Double Online Revenue in 6 months

No B.S. Guide for Small Business Owners and
e-Commerce Managers

Why Read This Book

1 Increase online profits

- You will increase the number of orders from the same number of visitors.

- You will increase the average order value.

- You will have more funds to spend on developing your business.

2 Feel better

- Get rid of the anxiety about paying bills.

- The better conversion of your website will keep visitors on it longer and Google will start sending more free organic traffic to you instead of your competitors.

- Become an industry or local leader and a go-to destination for your type of products.

3 See the clear ways to grow and scale your business

- Improved ROI on advertising and marketing to make campaigns profitable.

- Profitable ROI campaigns will bring funds to scale advertising.

- Scaling profitable ad campaigns will grow your business.

Existing False Beliefs

1 A good SEO company will jump-start our free organic traffic.

- Search engine optimization is extremely expensive and takes a very long time.

- There is no guarantee you will see any improvements with SEO.

- Many former SEO companies converted to pay-per-click and marketing agencies because they could not get any results for their clients.

2 If we build a new website, the orders will increase.

- A new website without implementing conversion optimization at every purchasing stage will have the same issues as the existing website.

- With many e-commerce systems, optimizing the existing website will be a better investment.

- Just building a new website will not double your online revenue in a short time. Optimization of the existing website can do that.

3 We'd be fine if someone could finally create a better ad campaign for me.

- A good ad campaign is only part of the solution.

- If more people click on your ad but do not buy, you will pay for more clicks without more orders.

- A better ad campaign can waste your advertising budget much faster without any meaningful increase in revenue if the store is not optimized for conversion.

4 This is too complicated. Neither I nor anyone on my staff have time for this.

- To grow your store, you can increase your marketing budget to drive more traffic or optimize your store to get more orders from the existing traffic. Without optimizing your store, increasing your marketing budget will provide only marginal results and may even result in negative ROI.

- There is no other way to grow your online sales to any meaningful number. You must do this yourself, have someone on your staff do this, hire someone outside, or do a combination.

- Knowing and understanding the basics we discuss here will save you time, money, and frustration on your optimization journey.

- Step-by-step instructions will give you a clear plan of action to double your online sales in the next 6 months.

What will you get if you implement this

1 Getting the e-commerce conversion rate to at least 2% is relatively easy. For many stores, this means increasing the online revenue by 50-100%

2 If visitors are coming to your website, but not enough people are placing orders, the problems are usually in 3 areas: technical, data, and functionality. Tools are available to identify the problem and solutions to fix it.

3 Most websites built in the last 5-7 years do not need a complete and expensive rebuild or re-platforming to become wildly successful.

Example A

A furniture retailer had a new online store built, which was sitting in the outer space of the Internet for over two years, averaging 20 orders per month. Barely enough to pay for the hosting of that website.

They asked FinestShops to help, so we optimized the store for speed and mobile shopping and implemented a few major eCommerce best-practice points to the home page, category, and product pages.

After just the first round of changes, the number of orders increased x7 times from 20 to 140 per month; the order average more than doubled from €102 to €276, and online revenue increased x18 times from €2000 to €37000 per month.
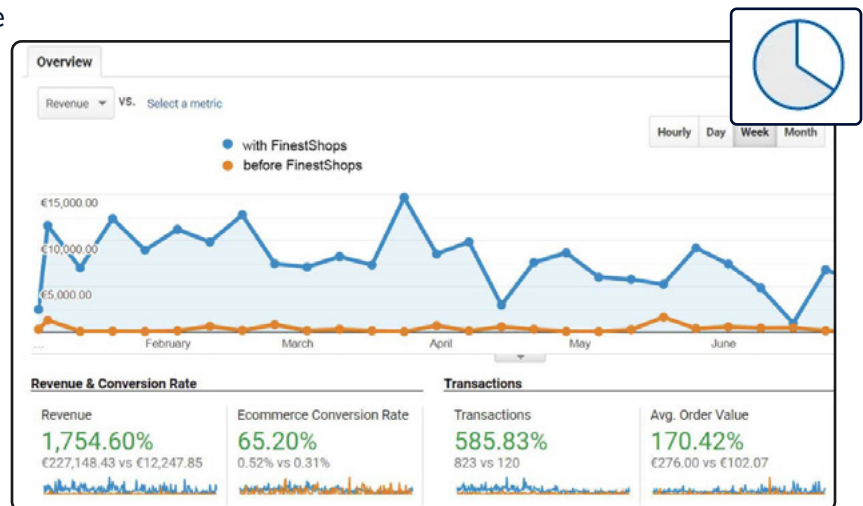
Example B

A children's clothes wholesaler had a problem with a low conversion rate on their website. After an initial success for a few months, the online revenue decreased, and per-per-click advertising stopped being profitable.

After they asked for help, we identified a few critical issues with the website's performance, accessibility, and UX. Fixing the issues increased the conversion rate to almost 6%. This moved the advertising into positive ROI and allowed the website to scale revenue from $321K to 1.57M in just six months.
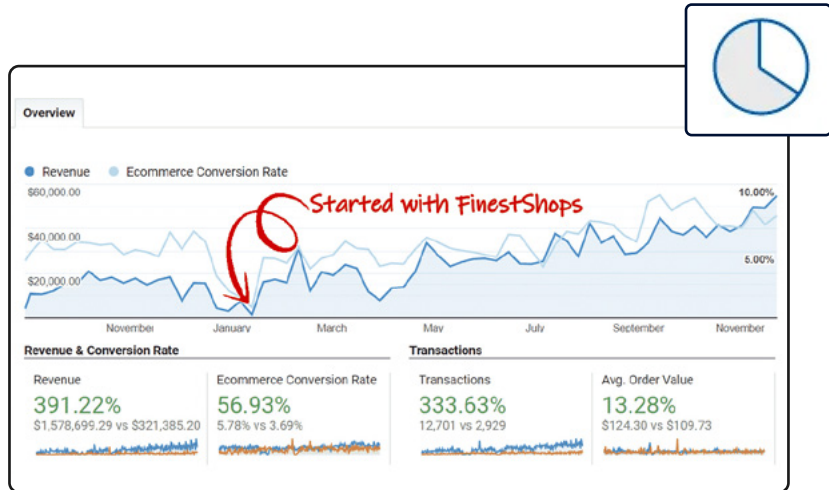
Example C

This client selling collectibles had a problem with too many visitors browsing the website but not placing orders. Doing the simple tests described below, we found the largest conversion leak happened after users got to the checkout page. Checkout was redesigned according to the best practices, and the sales picked up literally the next day. Several other changes have also been made to the home and the search pages. In 4 months, this client doubled the monthly sales without extra funds spent on advertising and marketing.

First Thing You Need To Do

There are multiple areas in each online store that can leak conversions (page visitors leaving without progressing to the next step of their purchasing journey). You can start optimizing each area one by one, but this will take a very long time and be very expensive.

A better way is to know exactly where you are losing the most conversion at this time and optimize that area first. So, you need a way to see the current situation, and you need a way to track the progress.

▶ **1. Set up and configure analytics and behavior tracking to start collecting the data.**

1.1. Add eCommerce Google Analytics tracking

The minimum events you need to start tracking are listed below:

- Add-to-carts
- Begin_checkout
- Purchases

- Abandoned carts

Recommended events to track:

- Add_payment_info

- Add_shipping_info

Those events can be added into most eCommerce systems using extensions, plugins, modules, or adding the tracking code by your developers. Let us know if you need help with this.

1.2. Add conversion rate report in GA4

This report will allow you to see and monitor the store's e-commerce conversion rate, indicating the total efficiency of your store for each traffic source.

1 In the left sidebar, click "Explore" and click "Blank".
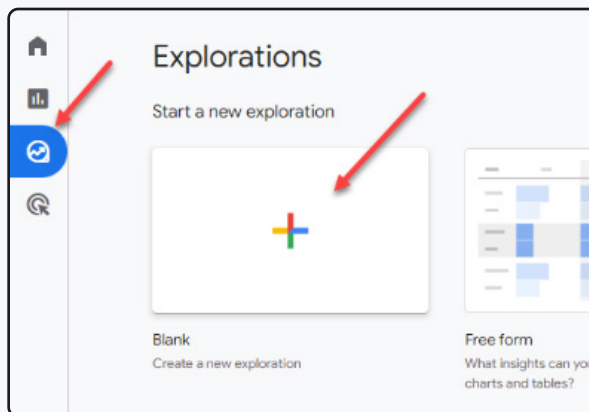
2 In the "Variables" column of your form exploration, click on the "plus" icon in the "Dimensions" section.

Add the following:

- "Event name"

- "Session default channel group"
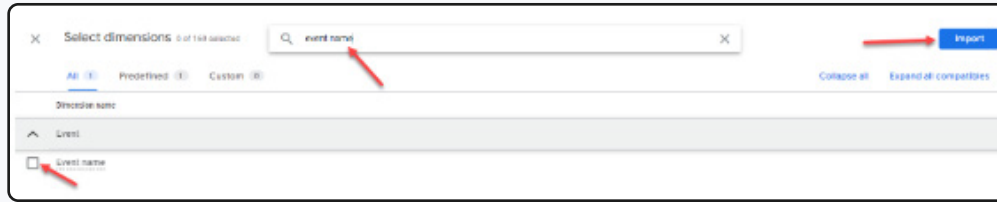
3 Click the "plus" icon next to the "Metrics" and select: "Session conversion rate". (you can add other metrics like sessions, total users, ecommerce purchases, ecommerce revenue, etc.)

Click [Import].

4 Drag the "Session default channel group" to the "Rows" section.

5 Drag "Session conversion rate" and other metrics to the "Values" section.
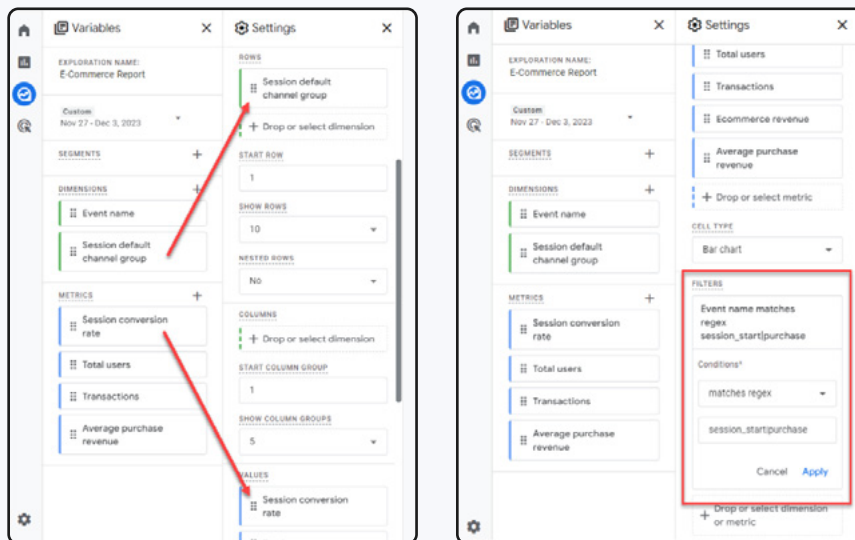
6 In "Filters," select the "Event name" event and add the condition: "matches regex" and enter: "session_start|purchase".

7   Click [Apply]

Example of the conversion rate report:

Session default channel group	Sessions	Total users	Conversions	Total revenue	↓ Session conversion rate
Totals	78,669 100.0% of total	58,749 100.0% of total	1,039 100.0% of total	$492,515.73 100.0% of total	1.0% 100.0% of total
1 Paid Search	158	131	5	$771.26	3.2%
2 Unassigned	2,043	2,086	292	$162,151.81	2.1%
3 Organic Shopping	2,079	1,538	36	$14,444.17	1.7%
4 Direct	13,308	9,275	193	$103,155.05	1.4%
5 Organic Search	59,862	45,013	505	$209,742.28	0.8%
6 Referral	848	384	6	$857.68	0.7%
7 Organic Social	399	368	2	$1,393.48	0.3%
8 Organic Video	204	158	0	$0.00	0.0%

1.3. Add behavior tracking to see what users are doing in your store in real-time

A free Clarity service will allow you to see how each visitor on your website interacts with each page and will help optimize the layout after the data is collected.

