

10 Ways to make your

eCommerce visitor's experience stickier

CLARITY



Introduction

The average bounce rate of an eCommerce site visitor falls to around 49 percent, meaning that half of a website's visitors will leave the website before exploring any further or making a purchase decision. For companies that rely heavily on eCommerce, reducing bounce rates can greatly improve the bottom line. With some companies seeing bounce rates as high as 90 percent, understanding how to make an eCommerce visitor's experience stickier is the key to long-term success.

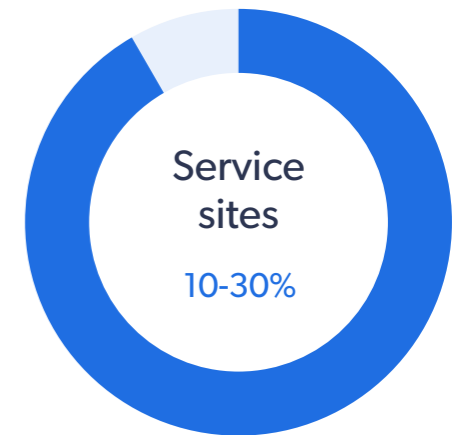
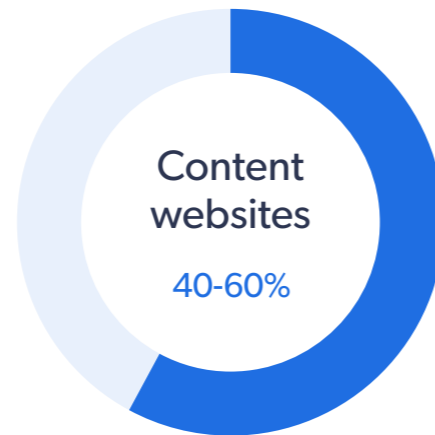
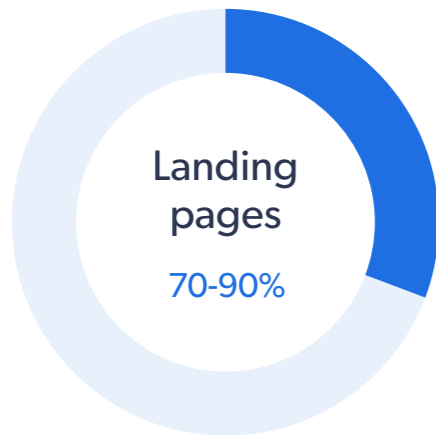
The following 10 methods have been selected for their effectiveness when it comes to converting website visitors into loyal customers.



Know the numbers when setting marketing goals

If you are not aware of the average bounce rates across similar industries as yours, you may be setting lofty goals that are difficult or impossible to achieve. Another important factor to consider as you set targets for your own bounce rates is your own bounce rate historical data. Landing pages typically have a bounce rate of **70 and 90 percent**, while content pages have a lower average bounce rate between **40 and 60 percent**.

Retail sites tend to have bounce rates in the **20 to 40 percent** range, while service sites have an even lower bounce rate that falls between **10 and 30 percent**. Comparing these statistics to analytical data about your own website and content should help you set realistic goals for improvement.

