

10 IMPORTANT FACTORS TO DOUBLE YOUR LEADS

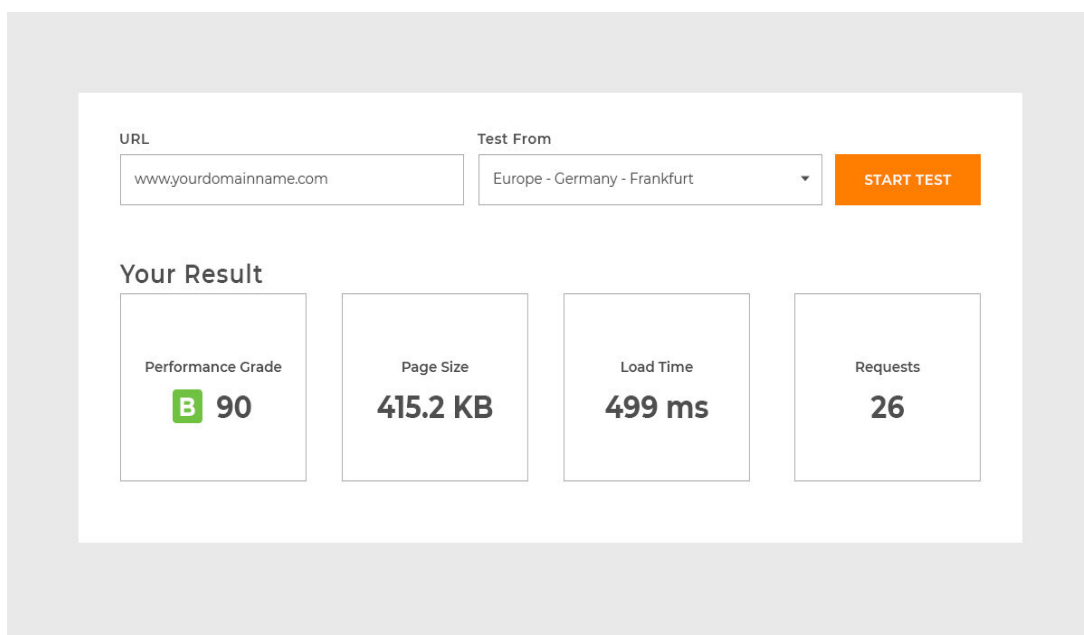
FROM YOUR WEBSITE
WITHOUT SPENDING MONEY ON ADS



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1) Reduce the page loading time to the barest minimum

The first step to increasing your conversions is to reduce the page loading time. We often want to impress our web page visitors with cool graphics animations, but that may sometimes be a turn-off due to the relatively long time it will take for the page to load completely. Research has shown that a 1-second delay in load time can result in a 7% reduction in conversion rates. The average web user will not wait more than 10 seconds for a web page to load before they abandon it and move on. If you want people to stay, then you need the web pages to load as quickly as possible!



The image shows a screenshot of a web performance testing tool interface. At the top, there is a form with two input fields: 'URL' containing 'www.yourdomainname.com' and 'Test From' with a dropdown menu set to 'Europe - Germany - Frankfurt'. To the right of these fields is an orange 'START TEST' button. Below the form, the section 'Your Result' displays four performance metrics in individual boxes: 'Performance Grade' with a green 'B' and '90', 'Page Size' with '415.2 KB', 'Load Time' with '499 ms', and 'Requests' with '26'.

Metric	Value
Performance Grade	B 90
Page Size	415.2 KB
Load Time	499 ms
Requests	26

There are various ways to reduce page loading time.

You need to optimize the size of each image so that they don't take too long to load. Optimizing the size such that you do not lose the quality of the image.

You can also reduce the javascripts include files, CSS files, and HTML code.

There is a guy who will hate your website if it does not load faster. That guy is Google! Google hates slow-loading websites. It has started penalizing sites for this, and in the future, you can expect search engine results to be biased towards the faster loading ones against the slower ones. This means that if you have a slow site, even when you optimize it, there are chances you won't be able to rank for top search results on Google.