- Open an account with clarity.microsoft.com

- Add a new project for your website

- Go to Settings -> Setup -> Connect to GA and GTM

▶ 2. Check the reports to see the current state of things

2.1. Check your existing conversion rate

- In your Google Analytics account, go to Explore -> Conversion Rate report. If you just set up eCommerce tracking in your store, wait for 8 days for it to collect the data.

- Choose the last 7 days in the date range.

- Check the existing total conversion rate and conversion rate for organic search and paid search - those are the most relevant metrics showing how your target market is conversing.

- If your conversion rate is above 2.5% (industry average) - congratulations! You are relatively well-optimized, so consider hiring a CRO agency to get the next 0.5% improvement.

- If this number is below 2.5%, follow the steps below (or hire us to do this for you).

	Session default channel group	Sessions	Total users	↓Total revenue	Conversions	Session conversion rate
	Totals	25,576	12,355	$299,782.86	485	1.8%
1	Direct	7,256	3,329	$116,595.25	134	1.8%
2	Organic Search	4,673	2,547	$55,680.40	102	2.1%
3	Paid Search	3,202	1,185	$52,519.30	79	2.3%
4	Email	7,650	3,641	$47,086.60	119	1.5%
5	Referral	614	183	$21,698.13	32	4.7%
6	Unassigned	45	120	$5,421.35	15	33.3%
7	Organic Social	2,151	1,690	$781.83	4	0.2%

FINESTSHOPS
E-COMMERCE OPTIMIZATION SERVICE

2.2. Check where your website is leaking conversion now

- Go to Reports -> Monetization -> Purchase Journey

- Select "Last 7 days" in the date range

- Check the step with the lowest rate.

Example 1:

In example 1, the problem area is "Add to cart" which means people are seeing the product page but not adding products to the shopping cart. The first thing we need to optimize is the product page.

Example 2:

In example 2, the problem is with "Begin checkout," which means a lot of people are adding products to the shopping cart, but only a few begin the checkout process. So, the first thing we need to optimize is the shopping cart page to get this number to 50-60%

Second Thing You Need To Do

Using the data collected in the first step, you identified the areas that need improvement to move more people to the next step of the purchasing journey.

Now, you need to find out how to fix that step by doing the page scans and best-practice audit to make the list of changes to that page.

▶ **1. Speed Test**

- You can run this test here: webpagetest.org

- Do both mobile and desktop speed tests for the page you are optimizing.

- The main result will look something like this:
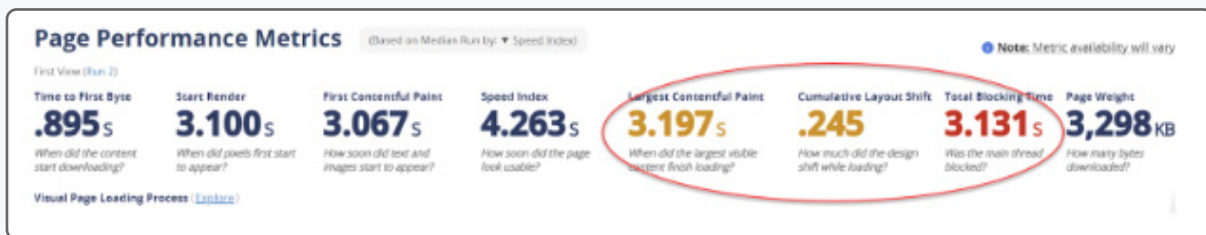
- In your action plan, add fixing the red and yellow parameters as a priority.

▶ **2. PageSpeed Insights**

- You can run this test here: https://pagespeed.web.dev/

- This test will analyze the content of a web page and generate suggestions on how to improve that page. First, look for the "Should Fix" section, which will list the major issues.

- The most common issue we see is "Reduce server response time," which Google wants to be under 0.5 seconds, and "Optimize images," which is easy to fix by compressing your images.

- Get Mobile and Desktop scores higher than your competitors, and Google will list your store higher in the search results.

The result will look like this:

Everything red and, preferably, yellow has to be fixed.

The great thing about this report is that it will tell you exactly what has to be done:

▶ ## 3. Mobile-Friendly Test

1　Run Mobile-Friendly Test here: https://ready.mobi/

2　This is a major test because if Google does not see your store as mobile-friendly, it will downgrade your SEO ranking.

3　Also, in many stores, over 60% of visitors come from mobile devices, and if your store is not optimized for mobile, you will not get those orders.

4　Make sure to test the URL of the page which you are trying to optimize (not just your home page)

▶ 4. Structured Data (Schema Tags) Test

1   Rich Results Test: https://search.google.com/test/rich-results

2   Using schema tags in your online store will enhance the product information shown in search results with rich snippets and boost search engine ranking.

3   Using structured data will give you an advantage over competitors by showing extra details in the search results to increase your click-through rate. It is not the test you want to ignore.

The result should look like this:
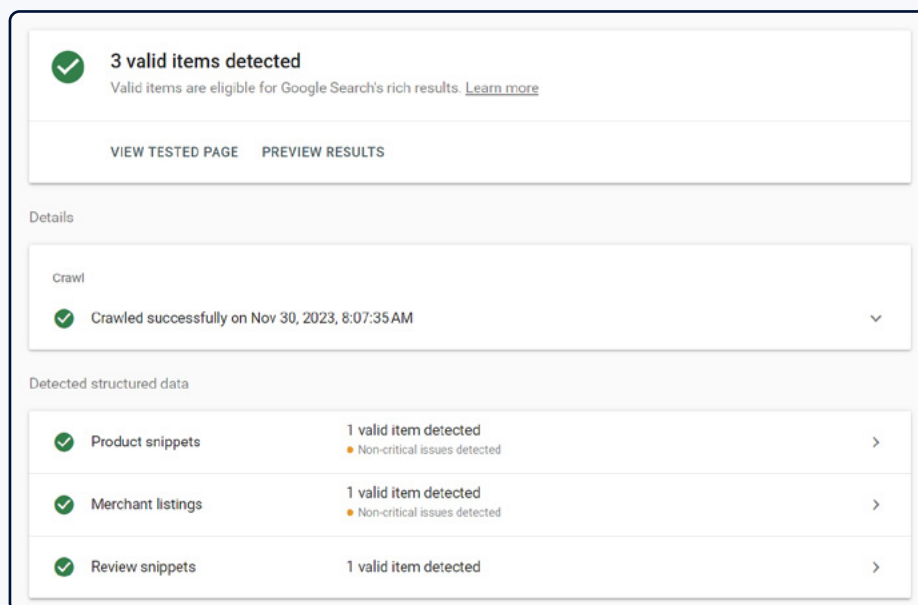
Any critical issues have to be added to the fix plan.

▶ 5. Security Check

This scanner will check the website for known malware, viruses, blacklisting status, website errors, out-of-date software, and malicious code.

- Website Security scanner: sitecheck.sucuri.net

Platform-specific security scanners:

- WordPress/WooCommerce Security Scanner

- Magento Security Scanner

▶ 6. Load Test

This test will give you an idea of how many visitors you can bring to your store before it slows down or crushes. This way, you will know how much traffic your current hosting configuration can handle and if you need to upgrade it for an upcoming email blast to 200,000 subscribers.

Note: Make sure to test the category and product pages in your store, not just the home page.

- Run store load test here: loader.io

Example of the load test with 1000 visitors loading a product page in 1 minute:
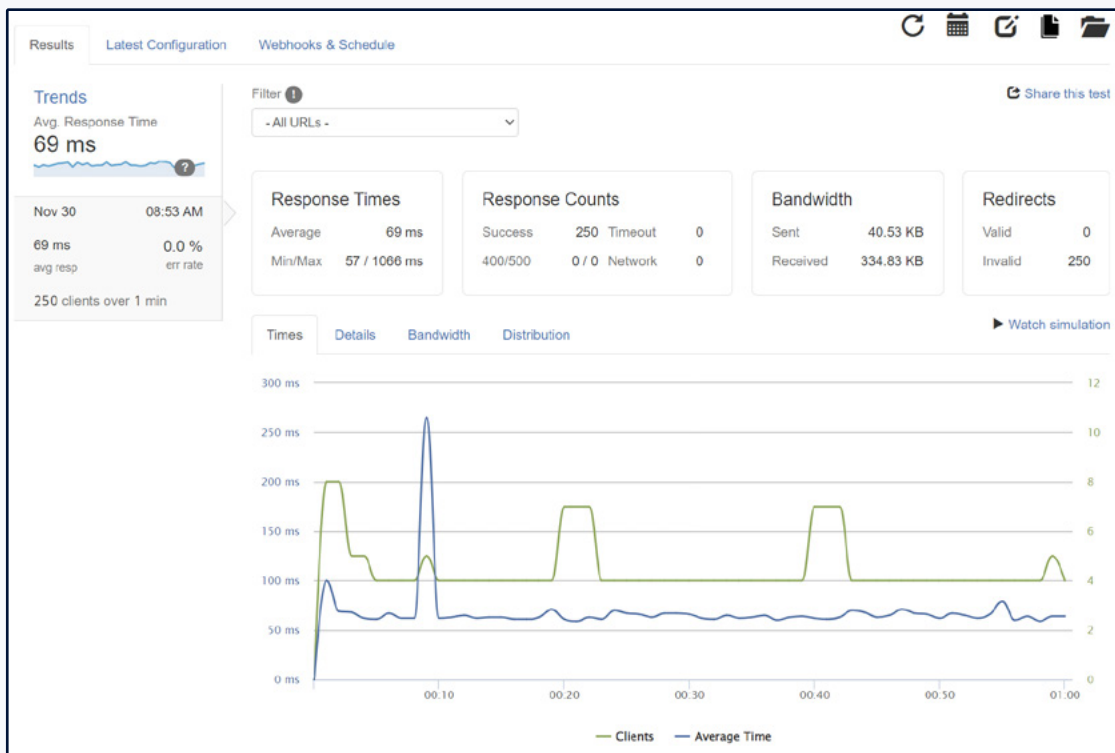
▶ 7. eCommerce best-practice page review

After you identified all the technical issues with the website/page you are optimizing, it's time to make the list of the data improvement and UX changes to implement. Below are the lists of eCommerce best practices for all the main steps in the purchasing journey in your store. The list was developed by Baymard Institute after analyzing and benchmarking over 200 top-performing e-commerce websites in multiple industries.

Below, you will find the list of 10 best practices for the main store pages to check and implement in your store. These will give you the biggest boost in conversion. And after that is done, come back to get our full list of 300+ best practices to fine-tune the performance of those and other store pages even more.

1. Home page

Very often, we see website home pages filled with confusing calls-to-action (CTAs) that never get clicked.

It's important to remember that a home page has only two objectives:

- For most websites, it is the primary landing page. As a result, it's critical that it clearly communicates the value proposition.
  In a few seconds, visitors should understand what they can do here and why they should do it – why they should stay on your website rather than go to your competitor's.
  "What's in it for me?" is the question you must answer. You'll have to put some effort into testing your value proposition.

- The home page has to lead customers away from the home page and closer to completing a transaction. You want your visitors to be able to quickly go to a category page or register for an account (if your goal is to grow your B2B customers). Many large e-commerce websites make this mistake and don't feature a broad enough range of product types on the homepage. Due to the small selection of product kinds provided on the homepage, customers misinterpret the type of site or underestimate its product range.

Such misunderstandings can be extremely destructive to a website, as customers are unlikely to search for a product they don't believe the site would carry. The best way to accomplish that is to show all your top-level product categories as icons in 3 or 4 rows.

Apply the principles listed below to make your home page convert better than many multi-million dollar brands that make many of those mistakes on their home pages.

