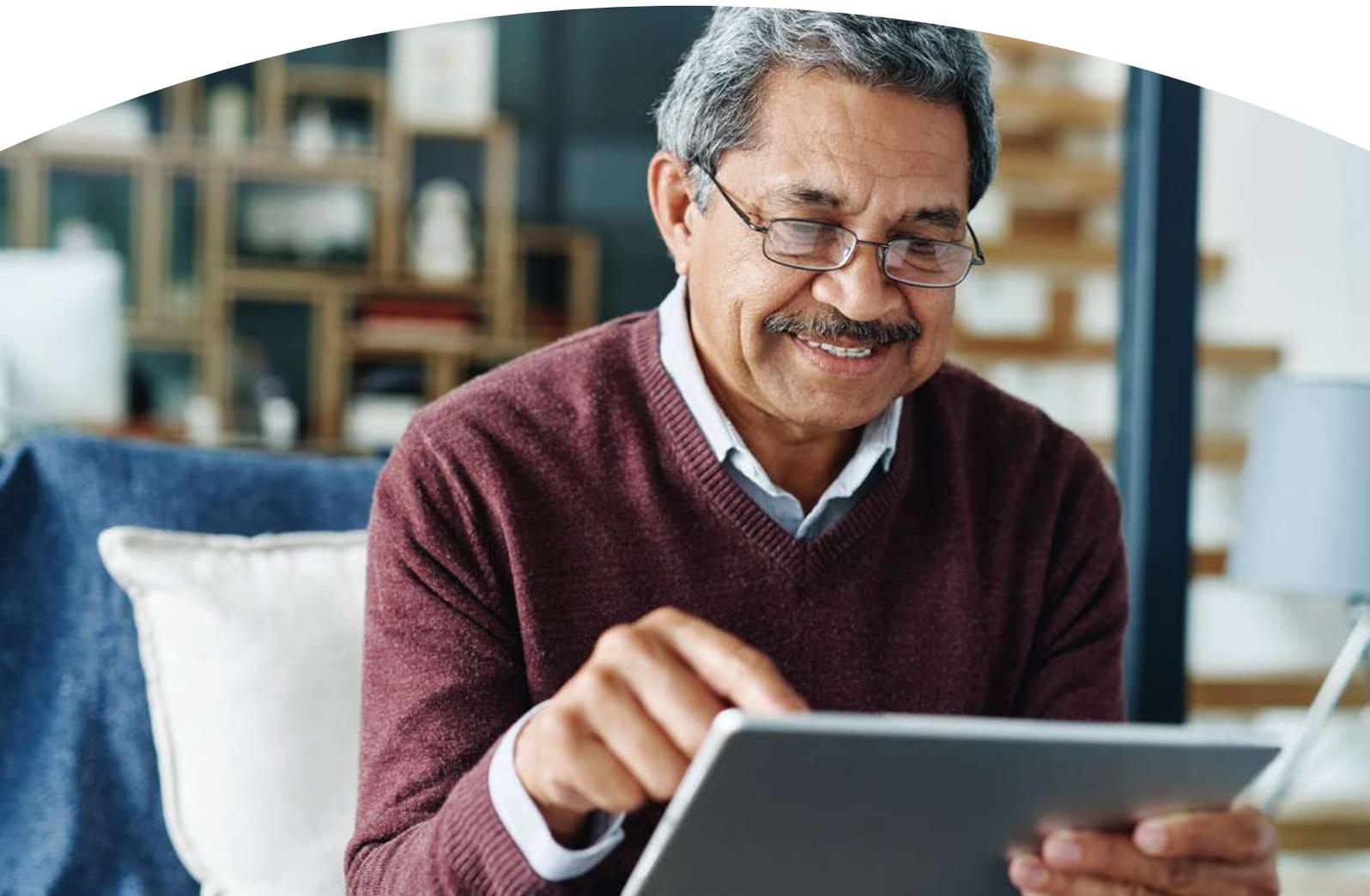
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How does website personalisation affect conversion rate?

How does website personalisation affect conversion rate?

There are many factors that can affect conversion rates for your eCommerce store, and the role of website personalisation is one worth considering.

Website personalisation involves tailoring and customising the way information is presented to appeal to customers. This can include the way your website looks, and how copy and images are presented. Presenting your products in a way that appeals to particular customers can help to build strong relationships and, when implemented successfully, can encourage customer loyalty and higher conversion rates.