The content delivery network or Content Distribution Network (CDN) plays an essential role on the internet today. This system works to cache and store data at various points across the world so that it can be delivered locally to users directly from those points. Data is delivered from a server that is geographically closer to them with very little latency involved. This means a visitor from New York will be served the data from a server near New York, and a user browsing from Seattle will be served from a server nearest to them, may be from SFO.

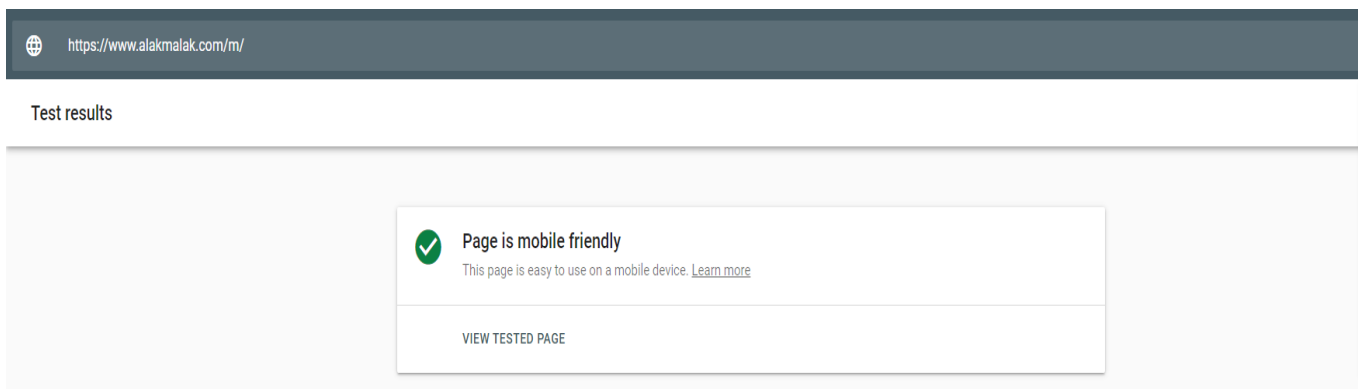
You can reduce the number of images on your page or use a CDN to save up files nearer to where your users are located and compress them for faster loading. You can also reduce the loading time by using a server that is close to your users, so they don't have to wait for long for it to load from across the country or world. If your customers are from the US, do not host somewhere in Europe. If more than 60% of your customers are from a particular state, try and find a hosting company in that state of your target audience. This will help load the website faster for your target audience, which will eventually help improve the conversion rate.

It also helps to reduce the bounce rate of your website, which would eventually help you to be able to get more return customers. You don't want your customer waiting too long for the page to load before they can understand what is on it -in terms of your new offers, new arrivals, and make a decision.

Check the google PageSpeed Insights checking tool to give great insights into what to look out for to reduce the page loading speed. This tool will not only provide scores and analysis, but also recommends many ways you can reduce page load speed.

2) Optimize the page rendering for Mobile to make it easy to browse

Mobile browsing has skyrocketed in recent years. The growth of mobile devices is most likely since they are more convenient than desktop computers. However, this convenience comes at a cost: page rendering on mobile devices can be slow and frustrating for users. I will discuss how you can optimize your website's rendering time to make it easy for your users to browse when they are on their phones or tablets, especially the core web vitals!



This point is to optimize the page rendering for mobile devices. How you can use a Largest Contentful Paint (LCP) as well as other core web vitals such as first input delay in order to speed up your website's loading time and make the visitor's UI faster and more effective to browse and not burn them down.

Let's first understand what is core web vitals, as per Google PageSpeed report

- Core web vitals is the time it takes for a page to finish downloading from an online server and render on your screen.
- Core web Vital is crucial because you want visitors to be able to browse through your site quickly without waiting too long or experiencing any lag during their browsing experience.

- Google defines core web vitals in three different elements: LCP (Largest Content Paint) FID (First Input Delay) and CLS (Cumulative Layout Shift) Largest Content Paint (LCP) measures the loading performance of the page. Generally, the optimal value is to be under 2.5 seconds of page load.

First Input Delay (FID) measures the core web vitals performance in terms of time from when a user first touches an element on the screen, to when they can interact with it. The optimal value is less than 100 millisecond FID.

Cumulative Layout Shift (CLS) reflects core web vital's loading performance in terms of how long it takes for all elements on page to load, its visual stability and reflow. The optimal value is under 200 millisecond CLS.