1   **Feature a broad range of product types on the homepage.**

The easiest way to do this is to show category icons with text for all or most categories your store offers. The best location of that section is above the fold, so visitors will see the start of that list immediately after loading the page.
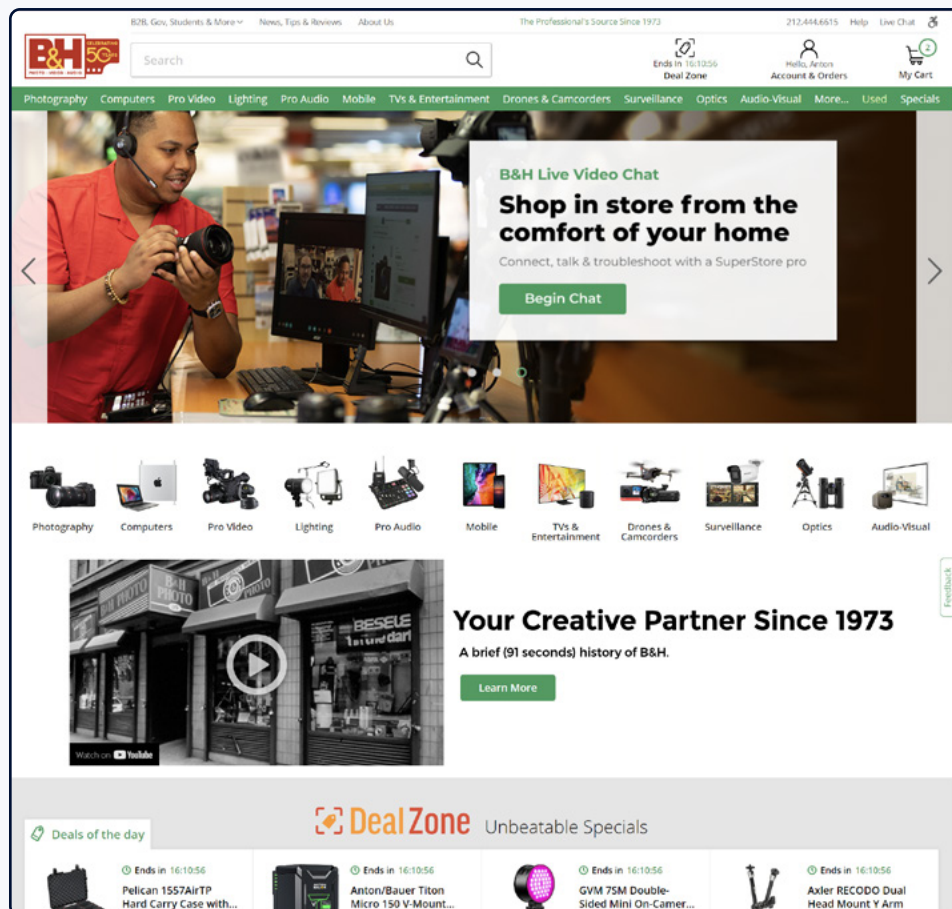
2 **Avoid placing intrusive, forceful adverts on the homepage.**

Very flashy advertisements placed within the main content frequently cause visitors to respond negatively.
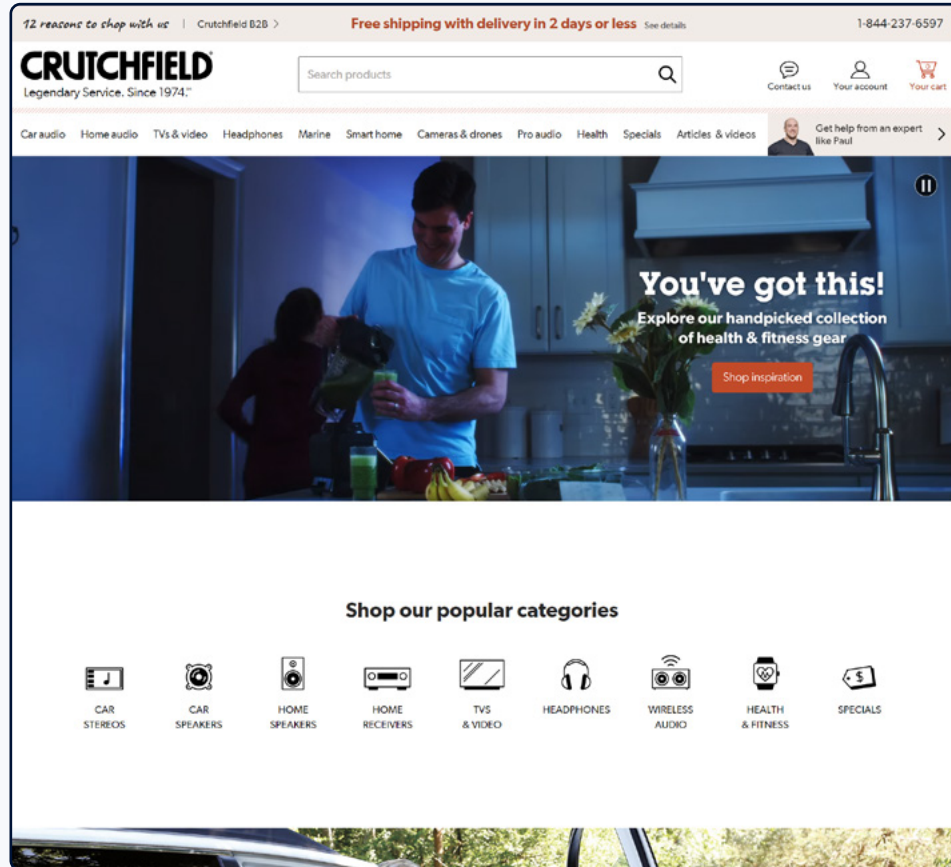
3 **Avoid popups on page load.**

Some people regard pop-up banners and overlay dialogues on the site (such as newsletter signups) as "spam" and even hate them.

4 **Consider replacing slideshows with static blocks.**

If appropriately used, slideshows and sliders can highlight features, bargains, and wizards. Slideshows can autorotate, but not too quickly, and autorotation should stop while the mouse hovers. Static content sections and blocks perform just as well or better on most e-commerce sites and are easier to build and manage than carousels.
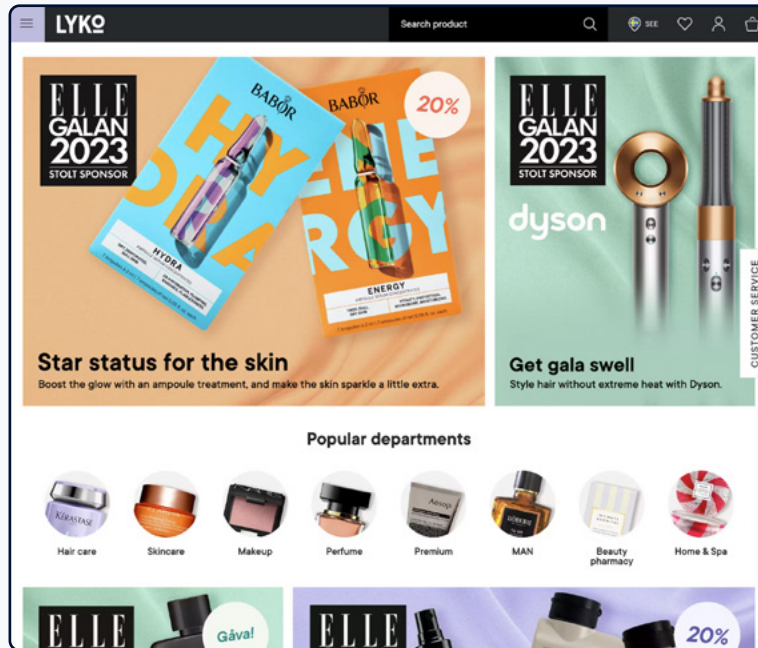
5 **Do not use video banners or backgrounds.**

Video banners and backdrops are too distracting and should not be used because they distract from the main value proposition and call-to-action.
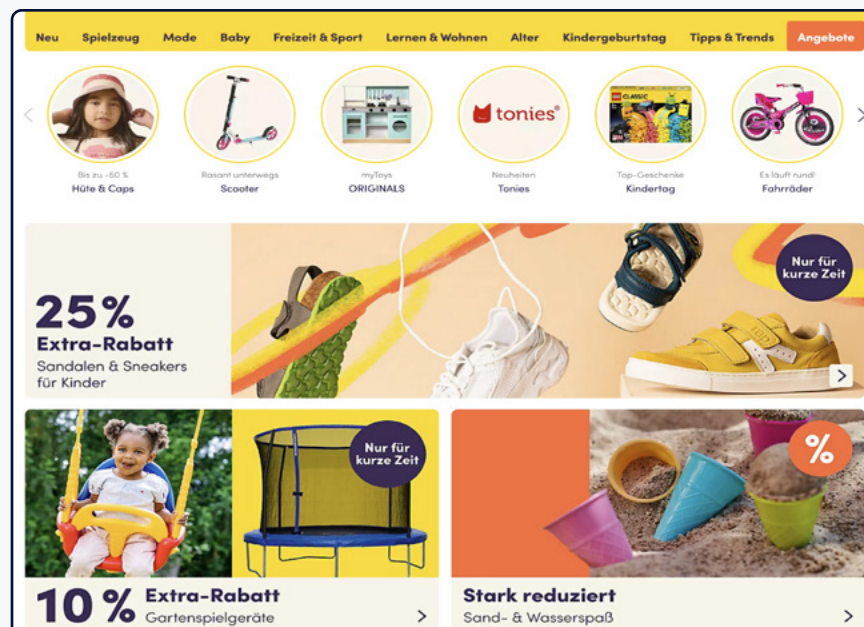
6 **Avoid stock images for banners.**

A home page with custom images of happy customers using the company's products will make visitors more loyal and relate to the product. Stock imagery or uninspiring cutout pictures will underperform.
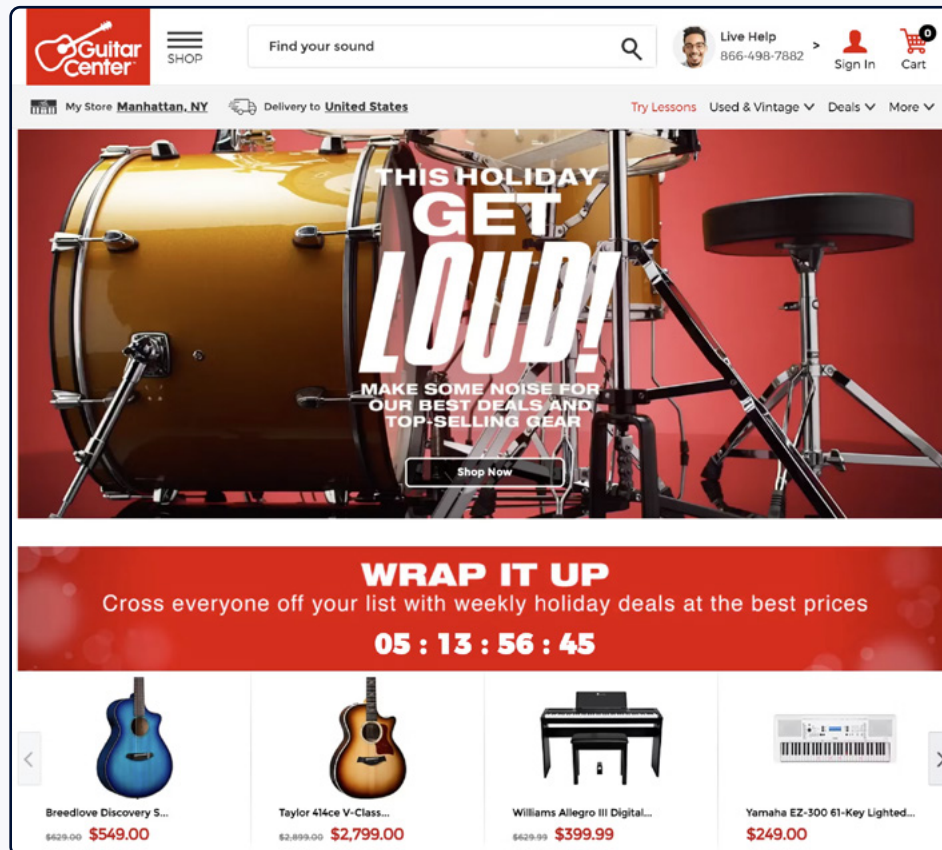
7 **Ensure your header and top navigation menu have all the expected features.**