Website personalisation, average order value and conversion rates

To personalise your website successfully, you need to be able to collect, and effectively use, relevant data about your customer to enable personalisation.

Wanting to get to know your customers well is the key to good website personalisation. This can be done using the information provided when visitors sign-up to your website, or by collecting demographic information when a customer uses a social login. These methods will allow you to gather information on your customers' location and interests, and start to build up information about their order history, browsing habits and searches.

Website personalisation also encourages customers to return to your site, and the more they shop at your store, the better the personalisation and suggestions you can make for them. By applying personalisation to your website, you can start to increase the odds of selling the right content to the right customers which can in turn increase your conversion rates and average order value (AOV).

How to get basic information to help with personalisation

Although it is easier to personalise your website for returning customers, there are ways you can segment all of your site traffic. This can allow you to personalise your website even for new customers. Here are some common methods used to segment website traffic;

Geographic information

Information on a customer's location can be collected from IP addresses or from information given by returning customers. This can be used to suggest more relevant products or products more popular within your customer's region.

Device type

Although this method of personalisation is not as in-depth as others, ensuring the right site format appears on the right device can allow customers to more easily navigate through your site, making them more likely to make a purchase.

Self segmentation

This is an easy way to gain additional information about new visitors to your website. Self segmentation can be done using pop-ups on landing pages that ask the customer questions about themselves or what they may be looking for on your online store. This can be especially useful to help new customers find suitable products on larger eCommerce sites, and can lead to increased conversions.



Practical tips for personalisation

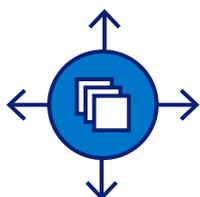
There are several ways you can put your new-found information about your customers to use on your website, whilst being mindful of GDPR regulations, these can include;



Recommending new products

Firstly, it's worth mentioning that individual product recommendations are a form of personalised content on a website. Recommendations became popular in the early 2000s when Amazon introduced the "Who bought this also bought" product carousel which offers a selection of products by comparing each individual customer profile to another.

Recommendations can be based on search history or order history, if they are a returning customer. For new customers, you can recommend products based on what information you have about their location or demographic, to encourage them to explore your site further allowing you to begin to gather further information about their preferences. Presenting customers with new products that match their interests or purchase history will ultimately help to increase conversion rates and even average order value.



Using adaptive content

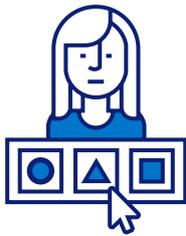
Changing images or text on your site to suit particular customers can refine your customer's experience. For example, you could use information collected about the country your customer lives in, and tailor content to the season, weather or public holidays in that country, making your products more appealing to those visitors.

Hello Jane

ACCOUNT

Including your customer's name

For returning customers or customers who have signed-up to your website, consider including their name around your online store. This could be within an order confirmation or directing them to their account information. By doing this, customers can feel more connected to your brand which can encourage them to keep returning to your store.



Personalising based on previous activity

Using information about their browsing history, you can add features such as “Recently Viewed” to your site, or promote discounts relevant to products that your customer has viewed or purchased in the past. Additionally, if a customer is often returning to your site to purchase the same product, use this opportunity to promote offers such as subscriptions or multi-buy discounts on that item. This could save your customers time and money and help to build a stronger relationship with them.

Another great personalisation tactic is sending your customers abandoned cart emails. These types of emails and communications deliver a personalised experience right to your customer's inbox to show them how much your company cares and how it can help them.

Conclusion

Adding elements of personalisation to your eCommerce website can be a valuable tool in building profitable relationships with customers and increasing your conversion rate. The better the user experience on your website, the more likely they are to make a purchase. Personalisation is becoming an increasingly popular tool for eCommerce sites to boost their conversion rates, and regardless of the size of your store, offering elements of personalisation across your site could also help you to grow your online business.

The Ultimate Guide to Website Optimisation



A **FREE** and complete guide to help you get the most out of your business' eCommerce website. Includes everything you need to know about:

- **The checkout process**
- **Website design**
- **Optimise your website speed**
- **Website optimisation for mobile**
- **Sales**
- **Upselling and cross-selling**
- **What is a good conversion rate?**



Speak to an advisor today:

Call us (freephone)

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Opayo
Elavon Digital Europe Ltd
Quorum Business Park
Benton Lane
Newcastle upon Tyne
NE12 8BX

www.opayo.co.uk