Optimizing the page rendering for Mobile to make it easy to browse, core web vitals need to be optimized first. You can view this very easily via Google PageSpeed insights. You can do a few quick things like, ensuring text remains visible during web front load, avoid using document.write in javascript, using image elements with explicit definition of its height and width, use text-shadow instead of box-shadow, and use media queries to serve different CSS for Mobile, avoiding redirections, preloading largest content paint image beforehand, lazy load certain elements, avoiding excessive dom size, minimum use of third party scripts.

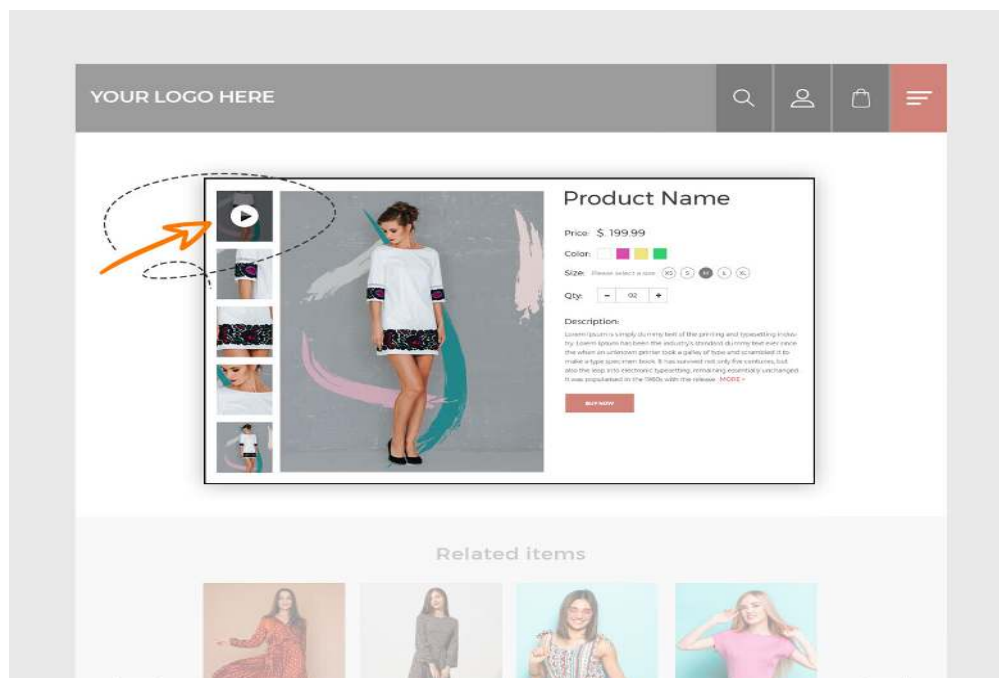
The term lazy load on web page loading involves designing a website not to load specific content or resources until the user demands them. In other words, we should load only those resources that are really necessary on the page, this will make the site have better speed and performance on mobile devices.

3) Use High Quality Product Photos or Videos

The major difference in selling online versus offline is the actual feel of the product. When selling offline, you can physically handle and showcase a product to earn customer trust, but when you sell online, you can only communicate with your customer through images or videos. If the quality of video or image material is not good, it may demotivate your potential customers and they will be less likely to purchase what is being offered.

Selling online requires more careful consideration of how the product is being portrayed to the customer. Here are things you can do:

- Use of High-Quality Photos: One way to improve the aesthetic appeal of your pages is by providing higher resolution photos that show off what customers are buying in greater depth. Not only does it make products look better, but it also helps potential buyers see more details about their purchase before they buy from your store. If possible, make use of a zoom button on the product images so that the visitor can view the minute details of the product. This works best in case your product is visually appealing and has a lot of small elements to view.



- Multiple Angles Photos: Show different views of the product by using multiple pictures of the product to show how it will look from all sides. This is very important if potential customers are buying based on looks as well as functionality or need fulfillment. You could also use close-up shots of different parts such as buttons or screws which may not have been noticed otherwise because the customer was too busy deciding whether or not to purchase something they liked visually.