Header and navigation arrangement must be evident to users. Search, login, cart symbol, and other components must be in the "expected" location for a convenient e-commerce experience.
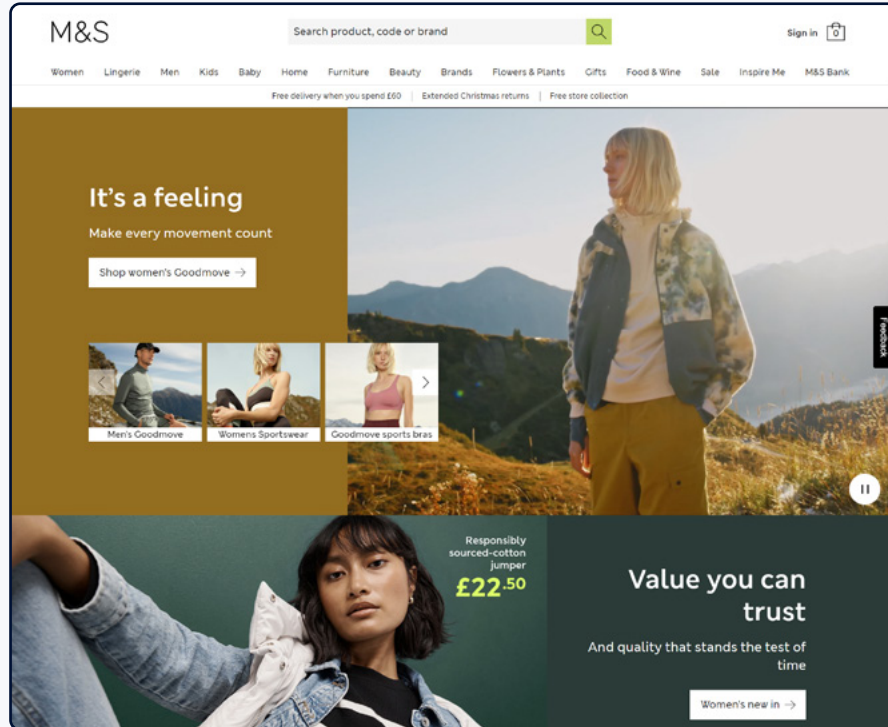
8 **Make it easy for visitors to search for a product.**

The search field must be clearly visible and not be covered by a magnifying glass icon.
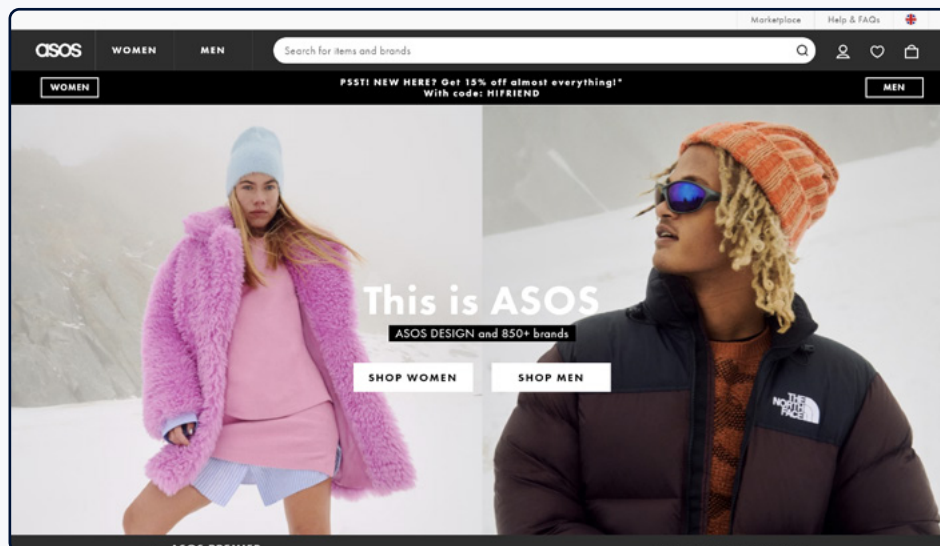
9 **Consider showing "guided" product browsing or wizards.**

Finding inspiration for a purchase can be tough with just category navigation or search. Users with limited knowledge of your products may struggle to make informed decisions, leading to them leaving without buying anything. Offer product-finding wizards, filters, and thematic search queries to help users find the right products.

10 **Highlight core product and brand features on the homepage.**

Use concise language to highlight key product details, attributes, free shipping, and return policy. Use visual aids such as subheadings, bullet points, borders or shading, and icons to help users understand the information quickly.
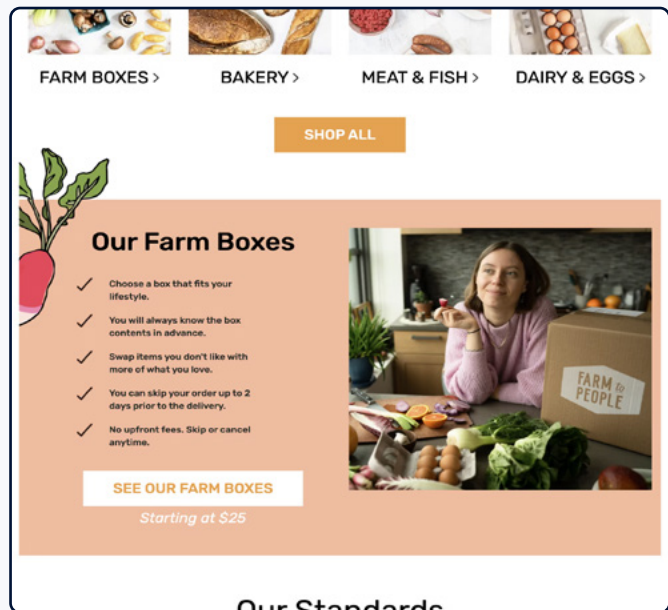
2. Category page

The E-commerce category page best practices listed below will help you improve the conversion rate of your category pages, making them more efficient. In the majority of online stores, most visitors will go from the home page to a category page. A category page helps people find and choose the things they need. The easier you make it for a visitor to find and choose the product, the better your category page will convert. That means we must help them choose between the multiple options on the category page.

1 **Using filters is essential in most online stores.**

These filters must be based on attributes your users care about (like color, size, price, etc). The most common location for the filters is on the left side of the page, but sometimes, they can be at the top. Be careful not to mix up filters and sorting options. Most people will expect the filters to be on the left side of the page and your sorting options at the top of the product listing.
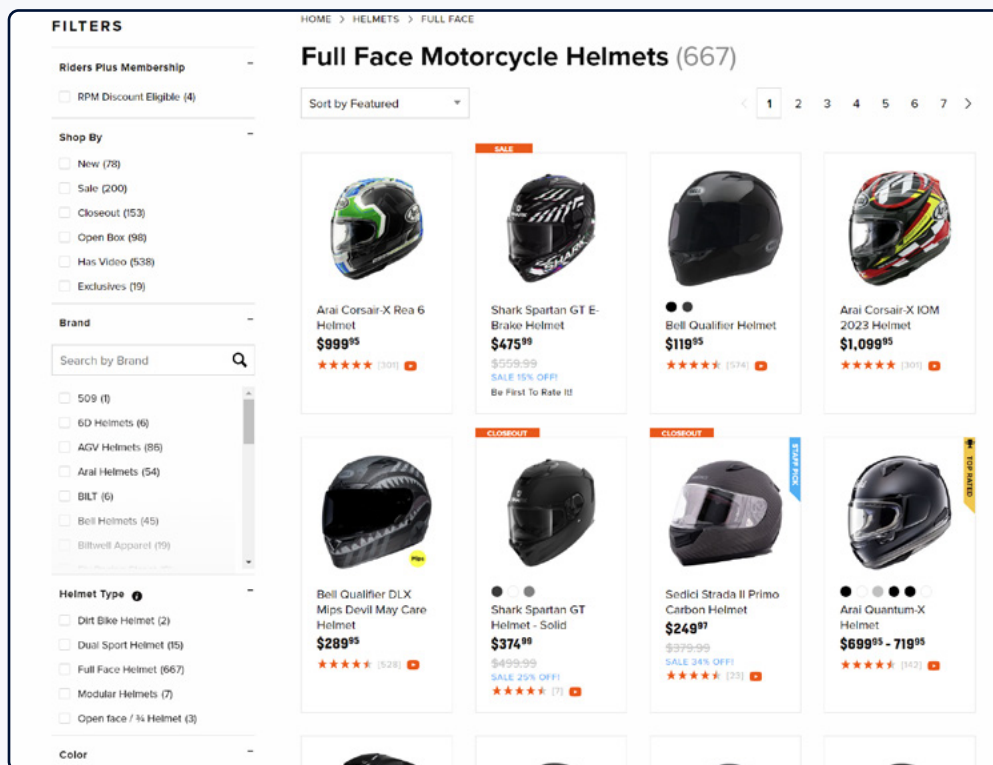
2 **Don't hide the filters on desktop devices behind a button that says "Filters".**

This may be necessary on mobile to shorten the page, but on desktop, you want people to access the filters with the minimum number of clicks.

3 **Labels like "new" or "on-sale" will help narrow down visitors' choices.**

These can help items stand out, but you must be careful. Putting the same label on almost everything will only distract your visitors and will not help them decide what to buy.
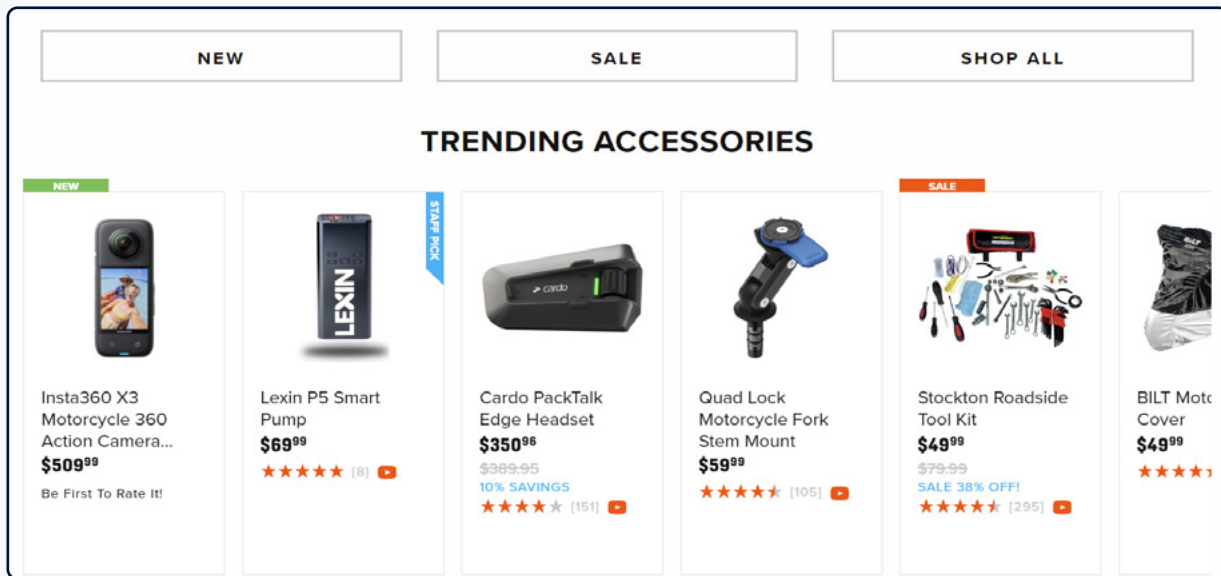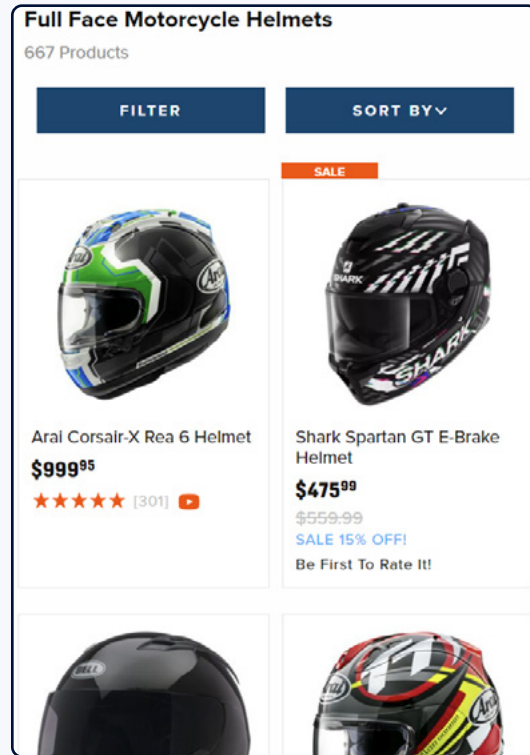
4 **Do not default to "Sorting by alphabet"**

