

3 steps to improving conversion rates for ecommerce websites

1

A fully optimised website and PPC campaigns

We covered this in our previous article: [Best Online Marketing Strategies](#), but we can't reiterate enough how important this is. Not only is a fully optimised, well designed website more accessible, but it will attract the right customers to your products. Read our guide on [SEO for ecommerce](#) for more information on the best methods for optimising your site.

A PPC campaign will complement your site, and ensure that you are only paying for the successful ads leading to your site. A combination of SEO site redesign and a PPC campaign will ensure that your site maximises visitors and conversions.

2

Offer an incentive

Has a customer put something in their basket but not completed the checkout process? Send them an email offering a discount voucher code, or free delivery on their items.

For first time customers, offer a newsletter with the incentive of the customer receiving voucher codes regularly. You can also use this method to keep them updated on promotions and sales.

3

An easy to use checkout

When the time comes to purchase a desired product, customers won't respond well to a complicated checkout process. Cart abandonment increases dramatically if the checkout is not optimised on your site.

You can implement this as part of your website design, or alternatively ask Axxcess about the different payment processing options and how these will fit into your site.