- Show Product Benefits Images/Video: Product benefits include showing an attractive, functional and detailed picture that captures what someone might be looking to buy! You want to make sure that your product details page has everything the customer needs to know. You should show them the benefit they will derive from the product, let them know the opportunity (in terms of discount, free delivery or any offer) they will be missing if they don't buy now, and how to make a purchase

- Video Showcasing Product: A picture is worth a thousand words, and a video is worth a million! A video showcases benefits, and it is also a great selling point. A good example would be using a video showcasing your product with sound, so people know what it sounds like when they turn it on. Showcasing the product via video is like showing a virtual demo of the product. And the more people view the demo, the more likely they are convinced to buy than not seeing it at all. For example, Zappos found that their sales increased from 6-30% when product detail pages had video demos.

It also helps to build trust about the quality of the product when they see it on the video, especially when they are unsure whether the product will match their expectation. It clearly eliminates the doubts they have in their mind and helps them make a decision. It also increases the engagement of the customers, which allows them to stay more on the page, which in turn increases the conversion rate of the products showcased via a Video..

Types of Videos

1. Product Unboxing Video: It helps customers know what is in the box and what accessories it has. Customers will discover the exact items in the box, why the packaging is so cool, how fantastic the product is, and how much of a deal it is. You're creating a "world" for your potential customers to enjoy. By using product unboxing videos, you're giving them an opportunity to experience the world you're selling in real-time. You can then provide additional information about what's inside that you can't simply show them on your website.

2. Product Tour Videos: Product tour videos allow the viewer to learn about a product without having to pore over materials or conduct research. They can give the viewer an idea of what it feels like to use the product and how it would benefit them, all in just under two minutes, which is an ideal duration of the video, the maximum should be 3 mins. The shorter, the better.

3. How-To Type Videos: How to type videos helps the prospective user to know how the product can solve a particular problem they are having. Not only is it helpful in learning how to do something, but it also enables you to watch a video and then emulate what you have just seen on different products. It also helps with your understanding and feedback of the product. This is beneficial for people who are having a tough time putting their thoughts into words or who struggle with reading instructions. It can be in the form of different things in multiple short clips for each individual benefit or use. An influencer or celebrity can be hired to do some of these videos, which can help create trust and testimonials from people who are popular, if you have the budget.

4. Lifehack Videos: Things like how a product can help save time and money by making use of a product meant for something else for a different purpose. Lifehack videos are typically short video clips that show someone coming up with an ingenious or novel way of solving a problem. They are uploaded to various websites, but the most popular one is YouTube which can, in turn, bring in a lot of traffic to your web page by adding the link in the description. The benefits of lifehacks are immense; everyone can find something on there that they will find useful or interesting. Lifehack videos are attracting more and more people every day. People love to learn new ways of doing things from other people, and they especially love when it's concise. All sorts of hacks are shown, from simple (but useful) ones like using a dish rag instead of a sock to protect your laptop from dust, to more complex tips like how to scrub stains off any kind of flooring. Another example is a video about "25 ways to wear a scarf in 4.5 Minutes" on YouTube.

5. Production line Video: Production line videos are a new type of video designed to inform and educate viewers about how the products are created in the factory or how they are assembled. People find it amazing to view the whole process till its packaging. This shows how well the product material is used, the process of making it, what steps are involved, how much attention is given to hygiene in the process, the labor required and what is automated. It's basically behind the curtain process to bring the product to reality, which helps to increase your brand value.

6. Testimonial Video by Customers: Video testimonials are a great way to showcase the product and its benefits. The video can be played on the product details page or embedded into blog articles, which will increase traffic for your business. The video is also engaging due to movement that may not come across well with text alone (think about how much value it generates for someone who has used a product and wants to share it with others.). A testimonial video is a great way for your customers to share their video stories. Someone would only share such when they are very satisfied with your product and want others to take advantage of it.

Provide video testimonials that also include a video demo of the product in action. These will help potential customers understand the value of your product better than any text could do on its own. Offer video demos with voice and subtitles from real customers in their own words. Video testimonials allow customers to share video stories and help potential customers understand the value of your product. It helps to get a different viewpoint and benefit of the product.

4) Simplify and reduce the checkout steps

If you want to make shopping quick and easy for your customers, then it's time to simplify the checkout process. The traditional multi-page checkout is a hassle that can turn people off from making purchases altogether. By simplifying this process, you'll increase sales by up to 20%. Here are some ideas below on how you can decrease the number of steps in your checkout process.