Sorting by alphabet is a common method, but it does not help with the selection in most stores and can be removed. The default sorting can be "sort by best-sellers" instead of "lowest price to highest price" because these options are a form of social proof. People will normally consider the most popular product the safest choice because so many others have bought it. Also, you don't know who recommended it if you use a sorting option like "recommended." You could also have a sorting option like "most reviews," which could help in some cases. Shown the sorting options above the list of products.
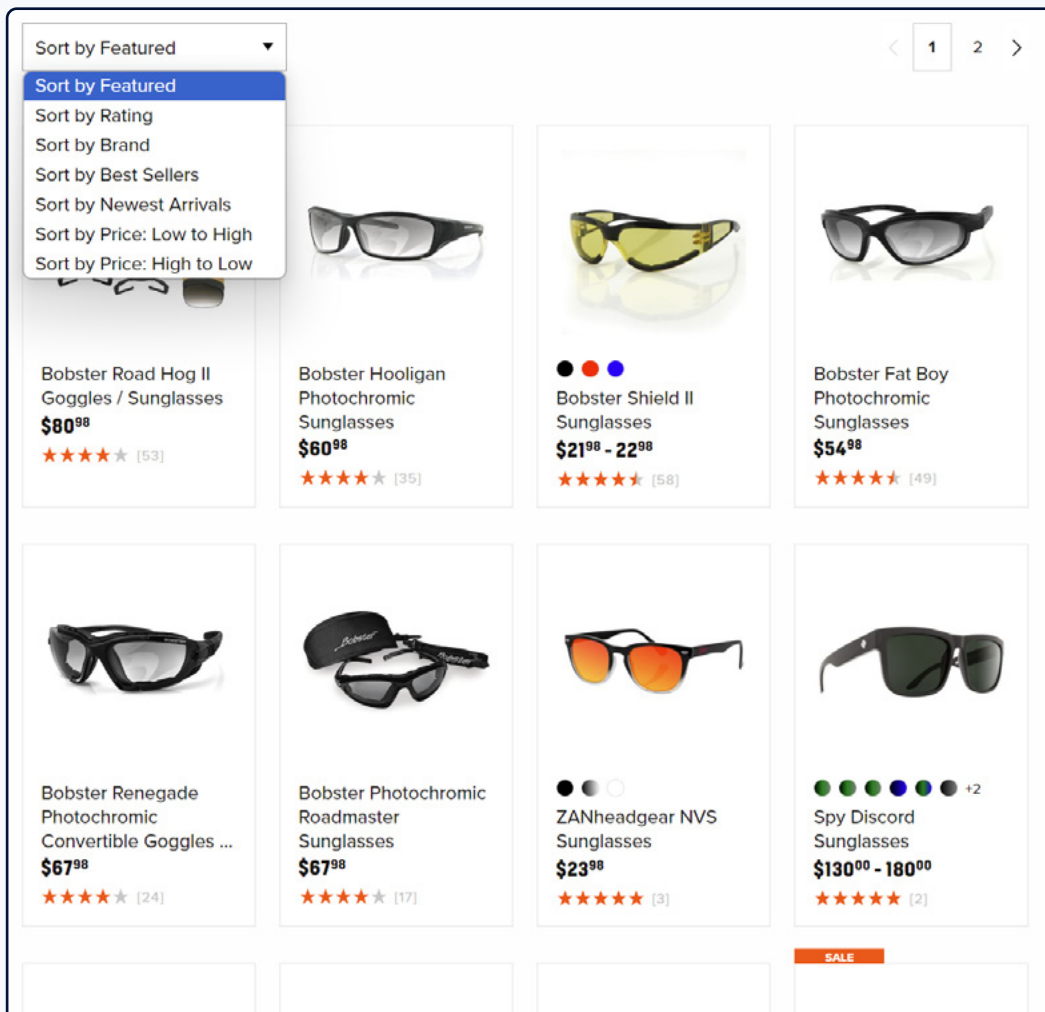
5 **Good quality product photos are crucial.**

To sell things with a small or bad picture or no pictures, you must offer that item at a huge discount compared to your competitors to get a sale. Bad product image subconsciously translates to bad product quality in the user's mind. Consider setting up a photo studio or using an AI service like Booth.ai to create awesome product photos for your store.
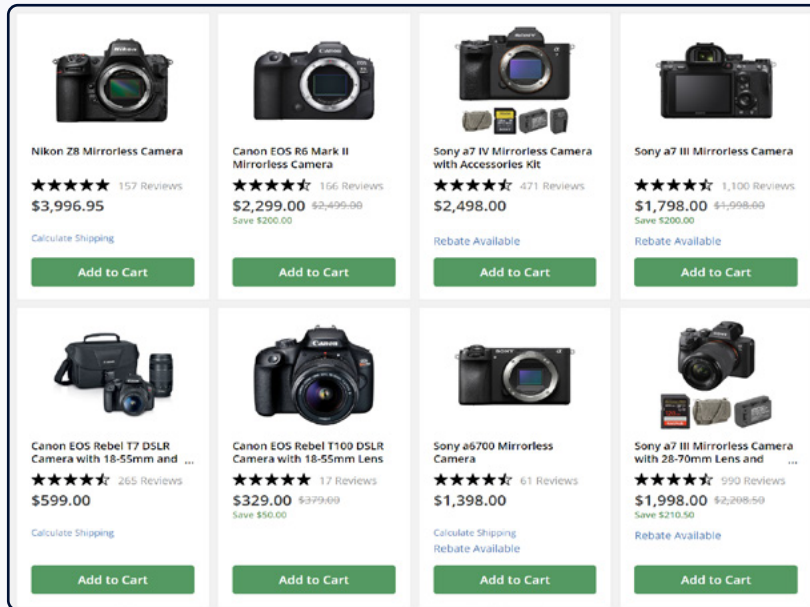
6 **Do not show too many products in a row.**

Tests show three or four products in one row work best on a desktop and one or two on mobile.
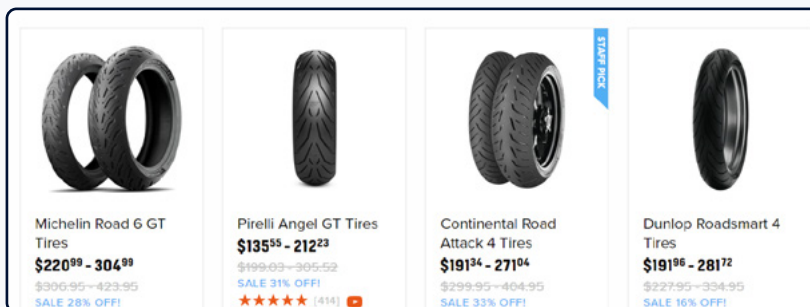
7 **Show "See details," "More info," or no button**

In most stores, having a "buy now" or "add to cart" as CTA under each product on the category page doesn't make sense. Most of the time, people will want to go to the product details page first to know more. Usually, "See details," or "More info" is a better call to action on the category pages. Not having a call to action under each product is acceptable because the majority users know to click on the product to see the details.
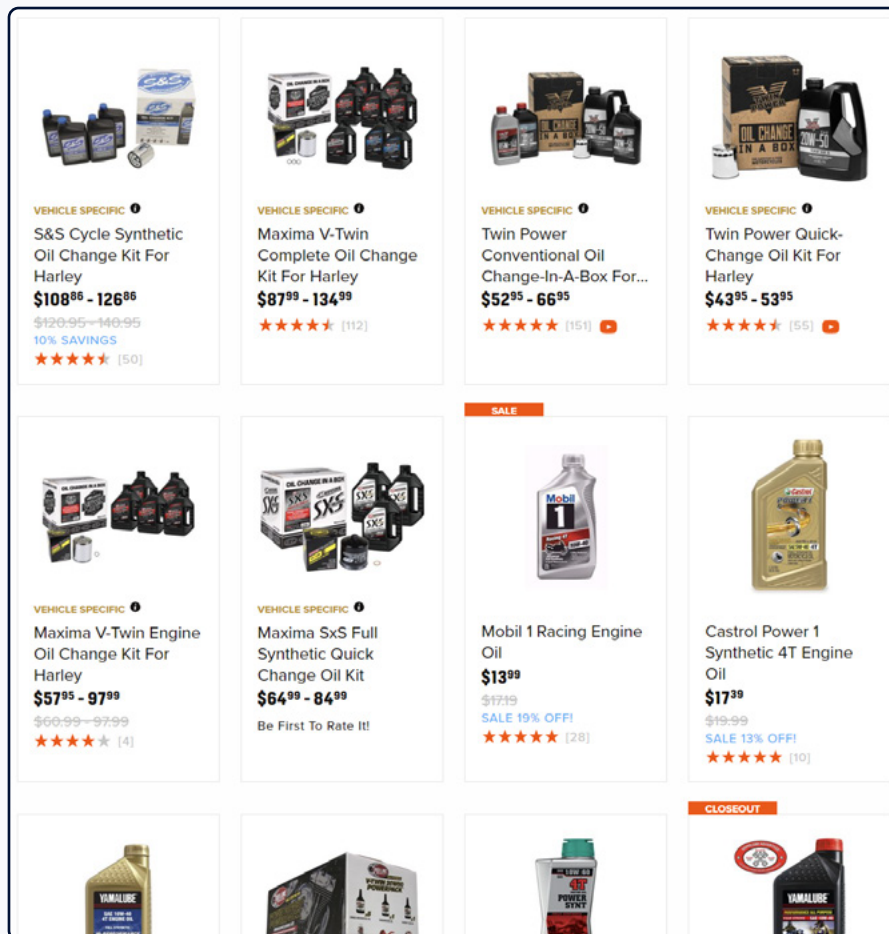
8 **Refrain from positioning advertisements directly over or within product lists.**
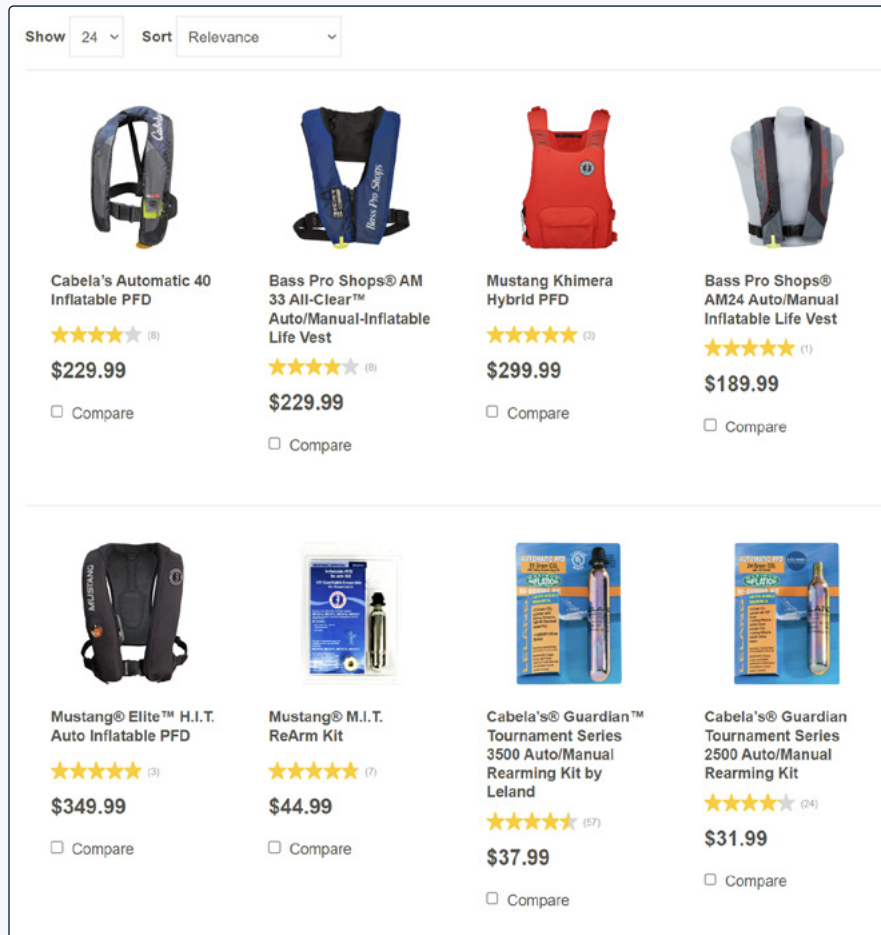
9 **Do not hide the product price on the category page.**