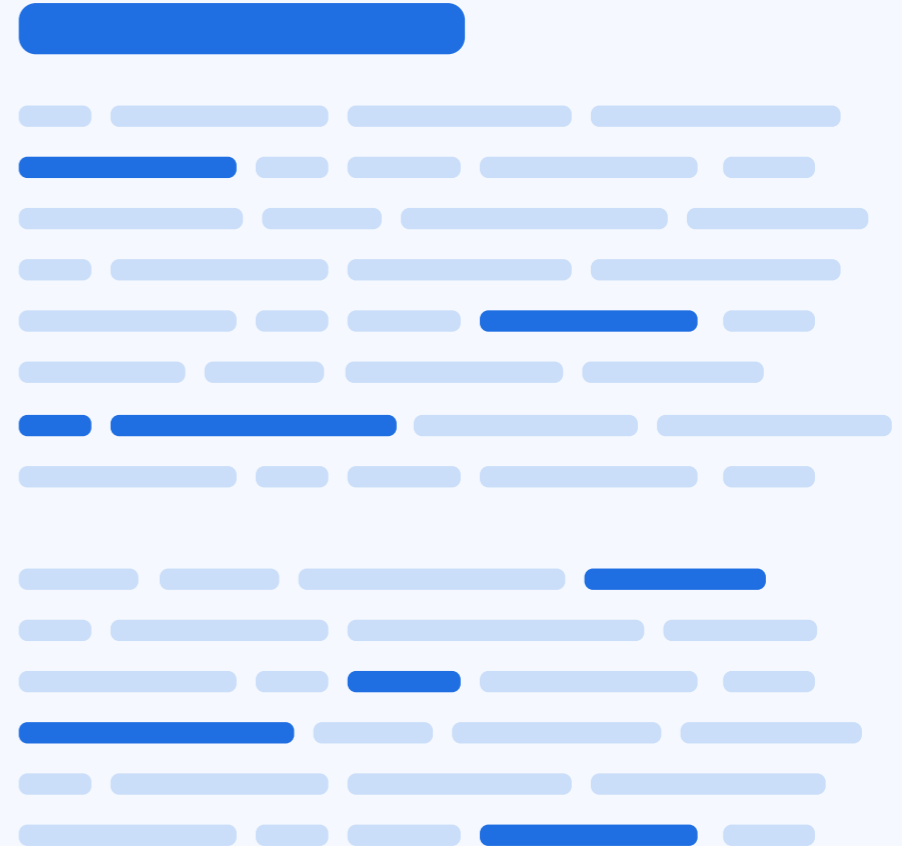


Choose keywords according to your content

Keyword stuffing is a prominent problem that is intended to drive high volumes of traffic to a website, but using keywords that are not naturally related to your content will lead to high bounce rates. Visitors will not be finding the information that they need and will spend little time on the website.

When you are choosing keywords for your content, make the subject matter the most important factor in deciding which keywords to use. If you are marketing to a specific locale or region, you may want to use local SEO strategies and add local elements to your eCommerce content, which can help improve traffic and boost the relevance to your regional audience.

For example, businesses that cater to several cities or towns within a geographic region can create landing pages that speak to visitors from a specific town in order to better connect with them, in turn reducing bounce rates.



Make it easier for visitors to navigate your website

One of the biggest problems that potential customers face when browsing a website is having difficulty navigating or finding the information they need. When designing your website, start by defining what you want visitors to do when they arrive. Once you define this goal, you can plan the layout and content in a way that guides each visitor down your defined path of conversion.

Once you have laid down the basic design and navigation of the site, it is a good idea to get a fresh perspective from others, and have them run through your work, gathering feedback as you see them either succeed or struggle with the UI/UX of your design.

If these “testers” run into issues while trying to navigate your site, you can take notes of the areas that need to be improved upon and make the necessary changes.



Focus on the quality and usefulness of your content

Visitors tend to have little motivation to stay on your website when your content is not carefully crafted to provide usefulness while being impeccably edited. Blog posts and landing pages that clearly describe the benefits of products and services while adding value to the visitor's overall experience are a must.

Proofreading content to remove grammatical errors and typos may not prove you the expert, but missing typos and sloppy language will most certainly turn them off and increase your bounce rates.

If finding the time to post valuable, high-quality content on a regular basis becomes a challenge for you or your business, it may be necessary to outsource content creation. Well, at least if you're trying to become a thought leader or improve your SEO/CRO.



Make your content easy to read

While quality and the ability to add value are two important components of your content, making it easy to read is also an important factor when it comes to getting visitors to stay on your website. The aim is to draw attention to the most important information on the page while ensuring that your visitors are able to find the details that matter most to them.