One page checkout

Account & Billing Details

* First Name * Last Name

* E-Mail * Telephone

Company * Address 1

* City Post Code

* Country * Region / State





Also create an account for future use.

Payment Method

Please select the preferred payment method to use on this order.


Credit Card / Debit Card / Netbanking

Payment Secured by CC Avenue

VISA    

Bill Option Net Banking Bank MFS Prepaid Instruments

Add Comments About Your Order

Image	Product Name	Quantity	Price	Total
	APC BX1100C-IN 1100VA 230V Back UPS	<input type="text" value="1"/>	₹6,100.00	₹6,100.00
Sub-Total:				₹6,100.00
Total:				₹6,100.00

Enter your coupon here:

Enter your gift voucher code here:

I have read and agree to the Terms & Conditions

Do you know if you are selling something which other competitors are also selling, following factors reduce how many people will buy from you.

- 1) Inadequate shipping options
- 2) Mobile interface is not easy for checkout (not optimized for most mobile devices)
- 3) Long checkout process
- 4) Asking too much information during checkout (some of which can be avoided and not required during checkout)

5) Need to create an account to checkout (no facility provided to do guest checkout)

Here are some ideas on how you can facilitate a quicker checkout process.

- Connecting existing social media logins such as login via Facebook, Google, that way the user does not have to enter their basic information or set a password

- Navigation from phone should be easy and user friendly

- After adding the products to cart, the order total should be clearly visible with additional cost distinctly visible with proper information.

- Ask only the minimum set of user input fields, which are required to process the order. If you need to take additional information for enriching your database, which can be used to promote/upsell other products, please take them after the order has been processed (payment is made). It turns down many people when you ask for too much information while processing the order.

- Remove any distractions in order processing, like banners showing up during checkout, header/footer navigation links, the only option the user should have is to checkout when they are on the cart page or go back to the catalog to add new products. Basic cart features like, remove products, update product quantity, going back to product catalog to add more products should be present.

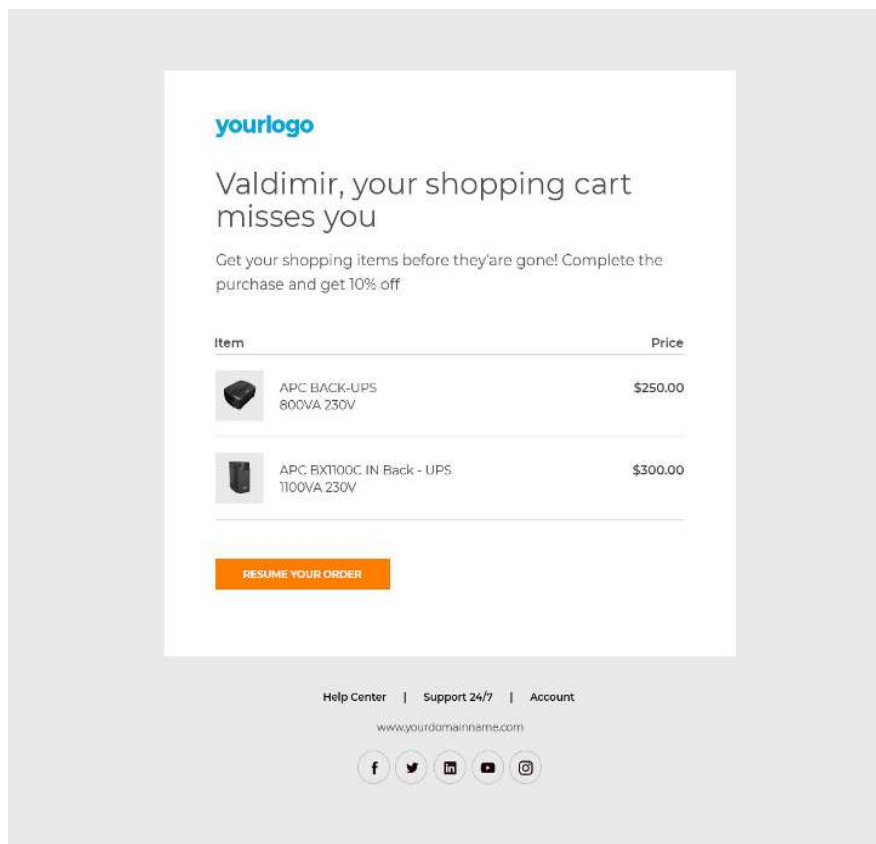
- Use of one-page checkout by auto-updating any shipping/payment options based on the address entered by the user, without page refresh option, can help increase the conversion rate by 3-5% on average.