People always have a price in mind, so make visitors go to each product page to see the price, they will give up quickly. If a product has options, show the "From $$$" or the price range "$$ – $$$"
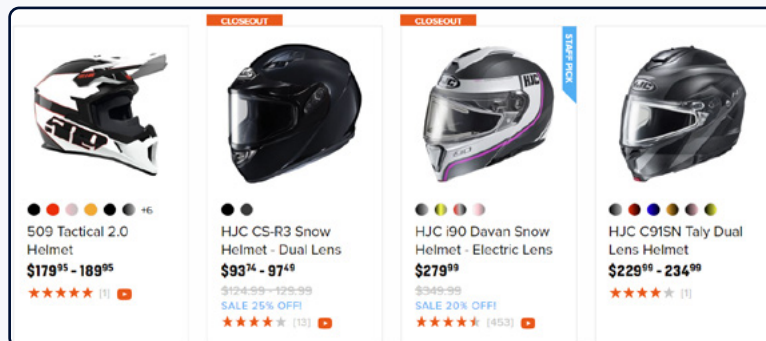
10 **Show product ratings on the category page**

Showing the product ratings on the category page is as essential for the conversion as showing the ratings on the product pages. It will help users select which product to click on to see more details, moving them closer to the order.

3. Product page

In usability testing, poorly designed product page layouts were found to be the primary cause of product and site abandonments.

The product page plays a central role in influencing users' purchasing decisions, as almost all users visit product pages before making a purchase decision. This underscores the importance of ensuring that product pages deliver a positive experience for the end user.

Despite this significance, the most recent e-commerce UX Product Page benchmark indicates that less than 50% of the top-grossing US and European e-commerce sites achieve a "decent" or "good" performance on their product pages. The rest have "mediocre" or worse product page implemented it. None of the sites achieve a "perfect" performance, demonstrating a clear need for enhancement in the realm of e-commerce product page usability.

This is where your online store can successfully win customers from the larger competitors.

1 **Provide product images showing the scale of the product**

Accurately determining the size of a product is essential to the online shopping experience because users can not physically assess the size of a product as they would in a traditional store. Some products, for example, products designed to be worn like apparel, bags, jewelry, watches, or cosmetics — require the context of a human model in order to get the truest sense of the product.
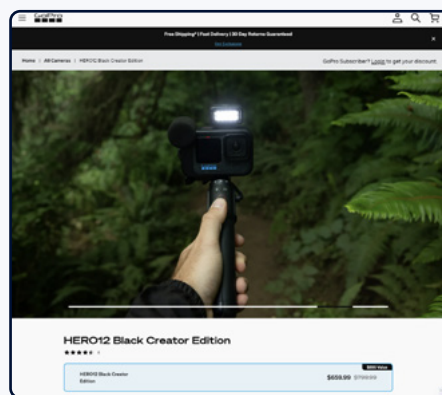
2 **Include key product features on the images**

For some images, include descriptive text or graphics in order to communicate key product features that some users would otherwise miss.

3 **When showing pricing, follow these guidelines:**

To ensure clarity and transparency, it's important to avoid blending pricing and discounts with other elements on the product page.
Display all available discounts near the product price and avoid showing promotions multiple times on the page.
Highlighting the percentage or amount off can also help customers quickly identify the discount being offered.

4 **Make it easy to access and use "save" features**

A few users expect to see "Save" or "Wish List" features to save products they find interesting, while most users use the shopping cart as a temporary product storage tool. Make sure they can access the shopping cart without having to log in or register in the store.
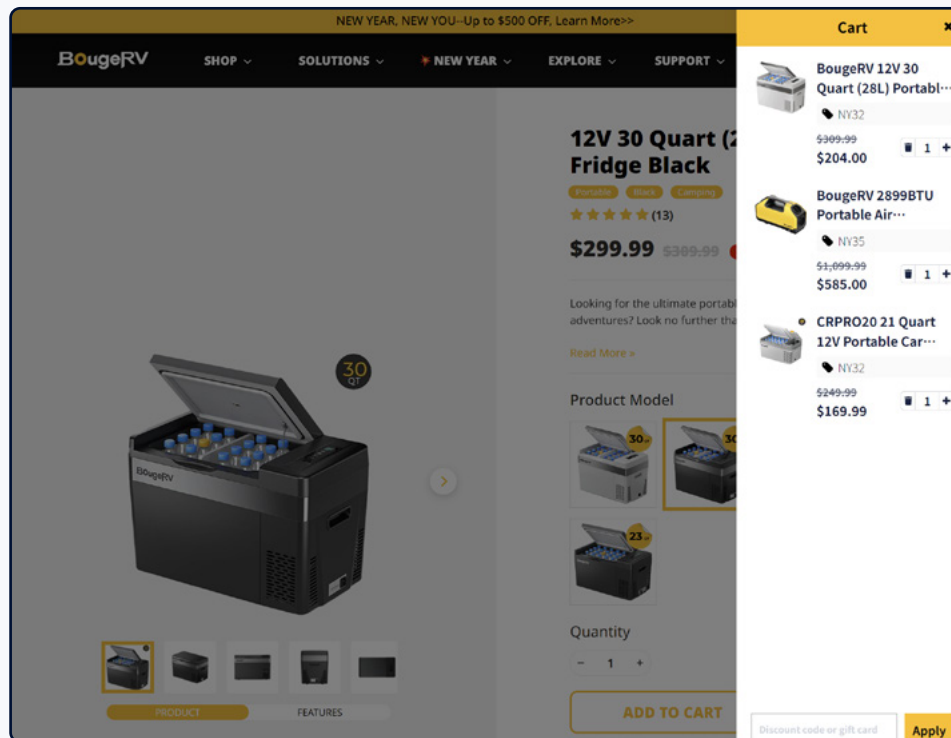
5 **Display "price per unit" for products sold in quantities**

Not providing a "price per unit", makes it difficult to compare products of different amounts or quantities (for example, a 4 oz. bottle of hand lotion for $5.95 vs. a 1.5 oz. bottle for $3.50).

6 **Provide a "total order cost" estimate near the "buy" section**

The free shipping or lowest cost should be displayed by default (or at the least an estimate and its conditions). If shipping and tax costs may be significant, make the section expandable and include a shipping and tax estimator to allow users to determine the total order cost.
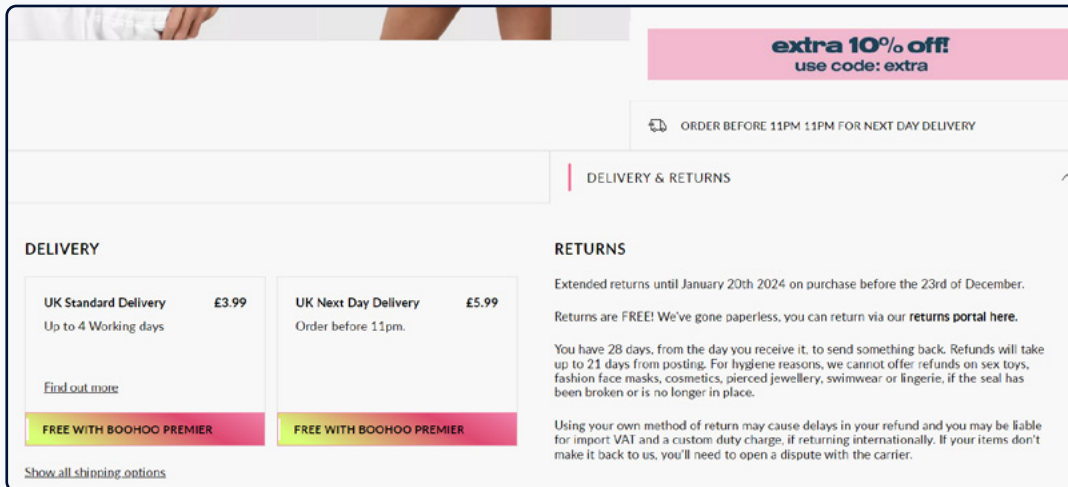
7 **Display the return policy or a link to it from the main content**

Have a clear and easy-to-understand return policy displayed or linked prominently on the product page and the website's footer. This summary should be written in a language that the average user can understand.


8 **Place "free shipping" information near the "buy" section**

During testing, some users overlooked "free shipping" information in the page header or somewhere else on the product page and wrongly concluded that "free shipping" was not available.

9 **Provide scannable specification information**

Specification lists with lengths above 20 lines have to be grouped into sections with a title so they are easy to read.
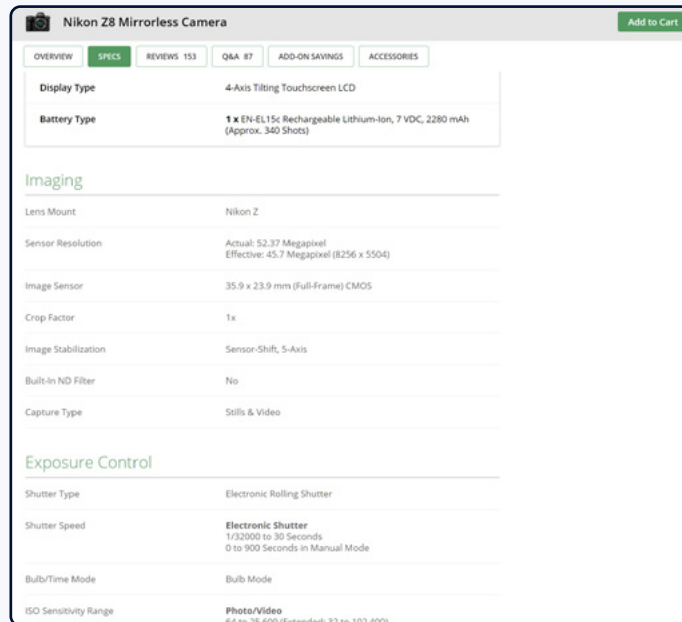
10 **Optimize the Review section using the following guidelines:**

To boost the number of reviews submitted, it's best to only request necessary personal information on review submission forms
It's important to respond to negative reviews and display your response.
Placing a rating distribution at the top of the review section can be helpful.
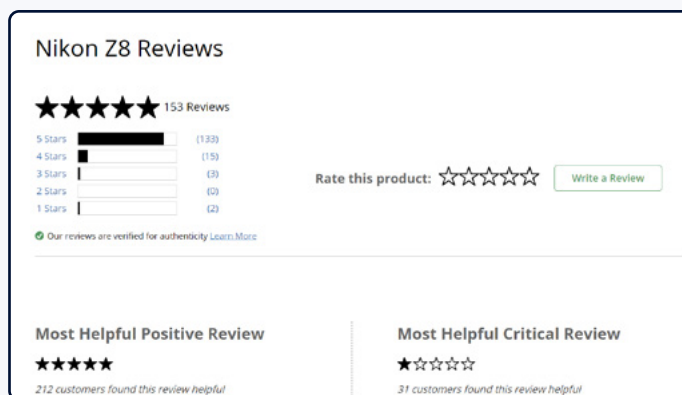
## 4. Shopping cart page

1 **Provide the full order cost in the shopping cart**

Show cost of each item, shipping, taxes and any extra fees. 17% of US online shoppers abandoned orders in the last quarter because they couldn't see the total order cost. Similarly, users may feel uncertain about purchasing products in multiple quantities if the cost per item is not displayed. Lack of transparency in shipping costs can also lead to order abandonment. Additionally, if additional fees are not included in the order summary, users may be surprised later on in checkout, potentially leading to order abandonment.