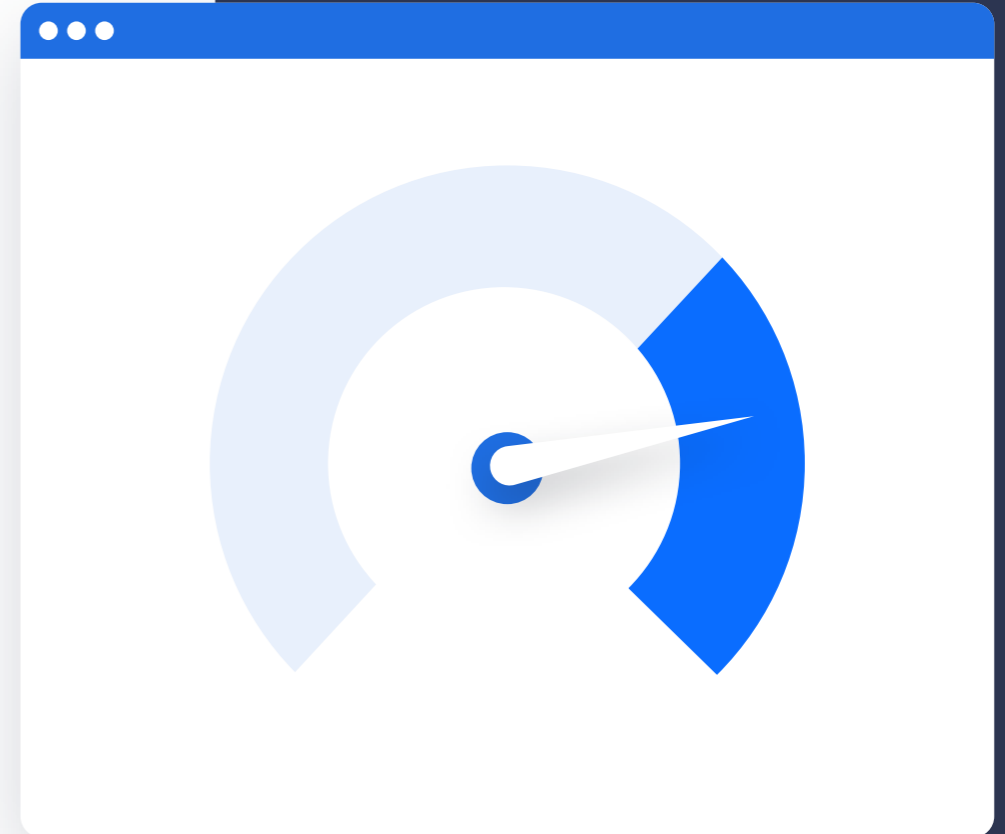
Using bullet points and headings are two methods to make the content easier to consume. Drawing attention to key phrases or words by styling can also help your visitors understand the value propositions and benefits quickly within pages containing large amounts of content.



Work to improve load times

If you use a lot of graphics or videos on your site, make sure to test your pages for slow load times. Google can penalize you, as well as visitor bounce rates may be unusually high due to the frustration that visitors feel when they wait to view your website. Since statistics show that even a one-second delay in load time can decrease page views by 11 percent, you need to ensure your pages load as quickly as possible.

Compressing files, improving server response times, and properly formatting images are all techniques for cutting down on load times. If you are not sure how to improve load times on your own, consulting with your web developer can help to pinpoint the problems in order to find solutions that will make your visitors' experience a much more positive one.