- If possible and if supported by the payment gateway company, accept the credit/debit card information right on your website, and avoid redirection to third parties to fill that information, that way one step of checkout is reduced.

- Use Autofill address information available via google api, that way the user can select the address by typing a few information, and can checkout faster plus there won't be chance for typographical error while ordering the product, which in turn reduce invalid address and reduce returns.

5) Target abandoned cart customers who have left without checking out

There are top 10 reasons why people abandon their shopping carts, so if you can find a way to fix these listed issues below, it will boost the rate at which the checkout process is completed.



Here are the top 10 reasons why people leave your ecommerce website:

1. Cost of shipping is higher than they expected
2. Coupon code not working or expired
3. Time to receive the package is higher than expected
4. Long and confusing checkout process
5. Lack of Trust / Security
6. Lack of payment options
7. Compulsory account creation (no guest checkout or one-page checkout option)
8. Refund / Return policy is not satisfactory
9. No option of express shipping
10. Credit card was declined

“Cost of shipping is higher than they expected- Some people might not like the cost of shipping, or they may feel it's higher than what they usually expected.

Coupon code that is not working out or expired- Ensure the coupon code are updated on most third-party sites or during any promotions from time to time.

The long and confusing checkout process is a major reason why people give up on their order, as not everyone is a tech geek, so the easier it is for an 80-year-old to order would be how easy the process should be.

When someone needs a product quickly and it takes one or two days for the item to reach their delivery address, they may not complete the checkout

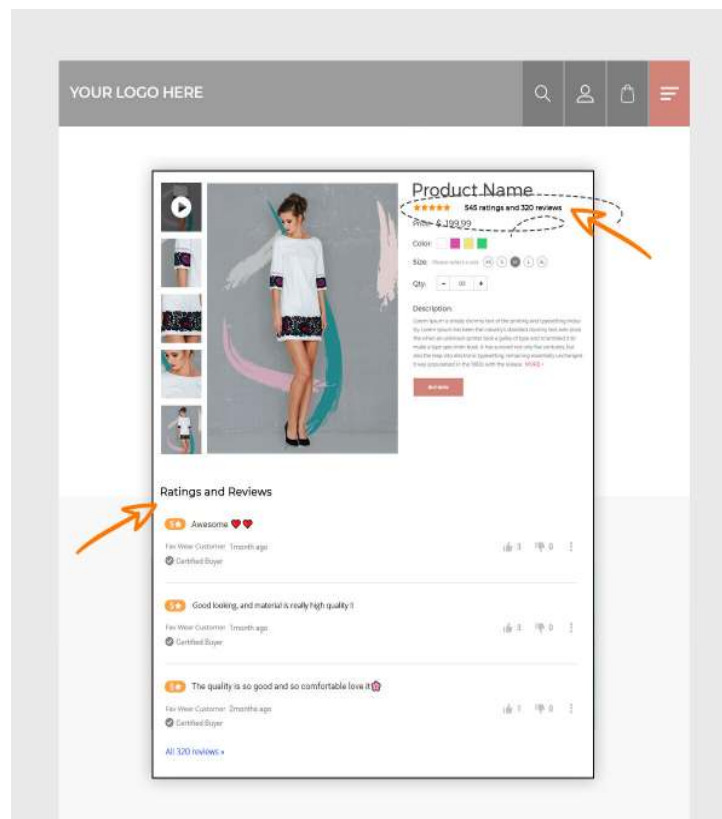
Lack of trust in a website can cause cart abandonment because some people are careful not to expose their credit card information on a website they are unsure of its credibility. Lack of web security like the secure green badge in the navigation, which is shown via a SSL certificate and configuration of it via the code.