2 **Show "free shipping" information in the cart order cost summary.**

Customers tend to miss "Free Shipping" messages in the cart if they are not located within the order cost summary (banners, above or below the summary, near cart item thumbnails or hidden links can be missed). To promote free shipping for orders above a certain amount, display a clear message showing the threshold ("Free shipping over $50") or the difference to qualify ("Add $15.35 to qualify for free shipping").
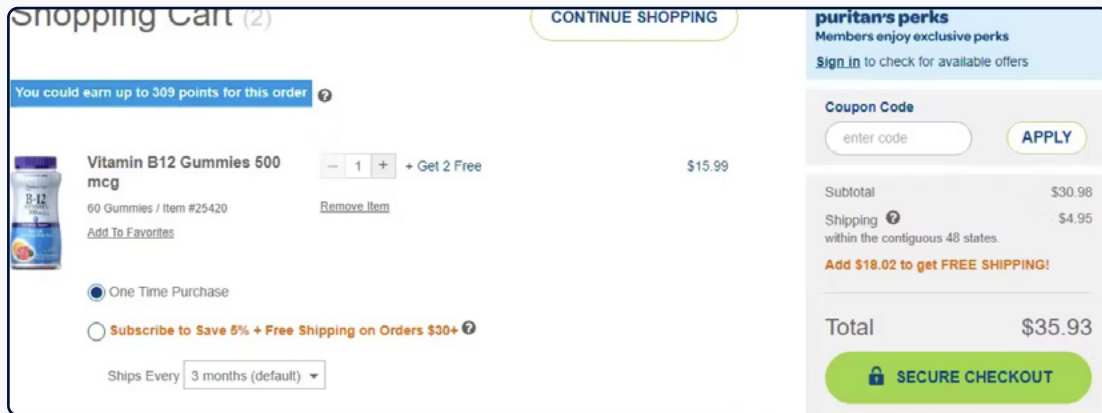
3 **Provide large thumbnails and key product details in the cart.**

Users use their cart to double-check item info, as well as to compare and store products, before checking out and will find it difficult to do so if key product details are missing. Lacking access to sufficient visual information and key product details makes it significantly more difficult for users to make their purchase decision.
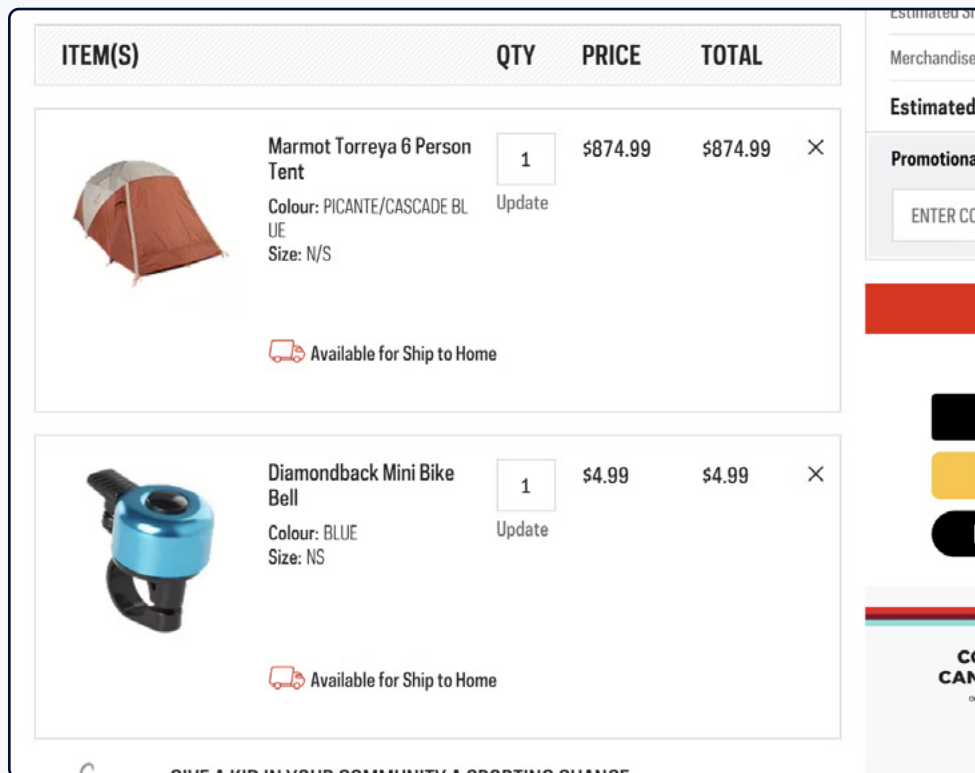
④ Provide a "Save for Later" feature in the shopping cart.

17% of users use the "Save Cart" feature to find a previously added product. Forcing users to create an account to save items can lead to checkout abandonment, with 24% of users abandoning their purchase for this reason. To avoid this, allow users to save cart items without signing in. Saved items should persist across multiple site sessions, ideally indefinitely, to meet user expectations.
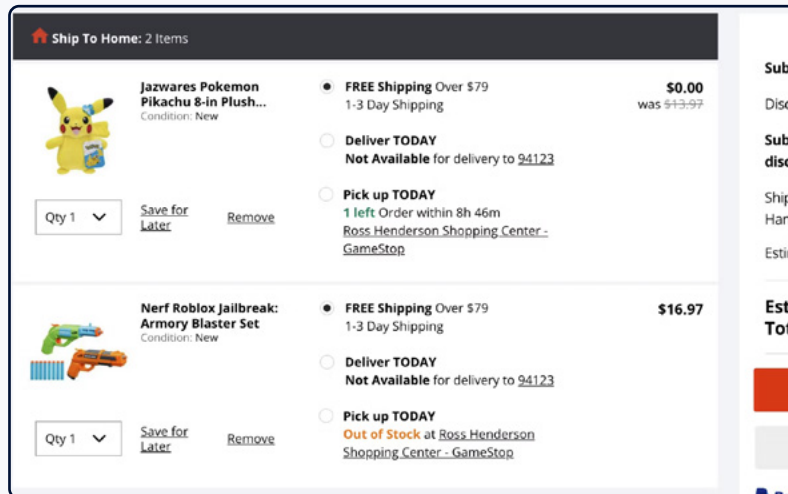

⑤ Have buttons or buttons and a text field for updating cart quantity.

To ensure a smooth shopping experience, it is recommended to offer buttons or a "button/text field hybrid" for updating cart quantities. Additionally, update the cart and order summary as soon as the quantity is changed. To make it easier for users to modify quantities, highlight the existing quantity if they select the quantity text field. It is also advisable to allow users to set the quantity to 0 by using the "minus" button and text field. Moreover, providing an "undo" option if a cart item is removed can prevent any accidental removals. Lastly, ensure that the size and spacing of quantity buttons are appropriate for mobile users.


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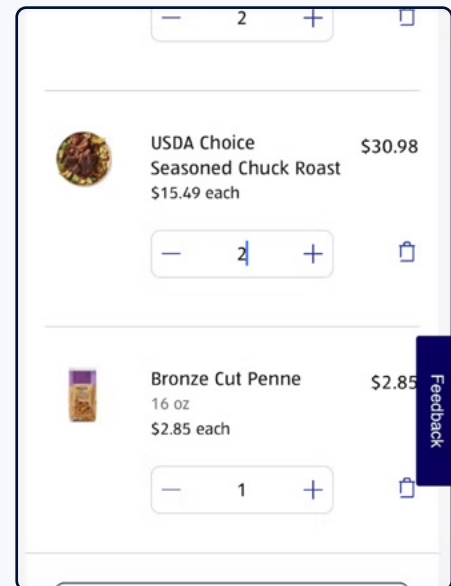
6 **Have "Saved Items" section at the bottom of the shopping cart page.**

To make the cart easily distinguishable from the saved item list, it's recommended to use a clear heading and visual styling. Additionally, providing a notification message to confirm when items are added to the cart can enhance the user experience. Lastly, it's advisable to avoid autoscrolling to the saved item list, as it can cause confusion and disrupt the user's flow.
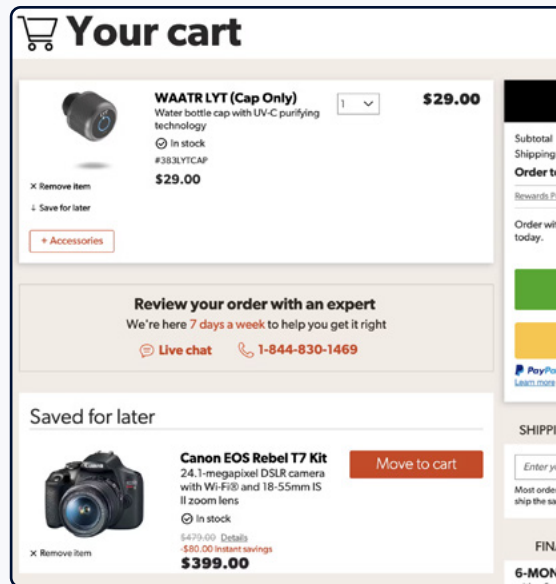

7 **Link Cart Items (Both the Product name and Thumbnail) to the product details page.**

Match the product variation selected on the product page to the one linked from in the cart.
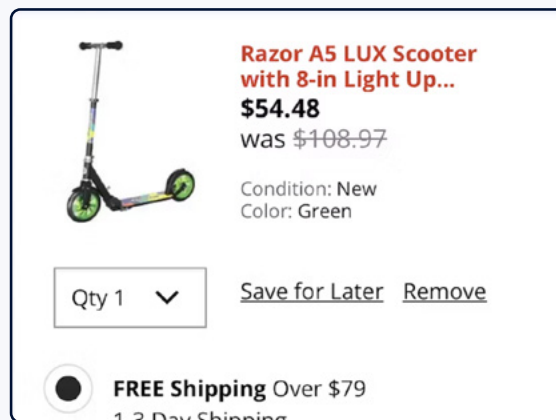
8 Avoid distracting ads in the shopping cart.