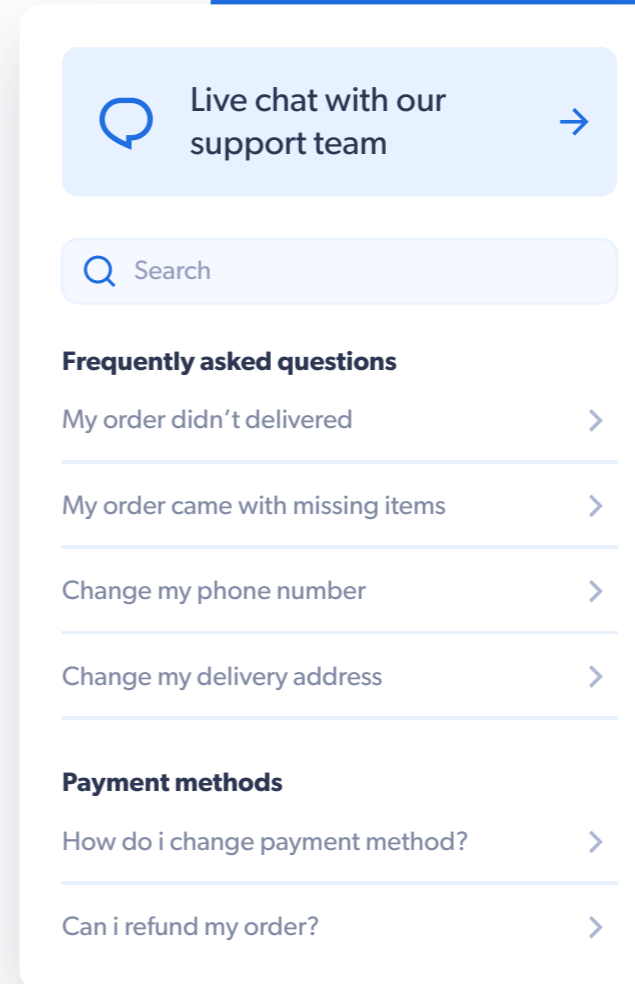


Give your visitors the option to ask questions

Studies show that 71% of becoming the vendor of choice, is to answer the visitor's question first. If potential customers were to visit your website right now, how would they go about getting answers to any questions they may have about products, services or the ordering process?

If your customer service efforts are non-existent or buried underneath contact forms, layers of content, ordering and product information pages, you need to improve the visibility of customer service links. A "Contact Us" link should be prominent in the navigation of your website.

Including more links, such as "Ask an Expert," "Chat with a Sales Rep," and other CTAs to customer service throughout the content can help your visitors get the answers that they need.