Lack of payment options- Store owners can increase the chances of conversion by adding alternative payment methods. For instance, allowing customers to pay with cash-on-delivery will allow them to have a seamless online shopping experience. Depending on the country of most of your customers, you can opt for different payment methods like different kinds of wallets, EMI, netbanking, bank transfer, wire transfer, american express, diners card (apart from the standard visa and master cards).

No option of express shipping- The number one reason why more people don't shop online and rather go to a store near them is that they don't want to wait for their purchase. So if you do not offer an option of express shipping, they may go away. Credit card was declined - Offer multiple different payment options (gateway) in case one fails, so that you do not lose a sale."

6) Add trust signals like video testimonials, certifications, reviews, etc

Customers want proof that your business has been around for a while. One of the best ways to do this is by adding trust signals such as testimonials, certifications and reviews. Trust signals can help you increase your orders because customer trust and satisfaction are top priorities for ecommerce websites. When customers are put off or confused by something on your site, they're less likely to purchase anything. Authentic trust signals can help to reassure people that your website is legitimate and safe.



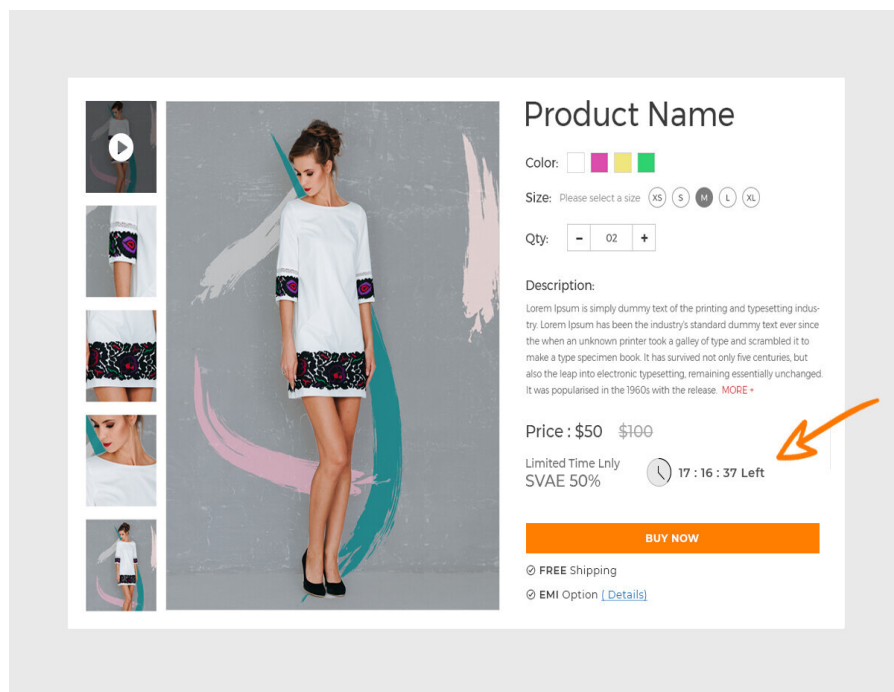
According to research, trust seals are the most effective trust signal for ecommerce websites. Adding these trust symbols will make it easier for customers to understand what security measures you have in place so they feel more comfortable about purchasing from you. If you use an SSL certificate normally, they give you a trust seal to use on your website for no additional cost.

In addition to trust seals, you can use testimonials and reviews for your ecommerce site to give customers the sense that other people have had a good experience with you in the past. They will also be more likely to trust what they're reading as well. You should make it easy for others who had bought from you to send you a review, generally done after the sale is made or a few days after the shipment is delivered. These reviews can be used to give customers the trust that they need in order to purchase from you.

7) Create a Fear of Missing out -FOMO

What is FOMO? FOMO stands for Fear of Missing Out. FOMO can be the driving force behind why people make impulsive purchase decisions on ecommerce websites. They don't want to miss out on being able to buy a product at an affordable price before it sells out, or they worry that if they wait, there are chances that it will be out of stock. FOMO can be used to make customers act now and take the opportunity to buy products before they are out of stock.