It is recommended to keep ads and other content in the shopping cart, such as deals, cross-sells, warranty or product upgrades, financing and credit card offers, rewards programs, etc., visually secondary to the item(s) and order cost summary information. This primary content should be placed above such content in the cart.
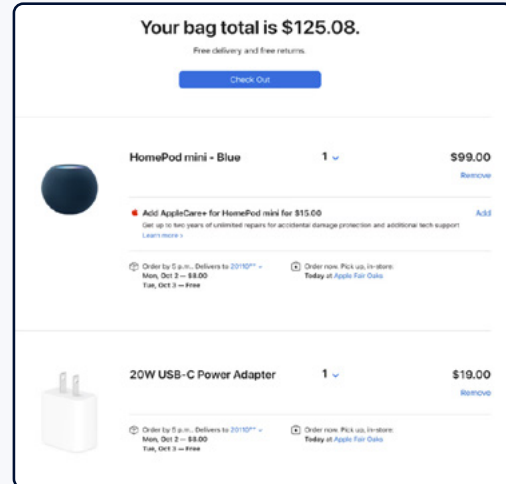

9 Adapt cross-sell promotions to the user's current context.

To make cross-sell suggestions and promotional offers relevant, it's important to use a combination of behavioral data instead of generic offers. Avoid showing a fixed number of recommended products and instead adjust the number based on their relevance score. It's better to offer alternative cross-sells on product pages and pre-cart cross-sell features than during checkout. Additionally, always provide clear labels to highlight the relevance of featured cross-sells and promotions.
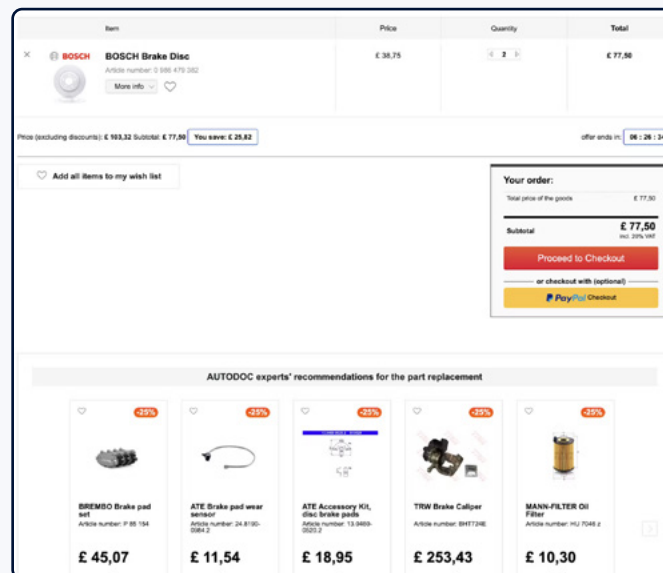
**10** **Make costs for special offers and promotions visible by default.**

Example: The Protection Plan is in the screenshot below.
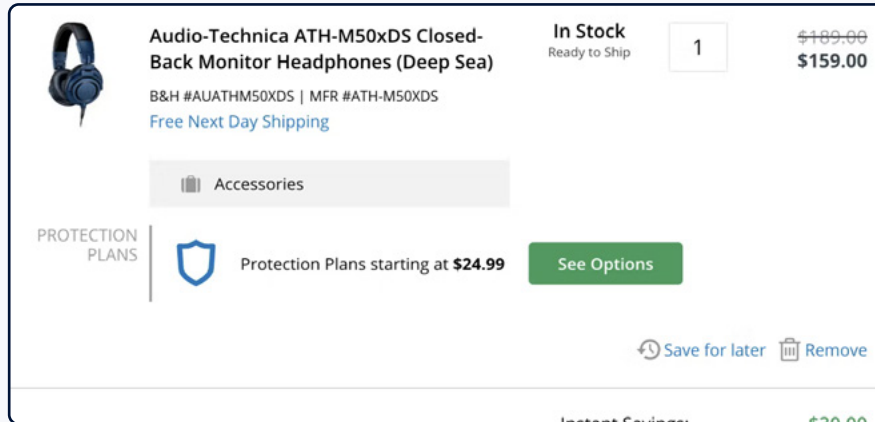
## 5. Checkout page

1 **Always provide users with a "guest checkout" option**

Forced account creation before placing an order is detested by users, and around 25% of customers abandon their carts due to this. Users do not prefer account creation for various reasons, such as not wanting another account, perceiving it as slower than guest checkout, and fearing spam. Even for users with existing accounts, signing in can be inconvenient, and requiring users to sign in can increase friction and discourage them from making a purchase.
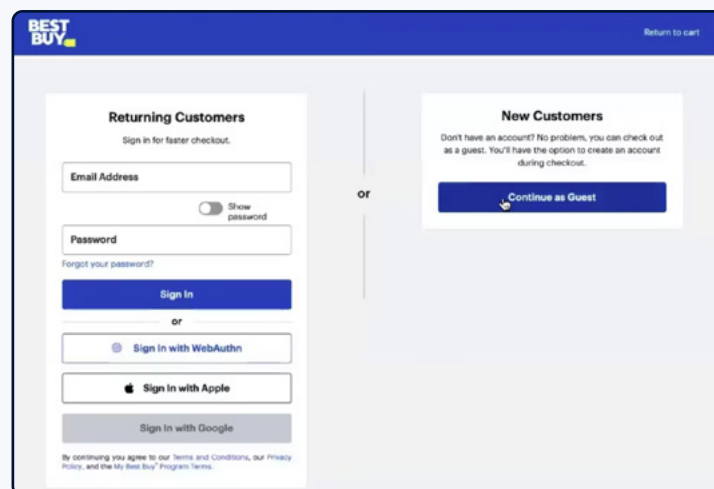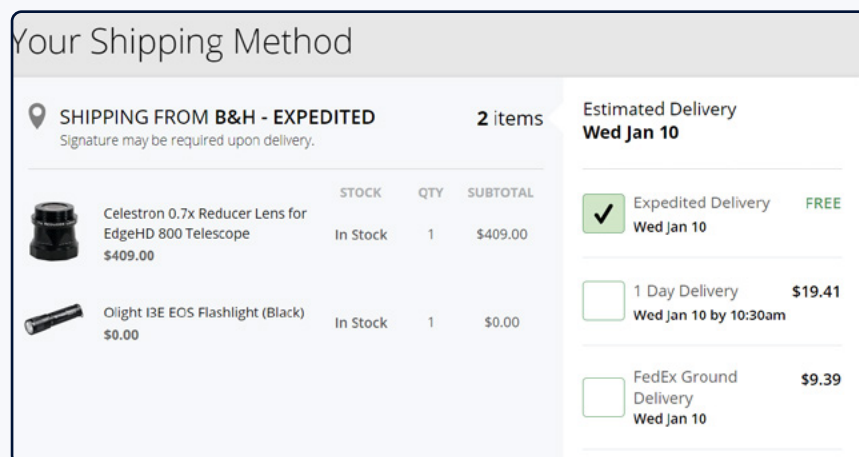
2 **Make "Guest Checkout" the most prominent option**

Show the "guest" option in the upper-left section on the desktop and the top section on the mobile.
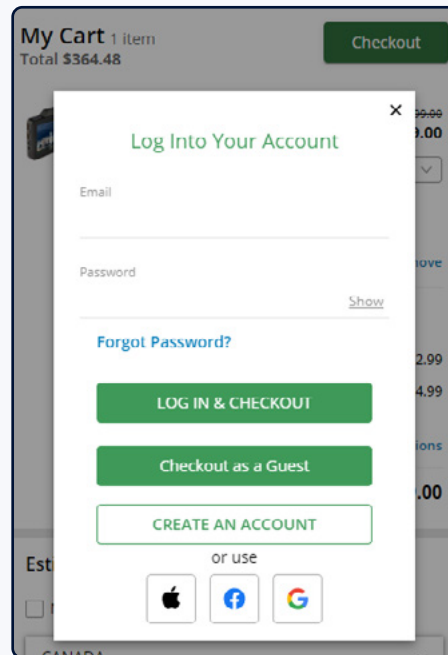
3 **Show "Delivery Date" instead of "Delivery Speed"**

For example, show "Delivery on January 12th" or "Delivery January 12th - 14th" instead of "2 Business Days"

4 **Show the shipping cutoff time as a countdown**

Show "Order in the next 1 hour 15 minutes to receive your order by Tuesday, January 9th" instead of "Order by 2PM ET to receive your order by Tuesday, January 9th".

5 **Allow users to edit data at the order review step with a separate "edit" link in every information group**

6 **Mark required and optional fields**

It's best to mark both required and optional fields in forms to ensure there's no confusion.

7 **Support the browser's "Back" button for returning to any previous stage of the checkout**

After testing on desktop and mobile, we found that users expect the "Back" button to take them back to their previous page, even in accordion checkouts.

8 **Hide optional fields to avoid disrupting the checkout flow**

Testing showed that having optional fields and selections in the checkout can cause disruptions in users' checkout flows. This can result in anything from needless interactions with irrelevant fields, longer checkout times, incorrect order data, error messages, or submitting orders with incorrect information. To avoid this, consider hiding uncommon inputs behind a link and avoiding radio buttons and drop-downs for entirely optional inputs.

9 Use input masks for restricted input fields

During testing, 89% of users entered their phone numbers in a different format than recommended, even when given an example. This emphasizes the need for using masks in form design to ensure a seamless and error-free checkout experience.

10 **Instead of forcing users to register or login, offer account creation on the "thank you" page**

Make account creation optional by only requiring users to fill out a password field on the "Thank you" page. Let users know they can create an account after placing an order if they choose the guest checkout option. The confirmation step can be used to encourage users to create an account without pressuring them to do so during checkout.

Third Thing You Need To Do

When the list of changes is ready, you need to implement them. There are several ways to do this, depending on the type of change required.

▶ **Some technical problems with slow page loading or low PageSpeed Insights scores can be fixed by:**

- Upgrading your hosting. We see many stores using cheap shared hosting and expecting stellar performance. You can not expect the speed and acceleration of a Ferrari from a cheap family sedan. Our preferred hosting option is Google Cloud because it provides an enterprise-grade solution and features at a reasonable price.

- Optimizing or/and upgrading your server if you are on a dedicated or cloud server. Your hosting provider should be able to do this for you.

- If you use a managed eCommerce solution, send the speed reports to your solution provider and ask to improve.

- Optimizing the store's code

- Implementing a full-page cache

- Using a CDN service like Cloudflare.com or NitroPack.io

▶ **2. Lack of product data can be fixed:**

- In-house by adding the missing data to every product.

- Use a third-party content management team that can transfer the data from your supplier's website or catalog to your store's database (make sure to get permission from your supplier to use their data)

- Use a page scraping service that can transfer the data from your supplier's website to your store's database (make sure to get permission from your supplier to use their data)

- Implement a third-party data aggregator. For example, Icecat (https://icecat.com/) or SEMA Data (https://www.semadata.org/).

▶ 3. Missing functionality or UX changes can be added by:

- Using the existing third-party services, plugins, modules, or extensions can add the missing functionality. Because those are not done specifically for your store, you have to be careful by using only the highest quality plugins with good reviews and support from the providers

- Your in-house developer if you have or hire one - can be problematic because it usually requires a large set of skills and experience beyond the capabilities of most individuals

- Hiring multiple professionals from sites like upwork.com, fiverr.com or toptal. com - will require a lot of management from your side and coordination between different professionals working on the same project

- Working with a development team like FinestShops.com - will be the easiest and fastest way to implement all your improvements, as they will manage, test, and implement the changes for you.

Troubleshooting

1 Ignoring optimization of the other business processes

- Dip down, you are afraid to get more orders because your staff is overloaded as is.

- Doubling your revenue will put an extra load on all your business procedures.

- The only manual task your people have to perform is packaging the orders and sticking the shipping label on the boxes, plus doing some basic customer service. Everything else has to be automated.

2 Ignoring the eCommerce conversion optimization

- Instead, you hire a web designer to build a new website, probably with similar problems.

- Or you hire a marketing agency to get more people to visit your website, but because your conversion is still low, the revenue will not increase as much as you hope.

3 Spending a lot of time and money on solving the wrong problems

- If your page loading speed is low or has coding errors, there is no point in implementing e-commerce best practices - your conversion on this page will not improve

- If your hosting gets overloaded after 50 visitors will open the product pages at the same time, optimizing your conversion will not help to increase the revenue

- If only 10% of the product page visitors add the product to the shopping cart, optimizing your checkout page will not improve your overall conversion