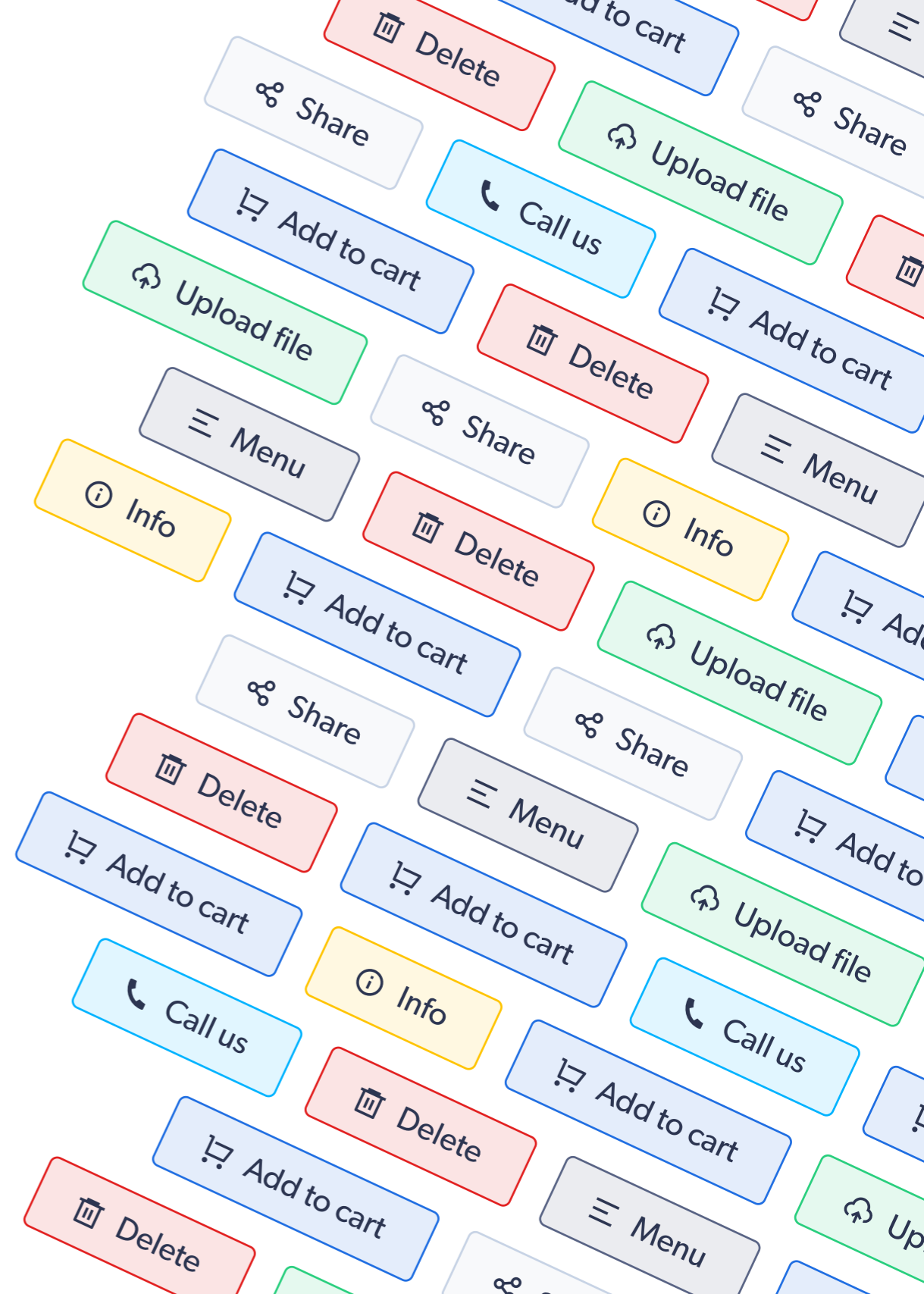


Create a call to action that is visually appealing

As a business that maintains an eCommerce site, your company is probably well aware of the importance of the call to action. However, writing a compelling call to action that is not too pushy or annoying is just one component of the effort to get visitors to stay on your website and make a purchase.

If you are including an “Add To Cart” button on product pages, be sure to make this button stand out on the page. Using a different color that is more noticeable is a great way to achieve this goal.

If your company is in a service-based industry, links and buttons that prompt visitors to schedule an appointment should have the same visual appeal as “Add To Cart” buttons.



Know the purpose of product page content

A clean product page is an important component of an effective eCommerce website in helping to improve conversions. On product or service pages, be sure that all of the information on the page relates to the product or service that is being featured and provides everything needed to make a purchasing decision.

