7 Steps to Optimise Your Ecommerce Site for More Conversions

The CheckList

Step One: Understand Your Metrics

1. Looking at your user journey, outline your key touchpoints and conversions. ☐

2. Use these to lay out your conversion goals and key performance indicators. ☐

3. Define any resource constraints you may have. ☐

4. Lay out any roles for collaboration and define opportunities for integration. ☐

5. Identify the conversion pathways users take when they visit your site. ☐

Step Two: Get to Know Your Users

1. Conduct user testing to glean insight into how actual visitors are navigating your site and what points of friction may be causing them not to convert. ☐

2. Carry out a user journey analysis to map the paths of users on your site and how convenient it is for them to convert to your goals. ☐

3. Experiment with defining user personas, detailing hypothetical users to your site and what their needs and motivations are. ☐

4. Build out usability scenarios using your personas to give context to why users are on your site. ☐

Step Three: Build Your Usability Toolbox

1. Begin with analytics tools that will help you measure your traffic and data, like Google Analytics. ☐

2. In order to carry out speed and performance analysis and benchmarking, utilize tools like Google Lighthouse, Test My Site and PageSpeed Insights. ☐

3. Set up tools like Hotjar to collect heatmaps, scrollmaps, and even session recordings on your site. ☐

4. Conduct user testing with tools like Lookback. ☐

5. Align your testing culture with a comprehensive A/B testing tool like VWO, Crazy Egg or Optimizely. ☐

Step Four: Carry Out Research and Analysis

1. Audit your site's user experience, traffic and data, marketing channels, and performance. ☐

2. Look at usability and performance by device as more and more users are shopping on mobile. ☐

3. Carry out heuristic analysis on your site. ☐

4. Conduct a competitor analysis on both industry and ecommerce sites. ☐

Step Five: Build Optimised Landing Pages

1. Begin by defining the main problem for your customer. ☐

2. Explain how you can help them to solve that problem. ☐

3. Define and integrate your unique value proposition. ☐

4. Optimise your call-to-actions to lead users along your purchase funnel. ☐

5. Offer expertise and social proof with reviews and testimonials. ☐

6. Provide security reassurances to build brand loyalty and trust. ☐

7. Segment your audience and provide personalization. ☐

Step Six: Grow an A/B Testing Culture

1. Use any insights from your research and analysis to identify the biggest issues or areas of friction on your site. ☐

2. Begin by observing opportunities on your landing pages that could be optimised - these could include looking at page layout, messaging, call-to-actions, social proof, pop-ups and banners, offers, product details and showrooming, category galleries, personalisation, and checkout funnel flow. ☐

3. Use your observations to hypothesize solutions on how to resolve each of these issues. Utilize the following formula:
For (your buyer persona) visiting the (website page), we believe changing (current asset) into (test asset) will improve (focus KPI). We believe this to be true because (research or previous experiment).

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4. Prioritise your hypotheses by what will have the biggest impact on conversion rate, measured by potential value, expected duration, and test complexity.

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5. With your tests prioritised, outline a roadmap for your testing plan.

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6. Test variations on your 'problem' landing pages against the existing website, serving them to a split audience.

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7. Set up goals to monitor your chosen metrics and KPIs while testing. Measure the impact of your changes on your macro- and micro-conversion rates.

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8. Continue to build and nurture a testing culture with your stakeholders - rely on data, not gut instinct.

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Step Seven: Measure, Learn, and Iterate

1. Schedule regular strategy meetings to review progress, tests, and results.

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2. Deploy winning hypotheses and gather learning for subsequent tests.

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3. Continue to measure conversion rates and the ROI of the changes that you've made to your site.

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4. Report back to key stakeholders and team members.

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