Create a fear of missing out by showing the quantity left in stock, for example, showing and notifying prospective buyers that a product is less than 7 qty on stock, even if you have more in stock on the backend. You can also create a FOMO by showing that a special price for a product is only valid for a certain time. For example, using a countdown timer to show the few minutes left before the special price expires or begins. Say a product of 100\$ is showing that if you buy in next 10 minutes, you will get it for 90\$.



It can be used to make customers act now and take advantage of a sale before it expires or out of stock. FOMO drives many impulsive purchases on ecommerce websites because people are afraid that they will miss a deal. It is also important that this information is up-to-date, as it can help reduce the number of abandoned purchases due to overselling and not having enough stock on hand for the next orders. The best way to implement this is to show real-time inventory. Showing the quantity of items left in stock for each product will indicate how fast customers have to act if they do not want to miss out on adding a particular item to cart. Notifying customers that by purchasing now, they will get a % discount.

Do not offer a free shipping option in case your product volume or weight is huge, you will end up losing more than gaining.

8) Highlight your shipping and returns policy

Many ecommerce websites offer shipping and return policies that are not prominently displayed. It is important to note the importance of shipping and return policy on an ecommerce website, as it will affect your conversion rate. If you have a shipping and return policy that customers know about upfront, then they can make more informed decisions when choosing where to shop online.



More importantly, it helps to take away one of the many worries that customers have before purchasing. Shipping policy highlights shipping times and shipping costs as well as shipping restrictions such as size, weight or quantity for each item.

It shows customers the delivery timeframe of the purchased product. Displays shipping prices upfront without a need to add the product to the shopping cart. Except If your product is more than 10 Pound in weight or huge volume, have a shipping estimator right there on the product details page or cart page, where they can select the country and/or enter the zip code which can give the user the options of what shipping method is available and the approximate cost. When you show them how much shipping will cost upfront, then they'll be able to see what's best for them in terms of price without worrying about having an unpleasant surprise at checkout!

This policy gives customers peace of mind that they will be taken care of in case of any problems with shipping or returns.

Protip: In case you are selling an item, which has high % of returns due to the damages caused during shipping, properly package the product such that there are less chances of damage and some prorated % of shipping fees to compensate for the losses of the items, and shipping cost both ways.

The shipping and return policy can also be set to auto-optimize shipping prices so that the customer isn't hit with a shipping price shock at checkout.

For example, if someone is ordering two products of \$100 each (shipping cost = \$20 for each), your site could automatically charge them an additional \$2 for shipping per order rather than charging double the shipping cost of \$40 instead of just charging \$22. This gives customers more control over how much they're spending on shipping by giving them another option to lower costs during purchase time.

There is a saying that goes like this "CUSTOMER IS KING". To run the business smoothly, you must give customer satisfaction. This is the reason why most ecommerce websites have a return policy. Having a good return policy comes with some benefits

9) Focus Above the Fold

Focus Above the Fold When it comes to conversion, you want to focus on what's above the fold. This means that the most important elements of your page should be placed where users can see them without having to scroll down. Make sure your CTA is front and centre, as well as any other key conversion points. Another way to do on above the fold is to have a conversion popup that goes there. The most important elements of your page should be placed where users see them without having to scroll down. Place your CTA front and center for easy conversion. Display your contact information prominently. Your contact information should be easy to find and use. Make sure your email address and phone number are prominently displayed, and include a contact form on every page. Include social proof to show others have converted as well. Social proof is a psychological principle that states that people are more likely to do something if they see that others have done it as well. You can use social proof on your website by including testimonials from happy customers, displaying ratings and reviews, or featuring case studies. Social media is a great way to promote conversion, and you can encourage users to share your content by including social media buttons on your pages. Make sure the buttons are easy to find and use an attractive design that will stand out against the background.

10) Optimize Your Forms

Your forms should be as short as possible while still collecting the necessary information. Remove any fields that are not essential, and use inline validation to ensure that users enter the correct data. You can also use progress bars to show users how close they are to completing the form. Remove any fields that are not necessary for conversion.

Forms slow people down. They're a pain to fill out and they introduce an overwhelming amount of friction into the conversion process. Fortunately, there are ways to make forms easier for humans so that more conversions can happen! Here are some tips: keep them short; only ask fields that really matter; expand on what you need from your form so it's easy for users - like adding extra fields or even making forms interactive!



Do you want to discuss the strategy ?

Do you have any questions ?



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