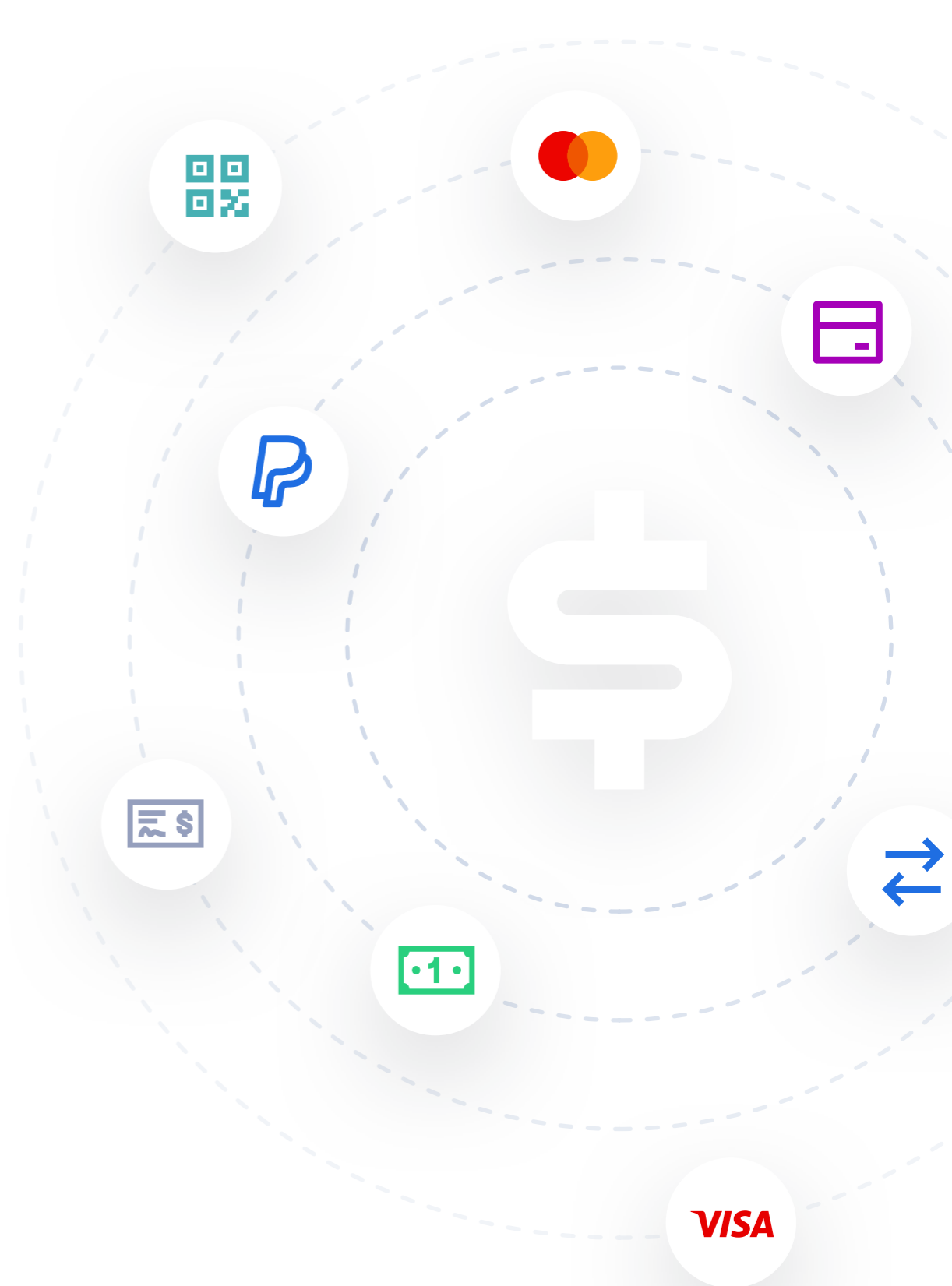
While this means that product pages need to be focused on the purchasing decision process, other pages can also help increase conversions. For example, a separate blog can showcase how your products or services can be used in many different use cases, further creating interest in learning more. The blog gives you the option to talk more about your offerings on a larger scale.



Be open to taking many forms of payment

No matter what your price point for products and services may be, visitors need options when it comes to payment methods. Accepting a variety of credit cards is possible with a processing fee, and virtual payment options like Paypal can also be utilized. eChecks can generally be accepted if your business is willing to pay the fee associated with clearing and processing.

The expanded use of Bitcoin as a form of online payment makes it an option that your business may want to consider. There are also many different B2B payment processing companies out there that can help you accept payments from a wider variety of customers.



Clarity can help

Now that you understand more about how to make your eCommerce visitor's experience stickier, you will want to find the platform that can deliver on these needs. Clarity eCommerce is architected to help you succeed by reducing bounce rates and improving conversion rates. The platform can be scaled for companies of any size and includes a variety of marketing tools that are intended to make it easier for your customers to navigate your website, add products or services to their cart and finish out the sale.



Get in Touch with Clarity

If you are a business, ready to move forward with your project,
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